



WHO ARE WE?

In a generation overwhelmed by conflicting messages about love, lust and relationships our faith-based organization, Moral Revolution, is a company of radicals helping to define healthy sexuality. We promote a culture of love, honor, respect and freedom by providing resources that equip and empower society to live in wholeness. Alongside resources, we host events all around the world - mainly with churches and faith-based communities.

Goal of Social Media:

Helping a generation live their freest, healthiest life. To inspire, inform, and encourage a generation in their daily pursuit of purity in relationships with God, themselves, and those around them. We want to use social media to disciple a generation to walk in freedom and wholeness (body, soul, spirit).

Key Words & Phrases to shape our Voice & Tone:

- Hopeful
- Inspiring
- Empowering and friendly
- Communicating that purity and freedom are possible
- Promoting God's original design for sexuality & identity body, soul, spirit
- Redemption in our voice/tone

What We Do:

- Inspire with helping them find and live out their "yes" - the thing that will motivate them and keep them going.
- Give practical tips (#practicalpurity) on walking out healthy sexuality
- Challenge the status quo of relational ideas that aren't healthy or Biblical by showing the healthier versions.
- Encourage healthy relationship standards
- We believe everyone can be free and whole, no matter what they've been through.
- We talk about all perspectives of relationships - body, soul, and spirit. We want to have content that address each of the areas - collectively or individually.
- We use social media as our "living room" conversation to share ideas and inspiration on God's design for sexuality, purity, and relationships. We use our website for our "bedroom" talk to get into more intimate conversations about sex, pornography, masturbation, abuse, etc.

What We Are NOT/ What We Don't Do:

- Negative awareness through shocking statements or statistics
- Attempting to scare people into purity
- Depressing or hopeless
- Using Shame, guilt, blame, use a list of “don'ts”
- We don't use an “us” and “them” approach
- We don't do one-on-one counseling

SOCIAL MEDIA CONTENT STRUCTURE

Here is the set up for our captions:

Meme: *Something clear, clever, or inspirational*

Caption: *Around 60-70 words*

Check this out for info [2021 Caption Lengths](#)

Hashtag: *1-10 relevant ones (includes Moral Revolution)*

Ideas: “instatruth” “relationshipgoals” “realtalk” “christiandating” etc

Check out this video & blog for inspo- [Guide to hashtags 2021](#)

Language:

- We're wanting to move away from “you” language and start using “we” language. We're wanting to engage our followers more as members than just people who follow our content. So when writing, be mindful of how you're communicating! Use inclusive language that makes them feel like they are a part of something rather than just mindfully looking at content.
 - *Not every post has to sound like this, but make it a point to build content around this idea of inclusion.*
- With that, we want to start engaging our members more. So leave them with a call to action at the end of each post or a question. It's a fun way of including them into the conversation and building relationship with them- while also boosting our engagement and expanding our reach! Here's some examples:
 - *“Tag a friend who needs to hear this today”*
 - *“Post *praise hands* below if you accept this challenge!”*
 - *“How has God been speaking to you about this topic? Post down below in the comments!”*
 - *“Was this post for you today? Let us know in the comments!”*