

Welcome to the team!



**RBCContent
Creators Team
Handbook
Handbook
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Handbook**

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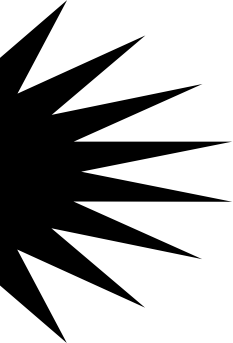
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Red Bridge App

We are storytellers who document the Red Bridge experience !



The **RBCContent Creators** exist to **capture, create, and communicate** what God is doing at Red Bridge Omaha through consistent, engaging, and excellent digital content. Our goal is not just to post—but to tell the story of our church, extend the reach of the gospel, and create on-ramps for people to encounter Jesus before they ever walk through the doors.

FUN FACT

A study showed that 80% of people look up a church online before visiting.

Alongside word of mouth, social media is a Top 2 way that people report hearing about Red Bridge! ◆◆◆

What We Value

In order to serve at Red Bridge Omaha, you have to understand our **Mission** and **Vision**

MISSION

We form followers of Jesus who help others follow Him.

VISION

To see lives transformed into authentic believers who live like Jesus.

Our Culture

COLLABORATION

We Win Together!

At Red Bridge Omaha, we do ministry together. Just like the Body of Christ, every part matters, every gift plays a role, and every team wins when we work together. Collaboration is how we honor God and one another — combining our unique gifts toward one unified mission.

“For just as the body is one and has many members... so it is with Christ.” — 1 Corinthians 12:12 (ESV)

JOY-FILLED

Joy is Our Atmosphere

We show up joyfully, because serving Jesus is not a burden — it’s a gift. Joy fuels our attitude, our collaboration, and the atmosphere we create. We celebrate often, laugh easily, and carry a spirit that lifts every room we walk into.

“The joy of the LORD is your strength.” — Nehemiah 8:10 (ESV)

AUTHENTICITY

Real People, Real Transformation

We show up as real people transformed by a real God. Authenticity means we don’t pretend, we don’t perform, and we don’t hide. We lead from sincerity, serve from honesty, and let our lives reflect God’s ongoing work in us.

“Therefore, having put away falsehood, let each one of you speak the truth with his neighbor, for we are members one of another.” — Ephesians 4:25 (ESV)

HONEST

Truth in Every Word

We are people of integrity. We speak truth with love, keep our commitments, and do what’s right even when it’s difficult. Our words and actions align, and we represent Jesus with honesty in every situation — publicly and privately.

“Speak the truth in love.” — Ephesians 4:15 (ESV)

CONFIDENT HUMILITY

Secure, Teachable, & Dependent on God

We lead with confidence because God called us — and we serve with humility because we know we can’t do anything without Him. Confident humility means we bring our best, remain teachable, and give God all the glory for every win.

“God opposes the proud but gives grace to the humble.” — James 4:6 (ESV)

PURITY

Character Who Honors God

We pursue purity in heart, mind, and conduct. Purity is not perfection — it’s intentional alignment with God’s standards. We protect our character, set wise boundaries, and represent Christ well both publicly and privately.

“Create in me a clean heart, O God, and renew a right spirit within me.” — Psalm 51:10 (ESV)

GENEROSITY

Above and Beyond Living

Generosity is our posture. We go above and beyond with our time, energy, encouragement, and resources. We believe that giving is worship, serving is an honor, and abundance flows wherever generosity lives.

“Whoever sows bountifully will also reap bountifully.” — 2 Corinthians 9:6 (ESV)

OVER-COMMUNICATION

Clarity Builds Unity

We over-communicate for clarity. We communicate early, often, and proactively so no one is left guessing. We share the “why,” repeat what matters, and make sure everyone is aligned and equipped to move forward together. Clear communication strengthens our teams and keeps us unified in the mission.

“Write the vision; make it plain on tablet, so he may run who reads it.” — Habakkuk 2:2 (ESV)

KINDNESS

Compassion in Every Interaction

Kindness is our language. We choose compassion, patience, and honor in every interaction. Whether we’re interacting with guests, peers, or leaders, we intentionally display the heart of Jesus through the way we treat people.

“Be kind to one another, tenderhearted, forgiving one another, as God in Christ forgave you.” — Ephesians 4:32 (ESV)

FLEXIBLE

Ready for Anything

We stay ready to adjust, shift, and pivot without complaining. Ministry moves fast — and flexibility helps us move with grace. We embrace change, respond with a good attitude, and do whatever it takes to serve people well.

“I have become all things to all people, that by all means I might save some.” — 1 Corinthians 9:22 (ESV)

CREATIVITY

Heaven Driven Innovation

We imagine boldly, solve problems creatively, and innovate with excellence. Creativity is more than art — it’s a mindset that asks God for fresh ideas, new approaches, and heaven-driven solutions to impact people’s lives.

“Behold, I am doing a new thing...” — Isaiah 43:19 (ESV)

Team Structure

PRAISE & WORSHIP TEAM

- This team is stationed during the worship portion of service. Their primary job is to capture high-quality video and photos of praise and worship moments — especially deep, spiritually significant moments that can be used for worship content throughout the week. This same team also handles post-service capture:
 - Candid photos and videos of people interacting after service
 - Asking guests if they'd like a photo after service
 - General crowd and community moments

EXPERIENCE TEAM

- The Experience Team is focused on the congregation — not the pastor. Their goal is to document the feel and atmosphere of a Sunday service:
 - Video and photos of people arriving and walking in
 - Candid shots of people during service
 - Crowd energy moments and emotional reactions
 - General atmosphere and environment of the church

SERMON RECAP LEAD

- One dedicated person is responsible for coordinating a short recap video with Pastor David at the end of each service. Pastor David speaks briefly about what he preached, and this clip is edited and posted on Sundays.

6 Team Structure

CAPTION & POSTING LEAD

- This role is responsible for:
 - Writing captions for all posts across platforms
 - Scheduling and publishing content at the appropriate times
 - Coordinating with the editor to confirm content is ready before posting
- Note: This should not be a single person handling all content alone. Responsibilities may be shared or rotated. See the Team Assignments section to confirm who owns what.

VIRAL CONTENT TEAM

- This role is responsible for:
 - Identifying trending audio, formats, and viral content ideas
 - Coordinating with team members or church members to record trend-based content

EDITOR (CURRENTLY OUTSOURCED)

- Our editing is handled by an outsourced editor. Here's what they are responsible for:
 - Video edits for sermon clips, worship moments, and recap reels
 - Building carousels and photo sets
 - Adding text overlays and captions to all video content
 - Formatting content to meet each platform's specs
 - Identifying trending formats for Saturday invite content when applicable

Content Pillars

SERMON CONTENT

- Clips, recaps, and highlights directly from Pastor David's message. Includes the Sunday sermon recap video and weekly sermon clips pulled via Sermon Shots.
 - Must have: a hook, a clear message, and captions
 - Clip length: 30–60 seconds

WORSHIP MOMENTS

- Content focused on praise and worship — not a general service overview, but deep and spiritually meaningful moments. Think: hands raised, tears, breakthrough. This is about drawing people into the worship experience.

CONGREGATION EXPERIENCE

- Photos and videos that show who we are as a church family. People arriving, interacting, laughing, praying together. This content humanizes the church and makes visitors feel like they belong before they walk in the door.

INVITE & TRENDING CONTENT

- Content designed to reach new people. This is our most outward-facing content and lives primarily on Saturdays. It should feel fun, current, and welcoming. Examples: a trending audio or meme format with a church twist, a funny moment from service, a 'come check us out' style clip.

8 Weekly Posting Cadence

DAY	CONTENT TO POST	NOTES
Sunday	Sermon Recap Best Moment Photos/Crowd Shots	Pastor David's video recap of the message
Monday	Service Recap Reel Sermon Clip	15-20 sec reel of full service: Pastor, P&W, congregation Best 30-60 sec clip with hook, clear message, captions
Tuesday	Worship Moment Bible Study Promo	Deep worship clip from P&W or end of service Every other week
Wednesday	Bible Study Reminder Upcoming Event / Special Promotion	
Thursday	Congregation Focus	Carousel or photo set highlighting congregation from Sunday
Friday	Second Sermon Clip	Different clip from the week's message, pulled from Sermon Shots
Saturday	Trendy / Invite Content	Funny, engaging, or on- trend content inviting people to church

Platform Guidelines 9

Primary Platforms

- Instagram — All content types
- Facebook — All content types
- TikTok — Short-form video content
- YouTube Shorts — Short-form video content (as team grows)

Secondary Platform

- YouTube — Full sermon uploads (long-form)

As the team grows and bandwidth increases, we will expand to posting more consistently across all platforms.

For now, Instagram and Facebook are the priority.

Sunday Workflow Overview

- Arrive before service — set up and confirm all team members are in position
- Praise & Worship Team captures worship from start to finish
- Experience Team captures arrivals, lobby, and congregation throughout service
- Sermon Recap Lead coordinates with Pastor David immediately following service
- Post-service: Praise & Worship Team shifts to post-service capture (candids, posed photos with guests)
- All footage is transferred/shared with the editor by end of day Sunday
- Caption & Posting Lead drafts Sunday post copy and publishes the sermon recap video

10 Editor Expectations

Since editing is outsourced, clear communication and deadlines are essential. Below are our expectations for the editor:

- Receive all raw footage by Sunday evening
- Deliver Sunday content (sermon recap clip) same day if possible, or first thing Monday
- Deliver Monday content (service recap reel + sermon clip) by Sunday night or early Monday morning
- Deliver remaining weekly content (Tuesday–Saturday) by Tuesday of that week
- All videos must include text overlays and captions
- Format all content for each platform's aspect ratio and length requirements
- Flag any trending audio or format opportunities for Saturday content

NOTE TO NEW MEMBERS

Welcome to the team. What we do on social media is an extension of the ministry happening inside the walls of Redbridge Church. Every clip, photo, and post is an opportunity to invite someone new into a life-changing experience.

Show up ready, communicate with your team, and don't be afraid to ask questions. We're building something together.

Questions? Reach out to the Creative Director, Dr. Akanni Salako.

Red Bridge App

We have a church app that helps with scheduling, events, and group chats for each ministry team.

We **strongly** encourage you to utilize the app to your advantage. There, you can view your serving schedule, adjust your availability, and connect with your team.

If you have any questions, you can also reach out directly through the app.

This is a great way not only to serve but to connect and engage with our church family. One of our Pastors' missions is building community and connection, and this tool helps us do just that.

To find our app, **search "Red Bridge Omaha"** in your device's App Store!

