



## Content

### **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).

### How we do this:

- 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 use social media as our “living room” conversation to share ideas and inspiration on God, relationships, sexuality, and purity. We use our website for our “bedroom” talk to get into more intimate conversations about sex, pornography, masturbation, abuse, etc.

### What we don't do:

- 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

### Types of Post:

- Practical
- Inspirational
- Provoking
- Rewarding
- Educational
- Healing