

## **Social Media Graphics**

### **Engage Your Community with Ready-to-Use Social Media Graphics**

Consistent, eye-catching graphics help your message stand out, strengthen your brand, and encourage your audience to interact with your content. A library of ready-to-use social media graphics allows you to maintain a professional appearance while saving time creating new content.

Use these graphics across Facebook, Instagram, LinkedIn, X, Pinterest, and other platforms to promote books, events, assessments, workshops, and ministry resources.

## **Recommended Graphic Categories**

### **1. Inspirational Quotes**

Share meaningful quotes from your books or biblical principles that encourage couples.

Examples:

- Better understand one another. Better build your marriage.
- Great marriages are built with purpose, not by accident.
- Every strong marriage begins with intentional choices.
- Build your marriage one blueprint at a time.

### **2. Scripture Graphics**

Highlight biblical truths that support your message.

Examples:

- Ecclesiastes 4:9–10
- Ephesians 5:33
- Genesis 2:18
- Proverbs 24:3–4

### **3. Book Spotlight**

Feature one Blueprint Series resource.

Include:

- Book cover
- Short description
- Key benefit
- Call to action

Example headline:

Discover God's Blueprint for Your Marriage

### **4. Assessment Promotion**

Encourage followers to take an assessment.

Examples:

- Respect Clarity Quiz™
- Marriage Purpose Assessment™
- Spiritual Gifts Assessment™
- Love Connection Profile™

Call to Action:

Take the Assessment Today

### **5. Marriage Tip Tuesday**

Share one practical marriage tip each week.

Examples:

- Communication
- Trust
- Respect

- Purpose
- Forgiveness
- Teamwork

## **6. Before & After**

Show the difference intentional growth can make.

Examples:

Before

"We argue about everything."

After

"We understand one another better."

## **7. Myth vs. Truth**

Examples:

Marriage Myth:

Love is enough.

Marriage Truth:

Healthy marriages require intentional growth.

## **8. Blueprint Principle**

Feature one key lesson.

Example:

Blueprint Principle #4

Purpose precedes partnership.

## **9. Event Promotion**

Promote:

- Marriage conferences
- Church workshops
- Webinars
- Livestreams
- Book signings

Include:

- Date
- Time
- Location
- Registration

## **10. Behind the Scenes**

Give followers a look inside your ministry.

Examples:

- Writing
- Filming
- Speaking
- Podcast recording
- Book signing
- Event preparation

## **11. Testimonial Graphics**

Highlight reader success stories.

Use:

- Photo (with permission)
- Quote
- Name
- Church or city (optional)

## **12. Conversation Starters**

Ask engaging questions.

Examples:

- What strengthens your marriage the most?
- What's one lesson you've learned this year?
- What marriage advice would you give newlyweds?
- Which Blueprint Series book are you reading?

## **13. Poll Graphics**

Invite participation.

Examples:

Which topic would you like to learn more about?

☐ Communication

☐ Respect

☐ Purpose

☐ Conflict Resolution

## **14. Countdown Graphics**

Build anticipation.

Examples:

30 Days

14 Days

7 Days

3 Days

Tomorrow

Today

## **15. New Release**

Announce:

NEW

NOW AVAILABLE

JUST RELEASED

COMING SOON

## **16. Seasonal Graphics**

Create graphics for:

- New Year
- Valentine's Day
- Easter
- Mother's Day
- Father's Day
- Summer
- Thanksgiving
- Christmas

Connect each season to biblical marriage principles.

## **17. Church Resources**

Promote resources for ministry leaders.

Examples:

- Small Group Curriculum
- Marriage Workshops
- Church Training
- Leadership Resources

## **18. Video Promotion**

Create graphics encouraging viewers to watch:

- Teaching videos
- Livestreams
- YouTube episodes
- Short reels

## **19. Weekly Encouragement**

Simple, encouraging messages.

Examples:

Keep Building.

Don't Quit.

God Isn't Finished Yet.

Marriage Is Worth the Work.

## **20. Community Celebration**

Celebrate milestones.

Examples:

- New readers
  - Book launch
  - Anniversary
  - Event highlights
  - Assessment completions
  - Church partnerships
  - Testimonial milestones
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## **Brand Guidelines**

Use a consistent visual identity across every graphic.

### **Colors**

- Black (#000000)
- Navy (#0B1F3A)
- Metallic Gold (#C89A2B)
- White (#FFFFFF)

### **Typography**

- Elegant serif font for headlines
- Clean sans-serif font for body text
- Consistent spacing and alignment

### **Graphic Elements**

- Blueprint lines
- Drafting marks
- Compass arcs



- Thin metallic gold dividers
- Blueprint grid backgrounds
- Premium book mockups

### Logo Placement

Place the Advanced Marriage Training™ logo consistently in the same corner of every graphic to strengthen brand recognition.

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### Graphic Sizes

| Platform          | Recommended Size |
|-------------------|------------------|
| Instagram Post    | 1080 × 1080 px   |
| Instagram Story   | 1080 × 1920 px   |
| Facebook Post     | 1200 × 630 px    |
| LinkedIn Post     | 1200 × 1200 px   |
| X (Twitter) Post  | 1600 × 900 px    |
| Pinterest Pin     | 1000 × 1500 px   |
| YouTube Thumbnail | 1280 × 720 px    |

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### Call-to-Action Ideas

- Explore the Blueprint Series
- Start Your Marriage Journey
- Take the Respect Clarity Quiz™
- Download the Planning Workbook
- Learn More
- Register Today
- Watch the Video

- Read the Book
- Join the Community
- Strengthen Your Marriage Today

**Pro Tip**

Create editable Canva templates for each graphic category so colors, fonts, logos, and layouts remain consistent across all social media platforms. A reusable template library will reduce design time, strengthen brand recognition, and help establish the Blueprint Series™ as a recognizable, premium marriage education brand.