

One sermon, a week of content.

Most churches preach a message on Sunday and let it disappear by Monday. It doesn't have to. Inside a single sermon there's a week of things worth sharing. This is how to find them, and get them out, without a big team or a lot of time.

What this is

A method for turning one recorded sermon into a week of clips, quotes and posts. Every step is doable by hand, whatever tools you already have.

Who it's for

Whoever runs your church's social media or media team. No editing background needed. If you can watch a sermon back, you can do this.

The message doesn't have to end on Sunday.

Free to copy for your church

A playbook for sermon content • Edition 1

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The one line to remember

You already made the content. The sermon is the hard part, and it's done. The rest is just carrying it to where people already are.

PART 1 • THE SHIFT

1 The sermon is a source, not an ending

One shift changes how you see everything else here: stop thinking of the sermon as the finished thing.

The Sunday problem

A message gets prayed over, written, rehearsed and preached. Hundreds of hours of a person's week go into forty minutes. Then on Monday it's gone, sitting in a folder nobody opens, while the people who most needed it were scrolling past on their phones the whole time.

The shift

The sermon isn't the product. It's the source. One recorded message holds a week of smaller pieces, already made and already good, just waiting to be cut out and handed to people where they already are.

Why this matters for a church

Your people spend hours a day on their phones. A clip that reaches someone on a Tuesday, in a hard moment, is the sermon doing its job in a week the preacher will never see. This isn't marketing. It's the message going where the room can't reach.

You are not making new content. You are releasing content you already made. That reframe takes the pressure off, and it's the whole idea behind this playbook.

2 What's inside one sermon

Before you cut anything, know what you're looking for. A sermon holds a handful of different raw materials, and each one becomes a different kind of post.

THE MATERIAL	WHAT IT IS	WHAT IT BECOMES
The one big idea	The single sentence the whole message turns on.	A quote card, the caption, the title of everything.
The clippable moment	A thirty to ninety second stretch that stands on its own.	A vertical clip with captions.
The quotable line	A sentence people will want to save and send on.	A quote card, or a slide in a carousel.
The story	An illustration or personal moment that carries feeling.	A clip, often the one that travels furthest.
The scripture	The passage the message sits on.	A simple verse card, or the anchor of a carousel.
The one step	The practical thing to actually do this week.	A caption, a carousel, a clear call to act.

Not every sermon has all six, and that's fine. Most have three or four strong ones. Find those, and you have a full week of content without stretching a thing.

PART 2 · FINDING THE MOMENTS

3 What makes a moment worth sharing

Not every good sentence makes a good clip. The moments that travel share a few things. Learn to hear them.

What travels

- ✓ Stands on its own, with no setup needed
- ✓ Grips in the first few seconds
- ✓ Carries one clear idea, not three
- ✓ Has a feeling: tension, relief, conviction, hope
- ✓ Ends on a line that lands

What stays put

- ☐ Needs the previous ten minutes to make sense
- ☐ Takes half a minute to get going
- ☐ Packs in five ideas at once
- ☐ Trails off with no clear ending
- ☐ Is mostly admin, throat-clearing or housekeeping

The test

Before you cut a moment, ask one question. Would this make sense, and land, for someone who never heard the rest? If yes, it's a clip. If it needs the sermon around it to work, it isn't, however good it was in the room.

Trust the lean-in. The moments that made you sit up while you listened are almost always the ones that will stop someone scrolling. Your gut caught it in real time. Mark it.

4 How to find them, listening back

Finding the moments is a simple, repeatable pass. You don't need to re-watch the service five times. You need one focused listen and a way to mark spots.

1**Listen once, marking as you go**

Play it through, thumb ready to note the time. Don't edit yet. Just mark the timestamp every time something makes you lean in.

2**Note the type next to each mark**

Clip, quote, story, verse, step. You'll know which it is the moment you hear it. A word next to the timestamp is enough.

3**Pick the strongest five or six**

More than that and you'll never finish. Fewer and the week runs thin. Five or six strong moments is a full, comfortable week.

4**Write the exact in and out**

The second each clip should start, the second it should end. This is the map you'll cut from, so you're never hunting live in the editor.

One good listen with timestamps beats ten passes with no plan. The mistake is opening the editor first. Find everything, then make anything.

Start a beat before the first strong word, and end the moment the thought lands. The most common clip mistake is starting too early and ending too late. Tight in, tight out.

PART 3 • MAKING THE PIECES

5 The vertical clip

The clip is the workhorse. Get four things right and it will carry the message further than anything else you make.

Captions are not optional

Most people watch with the sound off. If your words aren't on the screen, most of your audience never hears them. Captions aren't an accessibility extra, they're how the clip is actually read. They also open it to anyone who is deaf or hard of hearing, which is reason enough on its own.

The first second decides the rest

People decide in about a second whether to keep watching. Open on the strongest moment, not a slow wind-up. If the clip starts with "and so, thirdly", it's already lost. Start where it grips.

Keep it one thought long

A clip should be one complete idea, and then it stops. Usually that's well under two minutes, often under one. When the thought lands, cut. Don't pad it out to fill a length.

Frame it for a phone

- ☐ Keep faces and captions clear of the very edges, where phone buttons and the app's own text sit.
- ☐ A vertical frame is tall and narrow, so a wide stage shot loses the person. Get in closer.
- ☐ Leave the words room. Don't let captions cover the speaker's face.

6 Quote cards and carousels

Not everything needs to be video. A strong line can travel just as far as an image people read in a second and save for later.

The quote card

One line from the sermon, set clean and readable, with the church's name on it. That's the whole thing. Keep it short enough to read at a glance while scrolling. A long paragraph on an image gets skipped. A single sentence gets saved.

The carousel

A carousel is a few images someone swipes through, so it can carry a small idea from start to finish. It turns one point from the sermon into something people move through and actually finish.

A shape that works

- 1 **The first slide is the hook.** It has to make the next one worth seeing.
- 2 **The middle slides build the idea.** One step at a time, one thought per slide.
- 3 **The last slide lands it.** The scripture, or the one thing to actually do.

A good carousel earns the swipe. If the first slide gives everything away, nobody swipes. If it grips, they finish. Hold something back for the turn.

7 Words that travel

The clip or card does the work, but the words around it decide whether anyone taps play. The caption and the on-screen title are not afterthoughts.

The on-clip hook

A few words burned onto the clip's opening, telling someone why to watch. Not the sermon title. The tension. "What most people get wrong about forgiveness" pulls harder than "Sunday message, part three". Say the thing that makes someone stop.

The caption

- ✓ Open with the most interesting line, not "In this week's message".
- ✓ Keep it short. The caption supports the clip, it isn't an essay.
- ✓ End with one clear thing to do: watch the full message, save this, send it to someone.
- ✓ Write like a person, not a bulletin.

The title

If the piece has a title, make it about the person watching, not the admin. "Why you keep repeating the same mistake" over "Sermon, 24 September". The message was for people. So is the title.

Nobody taps play because a post exists. They tap because the first words made them curious. Spend as long on the hook as you do on the clip.

PART 4 · A SYSTEM YOU CAN KEEP

8 A weekly rhythm you can keep

The churches that do this well aren't the ones with the most people. They're the ones with a rhythm they repeat every week without deciding to. Here's a simple one.

1

Sunday, capture clean

The whole job on Sunday is a clean recording with good sound. Everything this week depends on it. Get that, and the hard part is already done.

2

Early week, find

One focused listen, timestamps, pick five or six moments. An hour, not a day. This is the pass from section four.

3

Midweek, make

Cut the clips, build the cards, write the words. Batch it all in one sitting, so you're not starting cold five separate times.

4

Across the week, release

Space the pieces out through the week, not all at once. One good post a day beats six on Monday and silence after.

The rhythm matters more than the volume. A church that posts one strong clip every week for a year will reach far more people than one that posts ten in a burst, then goes quiet for a month.

9 One sermon, mapped

Here's the whole method on a single message, so you can see the week come out of one recording.

THE PIECE	FROM THE MESSAGE	WHEN IT GOES OUT
The story clip	The sixty second personal story near the middle.	Lead the week with it. Usually the strongest piece.
The challenge clip	The forty seconds where the idea turns and convicts.	Midweek. The one people sit and wrestle with.
The quote card	The one line the whole message turned on.	A readable image, made to be saved and shared.
The carousel	The practical steps from near the end.	A swipe that ends on what to actually do.
The verse card	The passage the message sat on.	Simple and quiet. Good for later in the week.

One recording. Five pieces. A week of the message reaching people who weren't in the room, on the days they needed it. That's the playbook.

If you do one thing

Protect the recording, and its sound. Every clip, every card, every week, comes out of one clean recording of the message. Get that right and the rest is just time. Get it wrong and there's nothing to work with. Sunday's real job is a clean capture.

A note on doing it by hand

Everything here is doable by hand, and plenty of churches do it exactly that way. It's also slow, and it's the same work every single week. That's the reason we built ReelUse. You give it the recording, and it gives back the captioned vertical clips, so the finding and the cutting stop eating your week. However you do it, by hand or with help, get the message out of the folder and to your people. **reeluse.com**