

# Homilies Beyond Sunday

## Repurposing Sermons for Social Media



- ★ Reach new audiences
- ★ Re-engage the congregation
- ★ Extend your message's impact
- ★ Foster community and spiritual growth
- ★ Enhance discoverability through consistent content



# Leveraging AI for Consistent Content Strategy

With the use of AI tools and a social media content strategy, creating social media posts becomes an easy task. Parishioners may like to help also.

The consistency of a weekly schedule will help with audience engagement, they will become familiar with the weekly routine and may use it as part of their personal daily reflection time, and share it with their contacts.

Click the image for an enlarged example of a weekly social media plan.



**ChatGPT**

SOCIAL MEDIA	
WEEKLY PLANNER	
EXAMPLE	
<b>SUNDAY</b> →	Upload video of sermon and 3 reflection questions to Youtube and Facebook.
<b>MONDAY</b> →	Upload sermon text to website with sub-headings and images. Post link to Facebook & Instagram with an engaging question to encourage comments
<b>TUESDAY</b> →	Gospel reflection post to Facebook and Instagram: Post a link to the Gospel reading, add an image. Ask the question 'How does the Gospel reading touch your life today? What do feel that the Gospel is calling you to do or be? Respond in the comments.'
<b>WEDNESDAY</b> →	Post a vertical short-form video of sermon snippet to Facebook, Instagram, YouTube, TikTok
<b>THURSDAY</b> →	Choose an interesting Greek or Hebrew word from the readings and create a graphic explaining/defining it. Add a question and encourage people to comment.
<b>FRIDAY</b> →	Post an image and text with the focus on social justice, advocacy, or evangelisation with a call to action related to the sermon theme. Link to a local outreach initiative.
<b>SATURDAY</b> →	Share an inspiring quote from the readings or sermon and create a graphic, along with a brief reflection. Encourage followers to share their thoughts in the comments.

## Steps and tools for video content creation

1. Cut sermon from service recording using a simple free video editor like [CapCut](#).
2. Use [Describe](#) (requires payment) as a video editing tool. It has AI capabilities and is excellent to do the following:
  - very easily create short form vertical video automatically or manually from a horizontal recording
  - add captions
  - enhance audio clarity
  - create a text transcript from the audio (if you don't have a written copy of your sermon)

Outcome:

You will then have the following for posting to social media:

- a horizontal video of whole sermon, with enhanced audio and captions.
- several short form vertical videos (1min max length) with enhanced audio and captions
- a transcript to use in the steps below

# Steps and tools for creating text and image social media content

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## 1. Turn your homily into a visually appealing webpage and post links to social media.

Large blocks of text on a website is difficult to read and lacks eye catching and engaging elements. Breaking up your homily into smaller sub headings and adding images makes it more visually appealing.

Use your sermon transcript document and [ChatGPT](#) (free) to:

- create sub headings
- create reflection questions
- get inspiration for images
- create image prompts for use in an AI image generating tool like [Midjourney](#).

**Step 1:** Create sub-headings for your sermon

Enter this text into ChatGPT



(Paste the entire sermon)

+ In this sermon, insert relevant sub headings so that the sermon can be used as a blog post on a website. Do not change any of the text.



**Next:** Add AI generated images

- Use ChatGPT to generate an image prompt for each section of the sermon, (here we are just creating the prompt not the image). First choose an image style.

**Step 2:** Choose an image style for all the images. This will create consistency so it looks coherent.



+ I want to create an image for each section of this sermon for my website. What styles of images would you suggest. Give me 3. Only reply with a short description for each style



Choose a style

**Step 3:** Image descriptions for each section.



+ Using this style, (insert chosen style) describe a simple image that could be used for each section. Respond with the sub heading and the corresponding image description for that section. Ensure that the image describes a simple image. Only provide a brief description.



(Note: You may not like the descriptions of some of the images, ask GPT to give you another suggestion for any particular section.)

#### **Step 4:** Image prompts

Here we will use ChatGPT to create an image prompt (ie instruction on how to create an image). We are not creating the image just yet. ChatGPT can create images but I prefer other AI tools. ChatGPT will create the image if we don't explicitly tell it to just create the prompt.



Using the description below, create a prompt that I can use in an AI  
+ image generator. Do not create the image, only provide a prompt.  
Image description: (insert image description of first image)



Repeat this for all images

#### **Step 5:** Create the images

Use an AI image generation tool eg Midjourney, to generate an image for each section using the prompt above. Midjourney is a paid tool but it creates the most diverse range of high quality images including iconography and oil painting which don't generate well in all other AI tools. Other image generators have a free limited daily allowance eg Ideogram or Leonardo AI and are suitable for most other styles.

Set the dimensions of the image (aspect ratio) that would suit your webpage perhaps a 4:3 landscape ratio or square.

(See last page for instructions on using Midjourney)

## 2. Gospel Reflection Post

On Facebook and Instagram, post a link to the Gospel reading (from websites like Bible Gateway) with a reflection question eg 'How does the Gospel reading touch your life today? What do feel that the Gospel is calling you to do or be? Share in the comments below.'

Create an AI image to accompany the post.

**Step 1:** Use ChatGPT to help with image suggestions



Suggest 5 images that I could use to accompany the following Gospel + reading (Insert the Gospel reference eg Mark 9:30-37).



Choose one

**Step 2:** Use the instructions previously provided to

- Choose a style of image
- Generate a prompt for the image
- Create the image with Midjourney

Use aspect ratio of 3:4. This is suitable for both Facebook and Instagram.

## 3. Greek/Hebrew word for social media post

Use ChatGPT to choose an interesting Greek or Hebrew word from the previous Sunday's readings. Create a brief explanation/definition. Add a question to encourage people to comment. Create an AI image to accompany it.

ChatGPT has knowledge of biblical Greek and Hebrew. However double check the answer with a quick internet search.

**Step 1:** Word research



Provide 5 interesting Greek words (or Hebrew words) that are in the + following reading. Provide a brief description of why it is interesting and a brief definition and explanation for each word. (Insert reading reference eg Mark 9:30-37)



Choose a word you would like to use

**Step 2:** Image inspiration



Suggest 5 images that I could use in a social media post to accompany + the following: (Paste the chosen word and description from the step above)



Choose an image description

**Step 3:** Use the instructions previously provided to

- Choose a style of image
- Generate a prompt for the image
- Create the image with Midjourney

Use aspect ratio of 3:4. This is suitable for both Facebook and Instagram.

## 4. Call to Action Social Media Post

Post an image and text with the focus on social justice, advocacy, or evangelisation with a call to action related to the sermon theme. Link to a local outreach initiative.

For this example I chose advocacy.

### Step 1: Generate ideas



I want to create a social media post that is a call to action for advocacy.  
+ Using the sermon, and your knowledge of current events, suggest 5 different advocacy calls to action.



Choose one



+ I want to use no (x). Create a short description outlining the issues in Australia around this topic.



+ What are some tangible actions that a person in Brisbane Australia could do, as a call to action surrounding this topic



The result should suggest some local organisations and ways to be a local advocate. You may have organisations you would like to support. You can add them to this list.

### Step 2: Create the text for the social media post.



+ You are to write a call to action post for social media. Summarise the information generated on topic x (eg Housing Inequality in Australia), and the tangible actions for someone in Brisbane. Write a brief post for social media incorporating how this relates to the sermon. Use inviting and encouraging language. Do not be pushy. Speak to people's emotions. Make it relatable so that people feel that they want to take an action no matter how small.



(Note: you will notice in the prompt that I gave it specific instructions for the style of language, choose your own style that fits you)

### Step 3: Use the instructions previously provided to

- Get image ideas
- Choose a style of image
- Generate a prompt for the image
- Create the image with Midjourney



# How to Generate an AI Image with Midjourney


Midjourney requires a monthly payment, however it is the best image generator available. It will produce a broader range of styles. If you are interested in iconography style or oil painting style then this is the only image generator that will produce satisfactory results.

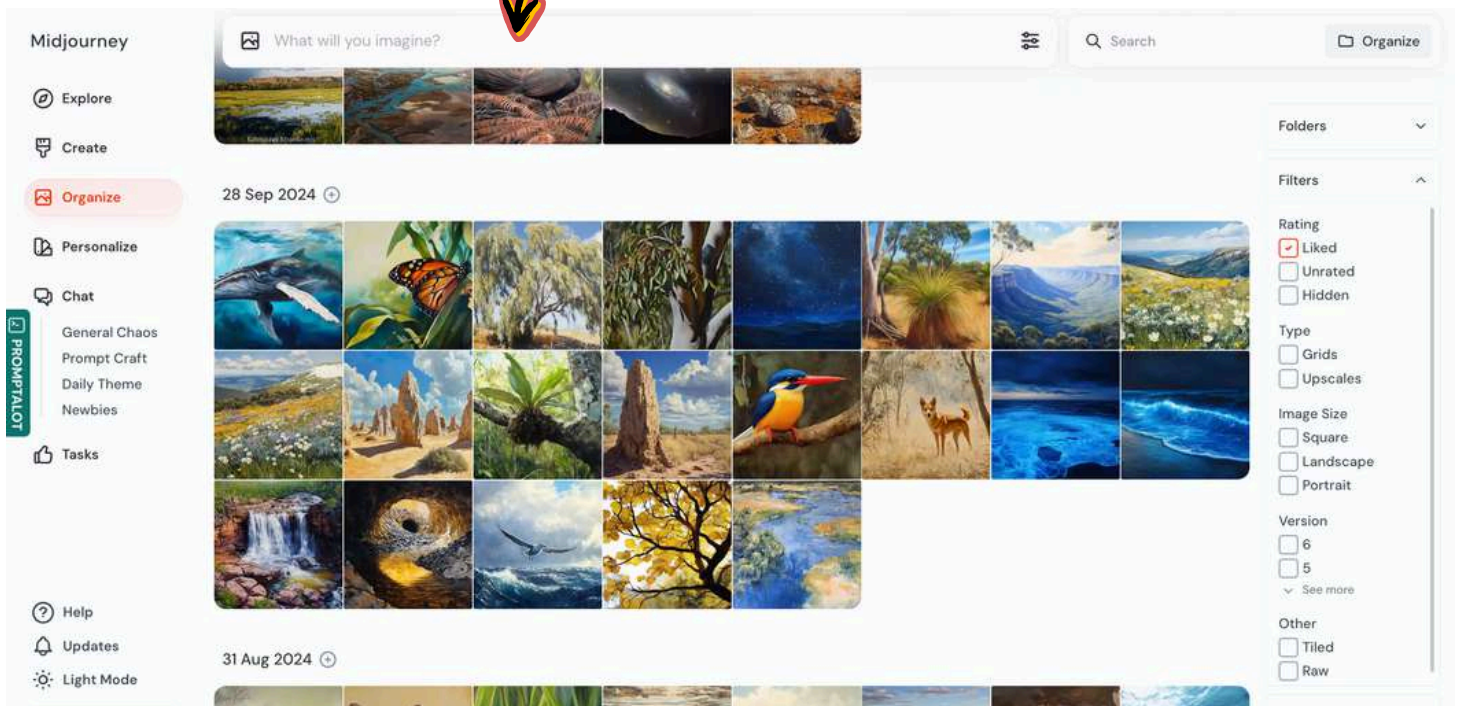
Create an account and log in. You will see a screen similar to the below image.

Use an image prompt that we generated in the previous steps and paste it into the top section.

Click on the drop down settings menu. Select the image size with the slider. Leave all other settings as default.

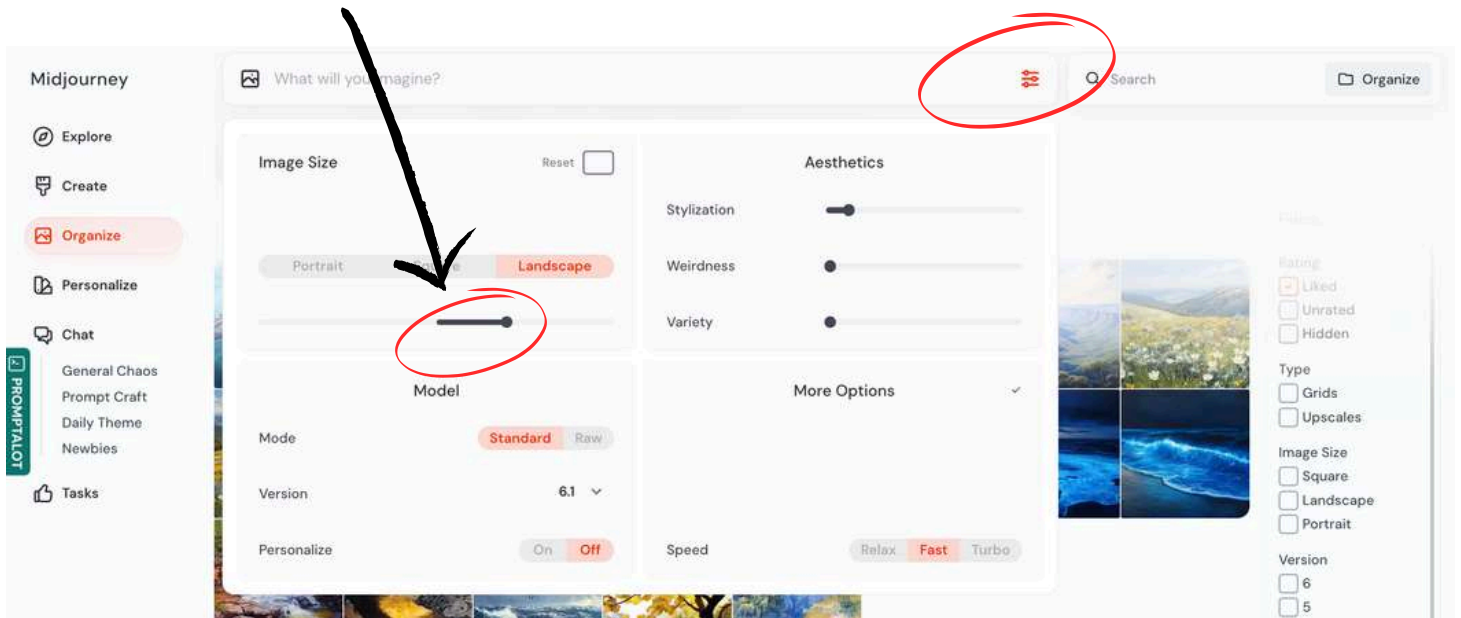
Press enter and wait for a few moments. You will receive 4 variations of the image for each prompt

 **Paste or type your image prompt here**



**2** Use this slider to move left and right to select an image size

**1** Click on this drop down settings icon



# ST JOHN'S CATHEDRAL



Discover other AI resources on the  
[Cathedral website](#)

Contact Angie Mooney  
for assistance with AI related ministry  
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