



WRITING GUIDELINES

Instagram

2020-2021

GENERAL INFORMATION

We are looking for wise, creative, and pithy communicators to help populate content on the yl_discipleship Instagram channel. We are primarily looking for written content, but will also accept ready-to-post images (including all overlay text) to accompany written submissions.

Except for occasional extended series (e.g. “3-in-1” series and “Mark read aloud” series), we post daily content Monday-Friday. The mission of our Insta presence is to provide **compact truth, challenge, and cheer** that is 1) Biblically sound, 2) Christ centric, and 3) serves as a meaningful touch point for those who are just beginning or those who are continuing to follow Jesus.

Each week of posts is framed by either a theme (e.g. attributes of Jesus), a passage (e.g. the Lord’s prayer), or a composition lens (e.g. Jesus+prepositions [see below]).

Our primary audience is students — WyldLife through Young Life College. By proxy, users will also include staff, leaders, parents, and random Instagrammers.

Please familiarize yourself with our [current Instagram ethos](#) before submitting any files.

SUBMISSION DETAILS

Create a plan centered on specific a specific theme or passage(s). Ensure that your content connects with a broad audience of students by avoiding terms, illustrations, or allusions that are especially contextualized.

Each day’s main written content should be between 75 and 100 words.

Run your content past some trusted friends, colleagues, and students.

Put your content into a Word or Pages document that has:

1” margins all around

12 pt. Times New Roman (or other STANDARD font - no ~~Beepuf~~ or **BEDBUG** allowed)

single space throughout (except between sections as noted below)

no specialized formatting (i.e. no bullets, bold, italic, underline, etc.)

Include the following, in this order:

Your name and location

Your role in Young Life

Your contact (email and phone)

[space]

Theme or passage (for editor use only)

[space]

Day 1

Main image overlay text (a word/phrase/verse)

Sub image overlay text (**not required**)

Day 1 content

[space]

repeat for days 2-5

[space]

Tags (Our staff will generate tags and hashtags, *but if you would like to include a tag(s) for your area or club, please include full info here.*)

In daily content, use > to indicate a hard return.

If submitting images, send them as attachments. Be sure file names clearly identify the correct day.

Email your content to discipleship@sc.younglife.org with "Instagram Submission" in the subject line. Allow 2-3 weeks for response.

SAMPLE SUBMISSION

bio info

THEME: Jesus prepositions

Day 1

ABIDE

in Jesus

Following Jesus isn't meant to be an off-again-on-again relationship. It's meant to be an all-in-all-the-time relationship. Jesus said to his closest friends and followers: "Abide in me, just as I abide in my Father." Jesus isn't connected to his Father now and then, when it's convenient, when he feels like it, when there's nothing to distract him. He abides in and with his Father ALWAYS. > > Follow Jesus. Abide in Jesus. All the time and everywhere. (See John 15)

Day 2

SURRENDER

to Jesus

The first step of following Jesus is surrendering to him. He said to his friends, "If any of you wants to be my follower, you must give up your own way - you must deny yourself - and follow me." (from Matthew 16:4-26) > > Giving up your own way and denying yourself doesn't mean that you don't matter as a person, that you don't have value as an individual, or that your personality disappears. Instead, it means that you become a more full and more free and more real person because now you're connected to the One who made you and loves you. > > Surrender to Jesus and experience true freedom.

Day 3

WALK

with Jesus

We are invited to "walk in step" with Jesus every moment of every day. This means all our actions and words should honor him. It means all our decisions should include him. It means all our interactions should honor him. > > It also means that we can lean on Jesus because he is there beside us in all places at all times. > > Walk with Jesus. Lean on Jesus. What a gift! What a relief! What a challenge!

Day 4

LIVE

for Jesus

Who do you live for? What do you live for? People live for many things — for excitement, for success, for fame, for money, and more. Following Jesus means living for Jesus, putting him first in everything, and living in ways that please and honor him. This is a big challenge. It's an amazing invitation. It's unbelievable, really, that God gives us the privilege of LIVING FOR JESUS. Let's do it together. Let's do it well. Let's do it joyfully.

Day 5

LOVE

like Jesus

Jesus loves. It's who he is. He loves everyone - the people that others ignore, the people that others cast aside, the people that others look down on, the people that others hate. > > It's impossible to love others like Jesus did on our own power. We can only do it with his help. His Spirit will work in our hearts and minds, helping us to see all people with new eyes, as his beloved Creation, who deserve honor, respect, and love.

More questions? Email crystal.kirgiss@comcast.net