

UNVEIL YOUR STORY

FREE RESOURCE

THE CHURCH SOCIAL SWIPE FILE

HOOKS & CAPTIONS

Lines that stop the scroll, and captions written for the person who is not there yet.

Impact over insights.

Steal these. Change the words. Post before Sunday.

WRITE FOR THE PERSON WHO ISN'T THERE YET.

Most church posts talk to the people who already come. That is why they do not travel. Around nine in ten of your views now come from strangers, so every line has to earn a stranger's attention.

These are starting points, not scripts. A hook is the first line, the words on screen in the first three seconds. A caption is what you write underneath. A call to action is the one next step. Pick one from each, swap in your details, and post it.

Nothing here is clever for the sake of it. The lines that reach the farthest are honest and human. When a hook feels like a trick, cut it. When it feels true, use it.

THREE RULES

Keep it honest.

- Say the real thing. No bait you cannot pay off.
- One idea per post. Do not stack three.
- End with one next step, never three.

If you only change one thing this week, put your strongest sentence first.

The hook

The first sentence, on screen. It has one job: make someone stop. No logo, no slow intro, no "welcome to our channel."

The caption

The words below the video. Say who it is for and why it matters, then point to one action.

A note on tone. Warm beats hype. You are not selling a product, you are opening a door. Read every line out loud. If it sounds like a person, keep it. If it sounds like an ad, rewrite it.

HOW A POST IS BUILT



The hook

First line, on screen. It stops the scroll.

"I almost didn't come."



The caption

Written for the stranger, not the regular.

"New here? This Sunday, 10am."



One CTA

A single next step. Come, visit, or save.

"Plan your visit."

PUT TOGETHER, ONE POST

HOOK "I almost didn't come that Sunday."

CAPTION New here, or coming back after a while? This Sunday at 10am. No dress code, no pressure, just come.

CTA Plan your visit at the link in our bio.

— Testimony

- " She walked in with nothing left to lose.
- " Ten years ago, no one thought he would make it.
- " I did not think church was for someone like me.
- " This is what a second chance actually looks like.
- " She almost did not come that Sunday.
- " He kept the addiction hidden for years. Not anymore.
- " Nobody saw this coming. Well, almost nobody.
- " He hadn't spoken to his father in twelve years.
- " The doctors gave her a month.
- " She came in angry and left carried.
- " I came for my kids. I stayed for good.
- " Fifteen years sober started with one Sunday.

— Invitation

- " You do not have to have it together to walk in.
- " New to the city? Come sit with us Sunday.
- " First time at a church? Here is exactly what happens.
- " Save this if you have been meaning to find a church.
- " No dress code. No pressure. Just come.
- " Been away from church a while? Start here.
- " Bring your questions. We are not scared of them.
- " Coming alone? You will not sit alone.
- " We saved you a seat.
- " Doubts welcome. Bring them.
- " This is a good Sunday to start.
- " Not sure what you believe? Come anyway.

— Sermon clip

- " If you feel behind in life, hear this.
- " The verse everyone quotes wrong.
- " You are not too far gone. Here is why.
- " What to do when God feels silent.
- " Stop apologizing for praying big.
- " This is the part of grace no one explains.
- " Read this before you give up on it.
- " You are allowed to rest. Here is why.
- " God is kinder than you were told.
- " What grace really means.
- " The prayer that changes your week.
- " Start here if you feel far from God.

— Encouragement

- " A reminder for the one who almost did not get up today.
- " God is not disappointed in you.
- " You are more than your worst week.
- " Read this before you scroll away.
- " The season you are in is not the end of your story.
- " You were not made to carry all of that alone.
- " Someone needs to hear this today. Maybe it is you.
- " You are becoming who God made you.
- " Rest is holy too.
- " There is more to your story.
- " Grace meets you exactly where you are.
- " Today is a good day to begin again.

How to use these. The hook is the on-screen text and the first thing said. Put it in the first three seconds with no setup. Change the details so it is true to your church, then let the story do the rest.

Community & behind the scenes

- " This is what a Tuesday looks like at our church.
- " We do a lot more than Sundays.
- " Meet the people who set up before you arrive.
- " Come see what happens after the service ends.
- " This is the part of church nobody posts.
- " Our volunteers showed up at 6am for this.
- " You would not believe who cooks on Wednesdays.
- " The setup nobody sees starts at 6am.
- " What our lobby sounds like on a Sunday.
- " Come see who saved you a seat.
- " This is the family you have been looking for.
- " The best part happens after the service.

Seasonal & events

- " Easter is one week away. Bring someone.
- " Christmas at our church. Here is what to expect.
- " The one Sunday to invite a friend is coming.
- " Summer changes everything around here.
- " Back to school and back to church. Let us help.
- " Mark your calendar. You will not want to miss this.
- " The story behind the empty tomb.
- " Good Friday, in one minute.
- " New year, same grace.
- " Why Christmas still matters.
- " The one Sunday to bring a friend is almost here.

Teaching & value

- " Three things to pray when you do not know what to say.
- " How to read the Bible without getting lost.
- " What the Bible actually says about worry.
- " A five minute habit that changed my mornings.
- " Save this for the next hard conversation.
- " The question to ask before you make the decision.
- " Here is how to start praying again.
- " How to hear God when life is loud.
- " What forgiveness actually asks of us.
- " A prayer for when you are anxious.
- " Where to start reading the Bible.
- " Three ways to pray this week.

Serve, youth & kids

- " Your kids will actually want to come back.
- " Ever wonder who runs the kids room? It could be you.
- " This is why our students keep showing up.
- " Give one hour a month. Change a kid's whole year.
- " What our youth night is really like.
- " There is a place for you on this team.
- " Sunday mornings need you.
- " One hour a month. One kid's whole year.
- " The team behind the smiles at the door.
- " Give a student a reason to belong.
- " Your kids will ask to come back.

Pair a hook with a face. A real person saying the line out-reaches the same words over a graphic. Point the phone at a member or your pastor and let them say it plainly.

Copy a framework, drop in the orange parts, and you have a caption. Keep it short. The caption supports the video, it does not repeat it.

Testimony

[Name] thought [the hard thing] was the end of the story. Then [the turning point]. Today, [where they are now]. If that is you too, you are welcome here. [CTA]

Sermon clip

[The one line that lands]. If that hit you, the full message is worth your time. [CTA to watch]

Invitation

New here, or coming back after a while? This Sunday at [time], [place]. No dress code, no pressure. Here is what a first visit looks like. [CTA]

Encouragement

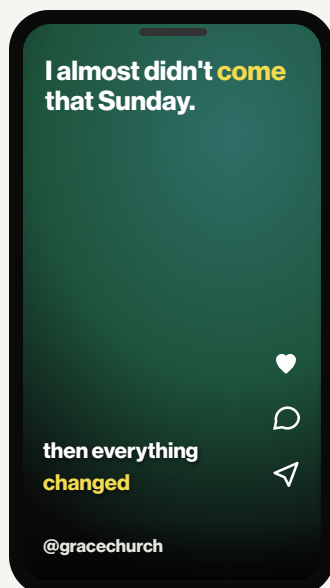
If no one has told you today: [the true, kind thing]. Save this, and send it to someone who needs it. [CTA]

Behind the scenes

You do not see this part on a Sunday. [what is happening]. This is who we are the other six days. [CTA]

Teaching

Here is [number] simple things to try when [the struggle]. Number [X] changed things for me. Which one will you try? [CTA]

**ANATOMY OF A POST THAT TRAVELS****The hook, first 3 seconds**

On screen and said out loud, no intro.

Burned-in captions

White text, one accent word. Most people watch on mute.

A real face

One trusted person out-reaches the church logo.

One clear next step

The caption ends with a single CTA, never three.

A FEW MORE FRAMEWORKS

Event

[Event] is **[when]**. It is the easiest Sunday of the year to bring a friend. Here is what to expect. **[CTA]**

Serve

Ever wondered who **[the unseen job]**? It could be you. One **[hour/morning]** a month makes a real difference. **[CTA]**

Ask a question

[An honest question your audience is asking]? Here is how we would answer that. Tell us yours in the comments. **[CTA]**

THE CTA BANK**One next step. Pick one.**

- Come this Sunday at [time].
- Plan your first visit at the link in our bio.
- Save this for someone who needs it.
- Send this to a friend who has been searching.
- Comment "INFO" and we will send the details.
- DM us "VISIT" for what to expect your first time.
- Follow along for more from this series.
- Watch the full message on our page.

Skip the hashtags

The head of Instagram has said hashtags do nothing for reach or the algorithm. Spend that time on a stronger hook, and write the caption the way a stranger would search for it.

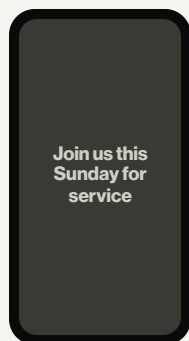
What makes a hook work

- It is specific. "She had one week to live" beats "God does miracles."
- It creates a small gap the viewer wants closed.
- It sounds like a person, not a brochure.
- It is on screen and said out loud in the first three seconds.
- It could only come from your church, not any church.
- It pays off. The video delivers what the hook promised.

What to skip

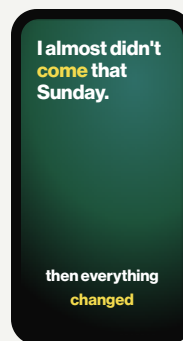
- Bait you cannot pay off. It burns trust fast.
- Insider language a newcomer will not know.
- Three ideas fighting in one post. Cut to one.
- Guilt or fear as the hook. Warmth reaches farther.
- A slow intro. Skip "hey guys, welcome back."
- Forcing a trend. If you have to bend the message, drop it.

SAME CHURCH, TWO HOOKS



✗ Weak

Talks to the people who already come. A stranger keeps scrolling.



✓ Strong

Specific and human. It makes a stranger stop and want to know more.

THE TEST

Read it out loud.

If it sounds like something you would actually text a friend, post it. If it sounds like an ad or a church bulletin, rewrite it until it sounds like you. Honest and human is the whole strategy.

KEEP GOING

YOU HAVE THE LINES. NOW BUILD THE RHYTHM.

Hooks get you started. A steady rhythm is what actually grows a church online. Every week we send one short brief on what is working for church accounts, with one thing to try before Sunday. It is called Behind the Curtain, and it is free.

GO DEEPER

Want the full playbook? **Your Church & Media** covers social, website, getting found, design, and tools, with a fill-in content calendar. In the store at unveilyourstory.com.

Impact over insights.

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