

30-DAY FACEBOOK GROUP CONTENT PLANNER

Engagement Director & Facilitator Guide

For Sharnita Gates Academy | Kingdom Collective

Main Group Link

Join the Facebook Group Here:
[INSERT FACEBOOK GROUP LINK]

Optional Program Links:
Partner With Us: [INSERT LINK]
Sponsor Page: [INSERT LINK]
Donate Page: [INSERT LINK]
Discovery Call: [INSERT LINK]
Website: www.sharnitagates.com

PURPOSE OF THE GROUP

This Facebook Group exists to create a guided community experience where members can receive encouragement, instruction, accountability, biblical foundations, leadership development, practical tools, and opportunities to grow.

The goal is not just posting content. The goal is formation.

This group should help people move from:

Confusion to Clarity
Chaos to Conviction
Information to Understanding
Potential to Purpose
Isolation to Community
Consumption to Participation

MONTHLY THEME

“30 Days of Clarity, Capacity, and Kingdom Stewardship”

Scripture Foundation:

“Where there is no vision, the people perish.” — Proverbs 29:18

“Let all things be done decently and in order.” — 1 Corinthians 14:40

“Write the vision and make it plain.” — Habakkuk 2:2

GROUP FACILITATOR ROLE

The facilitator is responsible for guiding the atmosphere, protecting the purpose, and directing engagement.

The facilitator should:

1. Welcome new members.
2. Post daily content.
3. Ask meaningful questions.
4. Respond to comments.
5. Encourage participation.
6. Redirect confusion.
7. Keep conversations respectful.
8. Highlight wins.
9. Invite members to the next step.
10. Track engagement weekly.

The facilitator is not responsible for forcing people to participate. The role is to prepare the table, serve the instruction, and invite people to respond.

DAILY POSTING RHYTHM

Each day should include one main post.

Recommended posting times:

Morning: 8:00 AM

Afternoon engagement check: 12:00 PM

Evening comment response: 7:00 PM

Daily content structure:

1. Scripture or principle.
 2. Short teaching.
 3. Reflection question.
 4. Action step.
 5. Link or invitation.
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WEEKLY STRUCTURE

Monday: Vision & Clarity

Focus on purpose, direction, goals, and identity.

Tuesday: Training & Tools

Teach a practical framework, worksheet, checklist, or concept.

Wednesday: Wisdom & Reflection

Invite members to pause, examine, and process.

Thursday: Engagement & Discussion

Ask a strong community question or create a poll.

Friday: Testimony & Wins

Celebrate progress, stories, lessons, and breakthroughs.

Saturday: Activation

Give a simple assignment or challenge.

Sunday: Rest, Prayer & Reset

Provide prayer, scripture, and weekly preparation.

WEEK 1: FOUNDATION

Theme: Identity, Vision, and Clarity

Goal: Help members understand why they are in the group and what they are building toward.

Day 1 — Welcome & Orientation

Post Title: Welcome to the Training Ground

Post: Welcome to the group. This is a space for growth, clarity, leadership, stewardship, and transformation. Over the next 30 days, we will walk through practical and biblical principles to help you strengthen your life, leadership, purpose, and capacity.

Question: Introduce yourself. Who are you, where are you joining from, and what are you believing God to bring clarity to in this season?

Action: Comment your name and one word that describes what you need most right now.

Link: Join or invite someone here: [INSERT FACEBOOK GROUP LINK]

- Facilitator Checklist:
- Pin welcome post
 - Approve pending members
 - Comment on every introduction
 - Invite quiet members to respond
 - Share group expectations
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Day 2 — What Are You Carrying?

Post Title: Name What You Are Carrying

Teaching: Before you can steward well, you must identify what has been placed in your hands. Some people are carrying assignments, grief, vision, business ideas, family responsibility, ministry, leadership, or transition.

Question: What are you carrying right now that needs wisdom, order, or support?

Action: Write: "I am carrying __, **and I need** ____."

- Facilitator Checklist:
- Respond with encouragement
 - Identify common themes
 - Note members needing follow-up
 - Invite members to pray for one another

Day 3 — Vision Made Plain

Post Title: Write the Vision

Scripture: Habakkuk 2:2

Teaching: Vision becomes easier to steward when it is written, named, and made plain. Confusion grows when vision stays only in your head.

Question: What vision do you need to make plain this month?

Action: Write one sentence beginning with: “The vision I am building is...”

Facilitator Checklist: Encourage short, clear answers

Help members simplify unclear vision statements

Save strong testimonies for Friday

Day 4 — Poll Day

Post Title: What Area Needs the Most Clarity?

Poll Options: Spiritual life

Emotional capacity

Family and relationships

Business or work

Money and resources

Health and discipline

Purpose and calling

Caption: Your answer helps us know what to teach, pray into, and build around this month.

Facilitator Checklist: Post poll

Comment on results

Use poll results to shape future examples

Day 5 — Weekly Wins

Post Title: What Became Clear This Week?

Question: What is one thing you learned, named, released, or understood better this week?

Action: Comment one win, no matter how small.

Facilitator Checklist: Celebrate every win

Use encouraging language

Invite members to reply to each other

Day 6 — Activation Challenge

Post Title: Clear One Thing

Challenge: Choose one area of your life that feels cluttered, confusing, or delayed. Spend 30 minutes bringing order to it.

Examples: Clean your workspace

Organize your notes

Write your next step

Delete distractions

Make one phone call

Finish one small task

Question: What did you choose to bring order to?

Facilitator Checklist: Post reminder in afternoon

Ask members to share before/after

Celebrate completion

Day 7 — Prayer & Reset

Post Title: Sunday Reset Prayer

Prayer: Father, bring order to what has been scattered. Give us wisdom to steward what You have placed in our hands. Strengthen our minds, purify our motives, and teach us to walk with clarity, peace, discipline, and purpose. Amen.

Question: What do you need grace for this coming week?

Facilitator Checklist: Pray over comments

Summarize week one

Preview week two

WEEK 2: CAPACITY

Theme: Emotional Wealth, Discipline, and Stewardship

Goal: Help members build internal capacity to handle what they are called to carry.

Day 8 — Capacity Check

Question: Where are you feeling stretched right now?

Options: Emotionally

Spiritually

Financially

Relationally

Professionally

Physically

Action: Comment one area and one support you need.

Day 9 — Emotional Stewardship

Teaching: Emotions are signals, not masters. They reveal what needs attention, healing, wisdom, or boundaries.

Question: What emotion has been speaking the loudest lately?

Action: Name it without judging it.

Day 10 — Discipline Without Shame

Teaching: Discipline is not punishment. Discipline is structure that protects purpose.

Question: What structure would help protect your peace this week?

Action: Choose one rhythm to practice for seven days.

Day 11 — Engagement Discussion

Post Title: What Drains You Most?

Question: What drains your energy faster: people, pressure, clutter, confusion, lack of money, lack of support, or lack of direction?

Facilitator Note: Use answers to teach later about stewardship and boundaries.

Day 12 — Testimony Friday

Question: Where did you respond differently this week than you normally would?

Action: Share one moment of growth.

Day 13 — Activation Challenge

Challenge: Create a “Do Not Carry” list.

Write down three things you are releasing:

1. I will not carry _____.
 2. I will not carry _____.
 3. I will not carry _____.
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Day 14 — Prayer & Reset

Prayer Focus: Capacity, peace, boundaries, discipline, and emotional strength.

Question: What needs to be strengthened in you this week?

WEEK 3: LEADERSHIP & SERVICE

Theme: Kingdom Ambassadorship

Goal: Help members see themselves as stewards, leaders, and representatives.

Day 15 — You Are a Steward

Teaching: A steward manages what belongs to God with wisdom, faithfulness, and responsibility.

Question: What has God trusted you to steward in this season?

Action: Comment: "I am stewarding ____."

Day 16 — Leadership Begins With Self

Teaching: Before leading others, we must learn to govern our words, time, emotions, habits, and decisions.

Question: What area of self-leadership needs growth?

Day 17 — Communication Matters

Teaching: Your words are seeds. They can plant clarity or confusion, healing or harm, faith or fear.

Question: What words do you need to speak more intentionally this week?

Action: Write one sentence you need to start saying.

Day 18 — Community Question

Post Title: What Makes a Leader Trustworthy?

Question: What qualities make you trust a leader?

Facilitator Checklist: Highlight repeated qualities
 Connect answers to integrity, service, consistency, and wisdom

Day 19 — Wins & Growth

Question: Where are you becoming more responsible, aware, or disciplined?

Action: Share one growth point.

Day 20 — Activation Challenge

Challenge: Serve one person intentionally today.

Examples: Encourage someone
 Make a helpful call
 Share a resource
 Pray for someone

- Help solve a problem
- Give without needing attention

Question: Who did you serve and what did you learn?

Day 21 — Prayer & Reset

Prayer Focus: Leadership, humility, service, wisdom, and responsibility.

Question: What kind of leader are you becoming?

WEEK 4: IMPACT & NEXT STEPS

Theme: From Growth to Action

Goal: Help members take clear next steps and connect to offers, programs, donations, sponsorship, or partnership.

Day 22 — What Is Your Next Faithful Step?

Teaching: Transformation requires movement. You do not need every answer to take the next faithful step.

Question: What is your next faithful step?

Action: Write it in one sentence.

Day 23 — Training Opportunities

Post Title: Grow With Us

Post: Sharnita Gates Academy offers coaching, mentorship, workshops, courses, leadership training, workforce development, digital resources, and virtual reality training.

Question: Which area would support your growth most right now?

- Options:
- Coaching
 - Mentorship
 - Courses
 - Workshops
 - VR Training
 - Business Development

- Leadership Development
- Community Events

Link: Learn more here: [INSERT WEBSITE LINK]

Day 24 — Partnership Invitation

Post Title: Partner With the Mission

Post: We are looking for aligned partners who want to help build people, strengthen organizations, and transform communities.

- Partnership areas include: Workforce development
- Leadership training
 - Youth and family development
 - Community impact
 - Sponsorship
 - Technology access
 - Volunteer support

Link: Partner with us here: [INSERT PARTNER LINK]

Question: Who do you know that should partner with this mission?

Day 25 — Sponsor Invitation

Post Title: Sponsor Transformation

Post: Sponsors help provide access to training, resources, technology, workshops, and development opportunities for people who need support.

Link: Become a sponsor here: [INSERT SPONSOR LINK]

Question: What type of program would you love to see sponsored in the community?

Day 26 — Donor Invitation

Post Title: Give to the Mission

Post: Every gift helps expand access to education, training, leadership development, coaching, mentorship, and community transformation.

Link: Donate here: [INSERT DONATION LINK]

Question: What impact area matters most to you?

- Youth
 - Families
 - Workforce
 - Leadership
 - Technology
 - Community healing
 - Scholarships
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Day 27 — Testimony & Reflection

Question: What has shifted in your thinking, faith, habits, clarity, or confidence over the last 30 days?

Action: Share your testimony in the comments or post a short video.

- Facilitator Checklist: Ask permission to share testimonies
- Save strong testimonials
 - Invite members into next step
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Day 28 — Activation Challenge

Challenge: Invite three people to the group who need clarity, encouragement, leadership growth, or community support.

Message: "I'm in a group focused on clarity, leadership, stewardship, and transformation. I think it could bless you. Join here: [INSERT FACEBOOK GROUP LINK]"

Day 29 — Community Vision

Question: What should we build together next?

- Options: 5-day challenge
- Prayer and planning room
 - Business development series
 - Leadership training
 - Emotional wealth training
 - VR training demo

- Book club
- Weekly live teaching

Facilitator Checklist: Collect votes

- Announce winning idea
 - Prepare next month's calendar
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Day 30 — Closing & Next Steps

Post Title: You Finished 30 Days

Post: You completed 30 days of clarity, capacity, stewardship, leadership, and activation. Now the question is: what will you do with what has been placed in your hands?

Next Steps: Stay active in the group

- Schedule a discovery call
- Join a program
- Invite a friend
- Become a partner
- Sponsor a learner
- Give to the mission

Links: Group: [INSERT FACEBOOK GROUP LINK]

Discovery Call: [INSERT LINK]

Partner: [INSERT PARTNER LINK]

Sponsor: [INSERT SPONSOR LINK]

Donate: [INSERT DONATION LINK]

Question: What is your next step?

WEEKLY FACILITATOR CHECKLIST

Every Monday

- Post weekly theme
- Welcome new members
- Review previous week engagement
- Set weekly intention
- Update links if needed

Every Tuesday

- Share teaching or tool
- Ask members to apply it
- Comment on at least 10 responses
- Invite members to share examples

Every Wednesday

- Post reflection question
- Encourage honest responses
- Watch for members needing support
- Pray over group needs

Every Thursday

- Post poll or discussion
- Track most common answers
- Save insights for future content

Every Friday

- Ask for wins
- Celebrate progress
- Screenshot testimonials with permission
- Invite next-step action

Every Saturday

- Post challenge
- Remind members to complete it
- Encourage pictures, comments, or video replies

Every Sunday

- Post prayer
 - Summarize the week
 - Prepare members for the next week
 - Review engagement numbers
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MONTHLY ACTIVITY CHECKLIST

At the beginning of the month:

- Choose monthly theme
- Confirm main links
- Schedule posts
- Prepare graphics
- Prepare welcome message
- Create member questions
- Create weekly live schedule
- Assign facilitator responsibilities

During the month:

- Monitor comments daily
- Welcome new members
- Track engagement
- Save testimonials
- Answer questions
- Share links clearly
- Encourage action

At the end of the month:

- Review top posts
- Count active members
- Collect testimonies
- Review poll results
- Identify warm leads
- Invite members to programs
- Plan next month's theme

ENGAGEMENT DIRECTOR INSTRUCTIONS

The Engagement Director should focus on movement, not just posting.

Daily Responsibilities:

1. Check pending member requests.
2. Welcome new members.
3. Post the daily prompt.
4. Reply to comments within 24 hours.

5. Ask follow-up questions.
6. Tag members when appropriate.
7. Encourage members who engage often.
8. Watch for confusion, conflict, or discouragement.
9. Direct people to the correct link.
10. Track what content gets the most response.

Weekly Responsibilities:

1. Review engagement.
2. Identify top contributors.
3. Identify quiet members.
4. Choose one member to highlight.
5. Invite members to the next step.
6. Report wins, needs, and opportunities.

Monthly Responsibilities:

1. Review total growth.
2. Identify potential partners, sponsors, donors, or program participants.
3. Gather testimonials.
4. Recommend next month's content theme.
5. Update the group welcome post.
6. Clean up outdated announcements.

SAMPLE WELCOME MESSAGE

Welcome to the group. We are so glad you are here.

This is a community for clarity, growth, stewardship, leadership, and transformation. Over the next 30 days, you will receive prompts, teachings, questions, challenges, and opportunities to grow.

Start here:

1. Introduce yourself.
2. Tell us what you are believing for in this season.
3. Invite someone who needs clarity and support.

Main Group Link: [INSERT FACEBOOK GROUP LINK]

SAMPLE GROUP RULES

1. Honor the purpose of the group.
2. Speak with respect.

3. No spam or unrelated promotions.
 4. Share encouragement, not confusion.
 5. Protect privacy.
 6. Ask questions with humility.
 7. Give value before asking for support.
 8. Keep faith, wisdom, and stewardship at the center.
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SIMPLE WEEKLY LIVE FORMAT

Title: Weekly Clarity Room

Length: 30–45 minutes

Format:

1. Welcome — 3 minutes
2. Opening prayer — 2 minutes
3. Weekly teaching — 10 minutes
4. Reflection question — 10 minutes
5. Member sharing — 10 minutes
6. Next step invitation — 5 minutes

Live Call-To-Action: Join the group, invite a friend, schedule a call, become a partner, sponsor, or donate.

MAIN LINKS TO ADD

Facebook Group: [INSERT FACEBOOK GROUP LINK]

Website: www.sharnitagates.com

Discovery Call: [INSERT DISCOVERY CALL LINK]

Partner Page: [INSERT PARTNER LINK]

Sponsor Page: [INSERT SPONSOR LINK]

Donate Page: [INSERT DONATION LINK]

Courses: [INSERT COURSE LINK]

Events: [INSERT EVENTS LINK]

Email: kingdomcollectiveorg@gmail.com

Phone: 470-772-6862

FINAL FACILITATOR NOTE

Do not measure success only by likes. Measure success by formation.

Look for:

- People gaining clarity
- People commenting honestly
- People asking better questions
- People taking action
- People inviting others
- People requesting support
- People moving toward partnership
- People becoming more faithful stewards

The purpose of the group is to build a culture where people are seen, strengthened, instructed, and activated.