

MARRIAGE CHAMPION

Social Media Posting Guidelines

WHY THIS GUIDE

Sale graphics tend to get scrolled past — they read as ads. What actually gets attention (and trust) is a real photo and a real voice: you, talking to your own community, about something that matters to you. This guide gives Marriage Champions a simple plan for what to post and when, built around authentic, personal content instead of promotional banners.

A FEW GUIDELINES

- Post from your own account or your group's account — not just a shared sale graphic.
- Use real photos: you and your spouse, a past Weekend to Remember, or (with permission) a couple in your community.
- Lead with a moment, a question, or a memory — not a discount. The offer comes second.
- Always include the two-step instructions somewhere in the caption or first comment:
 - **Enter your group name**
 - **Use promo code SAVE50 for 50% off**
- Avoid clock/urgency graphics, discount banners, or anything that looks like a stock ad — a candid photo will always outperform them.



**Weekend to
Remember®**
by FamilyLife.