KINGDOM EVERYWHERE

# HOST MEDIA & SOCIAL TOOLKIT

OCTOBER 25, 2026

**FOR KINGDOM EVERYWHERE HOSTS ONLY**

THIS TOOLKIT EQUIPS YOU TO DOCUMENT, SHARE, AND AMPLIFY WHAT GOD IS DOING IN YOUR HOME AND COMMUNITY ON KINGDOM EVERYWHERE SUNDAY.

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# THE MISSION

TAKING THE KINGDOM TO THE COMMUNITY. EVERY VIDEO YOU POST, EVERY CAPTION YOU SHARE, AND EVERY STORY YOU TELL EXTENDS THAT MISSION BEYOND YOUR LIVING ROOM WALLS.

## HOW TO SHOOT GREAT VIDEOS

YOU DON'T NEED PROFESSIONAL EQUIPMENT. YOU NEED INTENTION. HERE'S HOW TO CAPTURE CONTENT THAT FEELS AUTHENTIC, LOOKS CLEAN, AND REPRESENTS OCBF WELL.

### BEFORE YOUR GATHERING

### SET UP YOUR SPACE

- CLEAR THE BACKGROUND — LESS CLUTTER, MORE FOCUS ON PEOPLE
- NATURAL LIGHT IS BEST: POSITION YOUR GROUP FACING A WINDOW, NOT WITH A WINDOW BEHIND THEM
- TEST YOUR CAMERA ANGLE BEFORE GUESTS ARRIVE, AIM FOR EYE LEVEL, NOT LOOKING UP FROM A TABLE

### CHARGE EVERYTHING

- CHARGE YOUR PHONE TO 100% BEFORE THE GATHERING STARTS
- FREE UP AT LEAST 2–3 GB OF STORAGE FOR VIDEO
- CONSIDER A SIMPLE PHONE TRIPOD OR PROP YOUR PHONE AGAINST BOOKS FOR A STEADY SHOT.]

**QUICK CHECKLIST: BEFORE YOU HIT RECORD**

- PHONE CHARGED + STORAGE CLEARED
- SPACE IS TIDY AND WELL-LIT
- PHONE IS HORIZONTAL (LANDSCAPE MODE) FOR GROUP SHOTS
- PERMISSION TO FILM NOTED (NO CHILDREN WITHOUT PARENT APPROVAL)
- TEST SHOT DONE — AUDIO IS CLEAR

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# DURING YOUR GATHERING

## CAPTURE THESE 4 MOMENTS

### 1. THE WELCOME

FILM A 15–30 SECOND CLIP OF YOU WELCOMING EVERYONE TO YOUR GATHERING.

*EXAMPLE: "HEY! WELCOME TO OUR KINGDOM EVERYWHERE GATHERING RIGHT HERE IN [CITY/NEIGHBORHOOD]. SO GLAD YOU'RE HERE — LET'S DO THIS TOGETHER!"*

### 2. THE GROUP MOMENT

GET A WIDE SHOT OF YOUR GROUP WATCHING THE SERVICE, PRAYING, OR DISCUSSING.

*TIP: HORIZONTAL PHONE, CHEST-HIGH ANGLE, 10–20 SECONDS IS PLENTY.*

### 3. THE DISCUSSION

CAPTURE 20–30 SECONDS OF YOUR GROUP IN CONVERSATION AFTER THE MESSAGE.

*TIP: YOU DON'T HAVE TO RECORD WHAT THEY'RE SAYING, THE IMAGE OF COMMUNITY IS POWERFUL ON ITS OWN.*

### 4. THE TABLE

SNAP A PHOTO OF THE FOOD, FELLOWSHIP, AND FACES AROUND THE TABLE AFTER THE SERVICE.

*THIS IS YOUR ACTS 2 MOMENT, SHOW IT.*

## RECORDING TIPS

- SHOOT HORIZONTAL (LANDSCAPE) FOR FACEBOOK AND YOUTUBE; VERTICAL (PORTRAIT) FOR INSTAGRAM REELS AND STORIES
- KEEP CLIPS SHORT — 15–60 SECONDS POSTS BEST ON MOST PLATFORMS
- SPEAK CLEARLY AND CLOSE TO THE PHONE IF YOU'RE TALKING TO CAMERA
- DON'T ZOOM IN — MOVE CLOSER TO YOUR SUBJECT INSTEAD
- IF THERE'S WIND OR LOUD BACKGROUND NOISE, PAUSE AND TRY AGAIN

## AUDIO TIP

**AUDIO MAKES OR BREAKS A VIDEO. IF YOU'RE INDOORS WITH HARD FLOORS, HOLD THE PHONE CLOSER TO YOUR SUBJECT OR CONSIDER A SIMPLE CLIP-ON MIC (AVAILABLE FOR UNDER $20 ON AMAZON..NOT REQUIRED). THE CROWD CAN BE A LITTLE NOISY, THAT'S OKAY. JUST MAKE SURE THE PERSON TALKING IS CLEARLY HEARD.**

# READY-TO-POST CAPTIONS

COPY, CUSTOMIZE THE BRACKETED FIELDS, ADD YOUR PHOTO OR VIDEO, AND POST. ALL CAPTIONS ARE PRE-LOADED WITH OFFICIAL HASHTAGS.

CUSTOMIZE [YOUR CITY/NEIGHBORHOOD], [YOUR NAME OR GROUP NAME], AND ANY OTHER BRACKETED FIELDS BEFORE POSTING.

## PRE-EVENT / INVITE CAPTIONS

THE WEEK BEFORE OCT. 25

### OPTION A FACEBOOK · INSTAGRAM

THIS SUNDAY, OCTOBER 25, WE'RE NOT JUST GOING TO CHURCH, WE ARE THE CHURCH. INSTEAD OF GATHERING IN ONE BUILDING, OAK CLIFF BIBLE FELLOWSHIP IS SPREADING ACROSS THE CITY. I'M HOSTING A KINGDOM EVERYWHERE GATHERING RIGHT HERE IN [YOUR CITY/NEIGHBORHOOD], AND THERE'S ROOM FOR YOU. NO MEMBERSHIP REQUIRED. BRING A FRIEND. COME AS YOU ARE.

#KINGDOMEVERYWHERE #OCBFCHURCH #WEARETHECHURCH

### OPTION B INSTAGRAM / FACEBOOK (SHORTER, PUNCHY)

SUNDAY, OCTOBER 25, CHURCH COMES TO THE COMMUNITY. I'M HOSTING A KINGDOM EVERYWHERE GATHERING IN [YOUR CITY/NEIGHBORHOOD]. JOIN US!

#KINGDOMEVERYWHERE #OCBFCHURCH #WEARETHECHURCH

### OPTION C INSTAGRAM STORY / SMS

[YOUR CITY/NEIGHBORHOOD] → HOSTING KINGDOM EVERYWHERE ON OCTOBER 25. COMMENT BELOW OR DM ME FOR DETAILS.

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# READY-TO-POST CAPTIONS

## DAY-OF CAPTIONS

*MORNING OF OCT. 25*

### OPTION A FACEBOOK · INSTAGRAM

TODAY IS THE DAY. OUR HOME IS OPEN, THE COFFEE IS READY, AND WE'RE ABOUT TO EXPERIENCE CHURCH LIKE NEVER BEFORE. KINGDOM EVERYWHERE, BECAUSE THE CHURCH DOESN'T HAVE WALLS. SO GRATEFUL FOR EVERYONE JOINING US THIS MORNING IN [YOUR CITY/NEIGHBORHOOD].

#KINGDOMEVERYWHERE #OCBFCHURCH #WEARETHECHURCH #SUNDAYSERVICE

### OPTION B INSTAGRAM REEL / TIKTOK (PAIR WITH VIDEO CLIP)

WE DIDN'T GO TO CHURCH TODAY. WE ARE THE CHURCH. KINGDOM EVERYWHERE IS LIVE, AND [YOUR CITY/NEIGHBORHOOD] SHOWED UP.

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#KINGDOMEVERYWHERE #OCBFCHURCH #WEARETHECHURCH #CHURCHCOMMUNITY

### OPTION C INSTAGRAM STORY (PAIR WITH GROUP PHOTO)

THIS IS WHAT KINGDOM EVERYWHERE LOOKS LIKE IN [YOUR CITY/NEIGHBORHOOD]. TAG SOMEONE WHO NEEDS TO SEE THIS.

#KINGDOMEVERYWHERE #OCBFCHURCH

## POST-EVENT CAPTIONS

*AFTER THE GATHERING*

### OPTION A FACEBOOK · INSTAGRAM

TODAY, THE KINGDOM SHOWED UP IN OUR NEIGHBORHOOD. WE WORSHIPPED, WE TALKED, WE ATE, AND WE WERE REMINDED THAT THE CHURCH IS NOT A PLACE. IT'S A PEOPLE. THANK YOU TO EVERYONE WHO JOINED US FOR KINGDOM EVERYWHERE. THIS IS JUST THE BEGINNING.

#KINGDOMEVERYWHERE #OCBFCHURCH #WEARETHECHURCH #KINGDOMCOMMUNITY

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## OFFICIAL HASHTAGS

*USE THESE ON EVERY POST*

| Hashtag | When to Use |
|---|---|
| **#KingdomEverywhere** | Every post — lead with this one |
| **#OCBFChurch** | Every post — connects to the OCBF brand |
| **#WeAreTheChurch** | All event-day and recap posts |
| **#KingdomCommunity** | Posts about small group/community life |
| **#SundayService** | Day-of posts during service hours |

***ALWAYS TAG @OCBFCHURCH ON INSTAGRAM AND FACEBOOK WHEN POSSIBLE. THIS HELPS US RESHARE YOUR CONTENT!***

## PLATFORM QUICK REFERENCE

*NOT SURE WHERE TO POST WHAT? USE THIS AS YOUR GUIDE.*

| Platform | Best Content Type | Video Orientation |
|---|---|---|
| Instagram | Reels, Stories, photos | Vertical (9:16) |
| Facebook | Video, photos, long captions | Horizontal (16:9) |
| TikTok | Short-form video (15–60s) | Vertical (9:16) |
| X / Twitter | Quick updates, quotes | Either |

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# CONTENT DO'S & DON'TS

**✓ DO**

- GET PERMISSION BEFORE FILMING PEOPLE, ESPECIALLY CHILDREN
- TAG @OCBFCHURCH ON ALL POSTS
- SHOW THE JOY, SMILES, LAUGHTER, AND REAL MOMENTS
- KEEP IT AUTHENTIC — UNPOLISHED IS FINE
- LEAD WITH #KINGDOMEVERYWHERE IN EVERY CAPTION
- POINT PEOPLE TO OCBFCHURCH.ORG/KINGDOMEVERYWHERE

**✗ DON'T**

- DON'T SHARE EXACT HOME ADDRESSES PUBLICLY
- DON'T POST CONTENT THAT REFLECTS POORLY ON OCBF OR ITS MISSION
- DON'T USE UNAUTHORIZED OCBF LOGOS OR GRAPHICS
- DON'T FILM MINORS WITHOUT EXPLICIT PARENT/GUARDIAN CONSENT
- DON'T SHARE DIVISIVE OR POLITICAL CONTENT TIED TO OCBF

# QUESTIONS & SUPPORT

THE OCBF MARKETING & COMMUNICATIONS TEAM IS HERE TO SUPPORT YOU. REACH OUT BEFORE, DURING, OR AFTER KINGDOM EVERYWHERE SUNDAY.

**MARKETING & COMMUNICATIONS**
WEB@OCBFCHURCH.ORG
MEDIARELATIONS@OCBFCHURCH.ORG

**KINGDOM EVERYWHERE INFO & GROUP FINDER**
OCBFCHURCH.ORG/KINGDOMEVERYWHERE

**FOLLOW & TAG US**
@OCBFCHURCH ON INSTAGRAM · FACEBOOK · YOUTUBE

THANK YOU FOR HOSTING. THANK YOU FOR SHOWING UP.
THE KINGDOM IS EVERYWHERE, AND IT STARTS IN YOUR HOME.

**#KINGDOMEVERYWHERE· #OCBFCHURCH ·#WEARETHECHURCH**