

Digital Ministry

Presenters: Kim Johnson and Cynthia Lopynski



If everything is
important, nothing is
important.



What's going on?

- ▶ As of March 2020 every church was forced to have a digital worship presence
- ▶ Churches successfully scrambled to offer church online and remain connected to their “flocks”
- ▶ The unchurched—the people who are not currently connected to a church—have been left by the wayside.
- ▶ We can't assume what worked in the past will work in the future



REALITY HIT!

- ▶ “Go into ALL the world and preach the gospel to ALL creation” (Mark 15:16)
- ▶ We can reach the whole world!
- ▶ Our mission as church communicators has always been is 24/7, Sunday to Sunday - Now, more than ever
- ▶ Drop in weekly worship attendance -
79% Practicing Christians to 51%
54% Churched Christians to 37%

There are 168 hours in every week!

Typically only 1 is spent in worship

- 
- ▶ Understand what makes your church unique?
 - ▶ Who are you uniquely serving?
 - ▶ How are you uniquely equipped to help them?



- ▶ Attention is the currency of the future
 - ▶ We are a skimming society
 - ▶ People receive equivalent of 174 newspapers every day
- ▶ Jesus talked to religious leaders differently than he talked to his disciples and to people he just met



How do we view the role of Communications in the Church?

- ▶ “Culture Shaper”
- ▶ Priority
 - ▶ 10% of revenue spent on “marketing”
 - ▶ 25% of that 10% spent on “digital marketing”



Be intentional and proactive

- ▶ Set aside time to plan
 - ▶ Yearly calendaring event
 - ▶ Monthly check in with leadership
 - ▶ Understand priorities
 - ▶ Create an Editorial Calendar





Connect
*people to
people
and
people to the
church*



How to capture a great testimonial: 5 ?s

 What was your biggest challenge/question about faith you had before church?

 How did that make you feel?

 What changed after you started attending?

 Can you share one example of something you do now that changed because of church?

 What would you say to someone on the fence about visiting the church?

3

HOW TO MAKE YOUR WEBSITE MORE EFFECTIVE

97%

of millennials browse the Internet on their smartphones and tablets.¹⁰

88%

of visitors are less likely to return to a website after a bad experience.¹¹

75%

of online users never scroll past the first page of search results.¹²

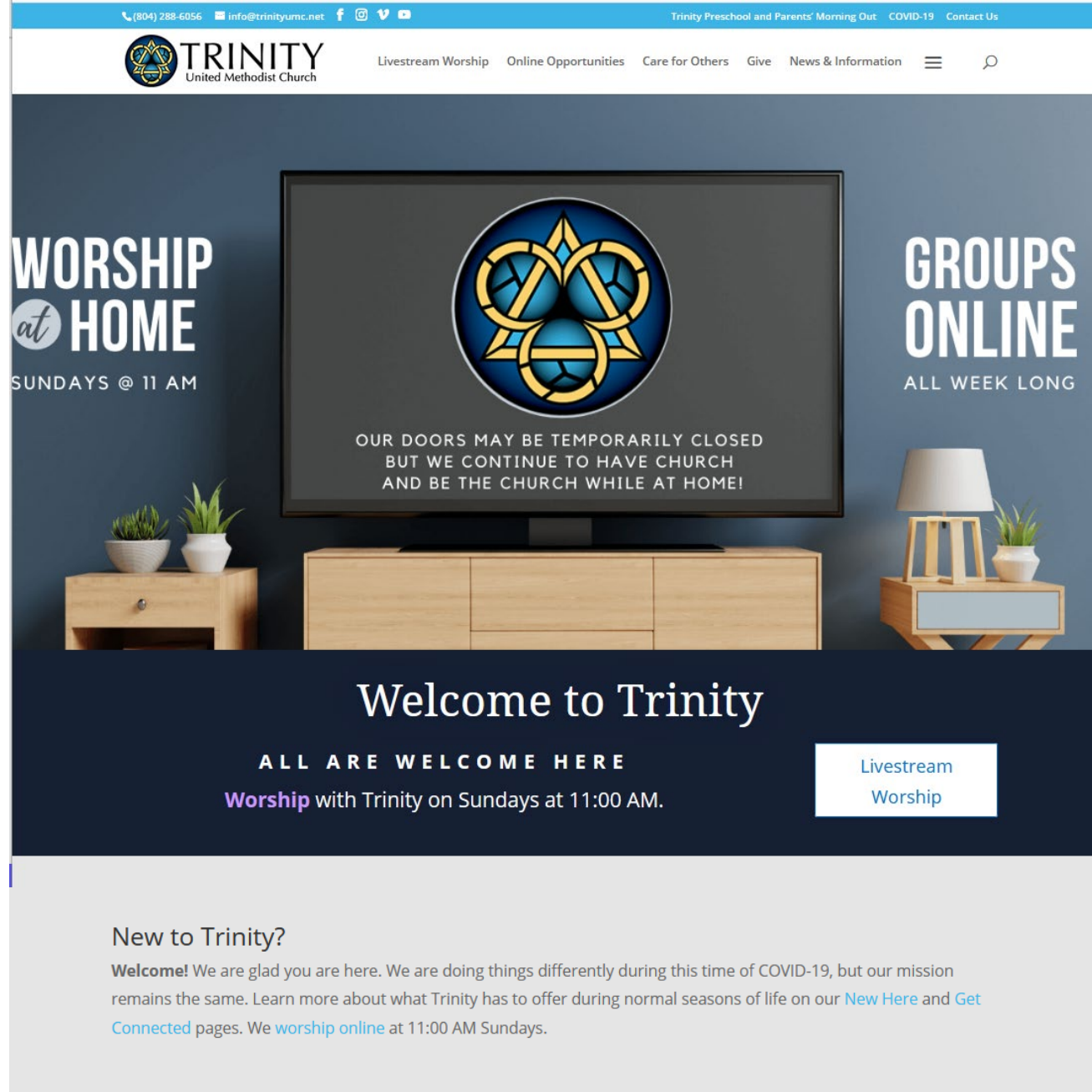


Make sure that your church website is responsive across different screen sizes.

Ensure that navigating your website is hassle-free and accessing key details is easy.

Optimise your website for search engines so that it shows up on relevant search results.

How has your
website changed
since 2020?



Online Youth Group

Every other week we will be having our youth group online via Zoom. These meetings will consist of check-ins, games, lessons, and small group time. You can learn more about our online youth group and can get the link using the button below.

Please note that we will only let in students with Zoom names we recognize in order to protect that Zoom space. Should a guest attempt to join, we send our students and leaders to a separate zoom room, let in the new person, and then, once it is determined that this person is an appropriately aged student, we return the rest of the group to the main room.



Youth Ministry Online!

In-Person Youth Group

In-Person Youth Group will take place outdoors at this time. In order to participate in this in-person, outdoor youth group, students will have to agree to follow the guidelines and fill out our [health acknowledgement form](#). (Choose Outdoor Youth Group.)

During in-person youth group we will play socially distanced games, hang out, have small group time, and celebrate the fact that after so much time apart, that we may now be in person together again.



We will NOT be able to eat, be able to travel on road trips in vehicles, or have access to bathrooms.

All students will need to:

- bring their own chairs/blankets/seating
- agree to the guidelines
- fill out a health form
- wear a face covering at all times while at youth group



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New
to
Trinity

Trinity in Ministry

Welcome to our **Trinity in Ministry** page where we highlight and celebrate some of Trinity's great ministries, events, and opportunities. Browse our Trinity in Ministry posts below and see some of the cool things going on at Trinity and in our community.

Do you have a ministry that you'd like celebrated? Simply fill out the form (at right or below on mobile devices) and let us know.

Let Us Feature Your Ministry

Tell us about your ministry! Answer a few simple questions, upload some photos directly from your phone or camera and be featured in our weekly e-mail

Trinity In Ministry



A Day Away

Twenty-four persons enjoyed a trip to Monticello with Trinity's Young at Heart group on Thursday...



A Note of Thanks

Trinity received this thank you note from our friends at the Muslim Community Center after...



The Pumpkins are Here!

It was a beautiful morning on Saturday to unload a tractor-trailer full of pumpkins! Many...



School Kits for UMCOR

Name *

First

Last

Email Address *

Please provide a contact address in case we have any questions for you.

Ministry Name *

When did this ministry project take place? *

Where did this ministry event take place? *

How Many Involved? *

What did you do during this event? *

Please briefly describe your activities during this ministry event.

Who did you serve during this event? *

Please briefly describe who you served.



Twenty-four persons enjoyed a trip to Monticello with Trinity's Young at Heart group on Thursday, October 12. Although it was an overcast day with on and off sprinkles, a wonderful time was had by all! We came away with a greater admiration of Mr. Jefferson – the person he was, the inventions he crafted, and the amazing leader he was of our young country. What an intelligent man. We weren't able to take pictures inside the house. A delicious lunch was enjoyed by all at the café on the premises, and a quick stop at Carter's Mountain Orchard completed the fun-filled day. Young at Heart's next program will be on Thursday, November 14 with Dr. Jerre Johnson presenting a program on the geology of Virginia. Come and bring a friend!



<http://trinityumc.net/trinity-in-ministry/>



My Website Needs

Current	Mobile Friendly!	New Here: Visitor/Guest	Giving	Staff
About Us	Calendar	News/info	Beliefs	Directions
Search	Sermons (if possible)	Social media links	Statistical Tracking [back end]	...



My Website Needs

Current	Mobile Friendly!	New Here: Visitor/Guest	Giving	Staff
About Us	Calendar	News/info	Beliefs	How to get to online church!
Search	Sermons (if possible)	Social media links	Statistical Tracking [back end]	...



Social Media

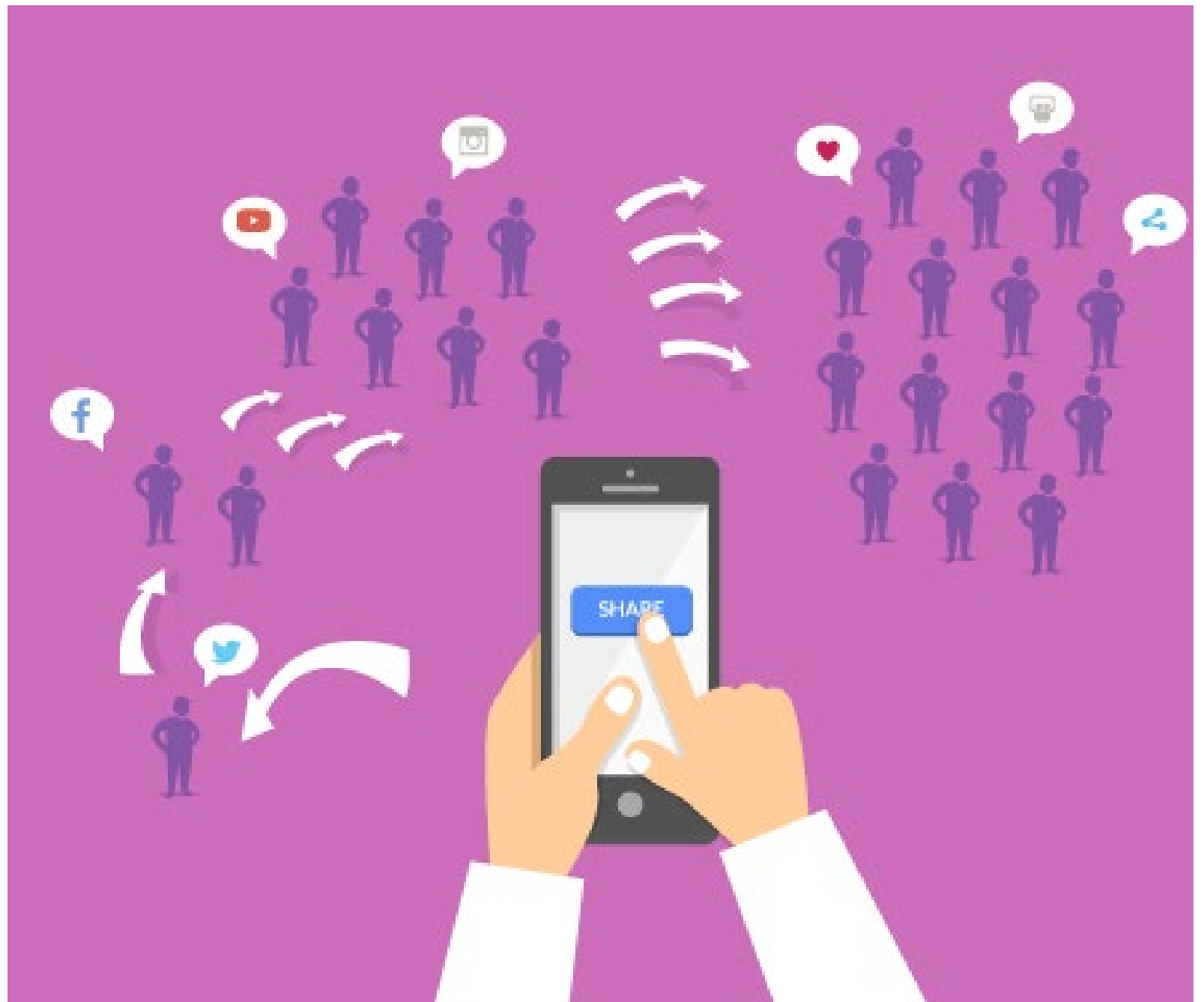






NO!!

How Does it
Work?



SPREAD THE WORD

Audience Perspective

Haven't heard of you or has heard of you but isn't very interested as of yet

Objective

Spread the Word far and wide - reach as many people as possible

Communication Channels

Website, radio, TV, Events, flyers, print ads, word-of-mouth etc.

INSPIRE

Audience Perspective

Has heard of you and are considering what you offer in comparison to others

Objective

Inspire with interesting content, build a connection

Communication Channels

Website, video, social media, testimonials, community outreach etc.

ENGAGE

Audience Perspective

Intends to join the church but hasn't made the move yet

Objective

Engage people directly, get them to take a minor action e.g. like your Facebook page provide an email address

Communication Channels

Website, social media advertising, podcasts, online events (all activity should have a direct call to action to like a social media page or provide a means of contact e.g. email address)

CONNECT

Audience Perspective

Gets saved, joins the church

Objective

Make it easy for them to join

Communication Channels

Email newsletters, promote ministry events (e.g. women, men, youth groups), retreats

NURTURE

Audience Perspective

Advocates for Christ - becomes a fisher of men

Communication Channels

Promote training, workshops, conferences and fellowship events

JUL
2020

DIGITAL AROUND THE WORLD IN JULY 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.79
BILLION

URBANISATION:

56%

UNIQUE MOBILE
PHONE USERS



5.15
BILLION

PENETRATION:

66%

INTERNET
USERS



4.57
BILLION

PENETRATION:

59%

ACTIVE SOCIAL
MEDIA USERS



3.96
BILLION

PENETRATION:

51%



we
are.
social



OBERLO

Internet Usage Statistics in the United States

81%

of US adults go online
on a daily basis.

(Pewresearch, 2019)



OBERLO

How Much Time Does the Average Person Spend on the Internet?

Internet users spend

06:30
HOURS MIN

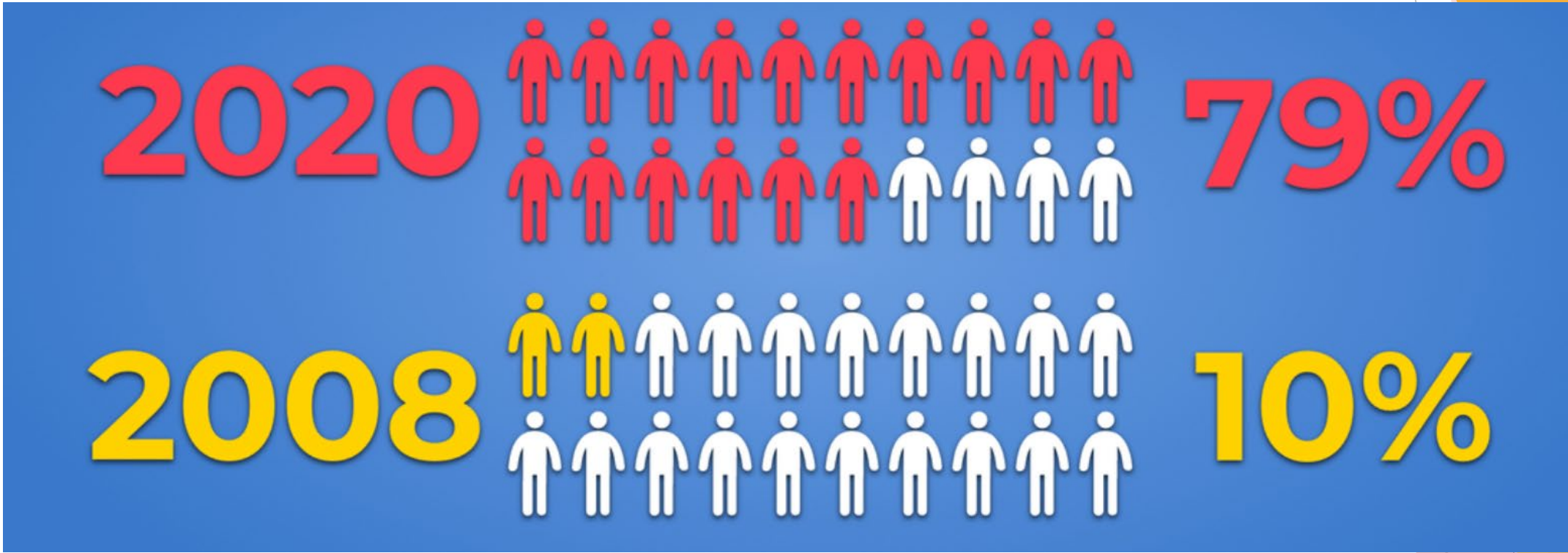
online each day.

(Bondcap, 2019)



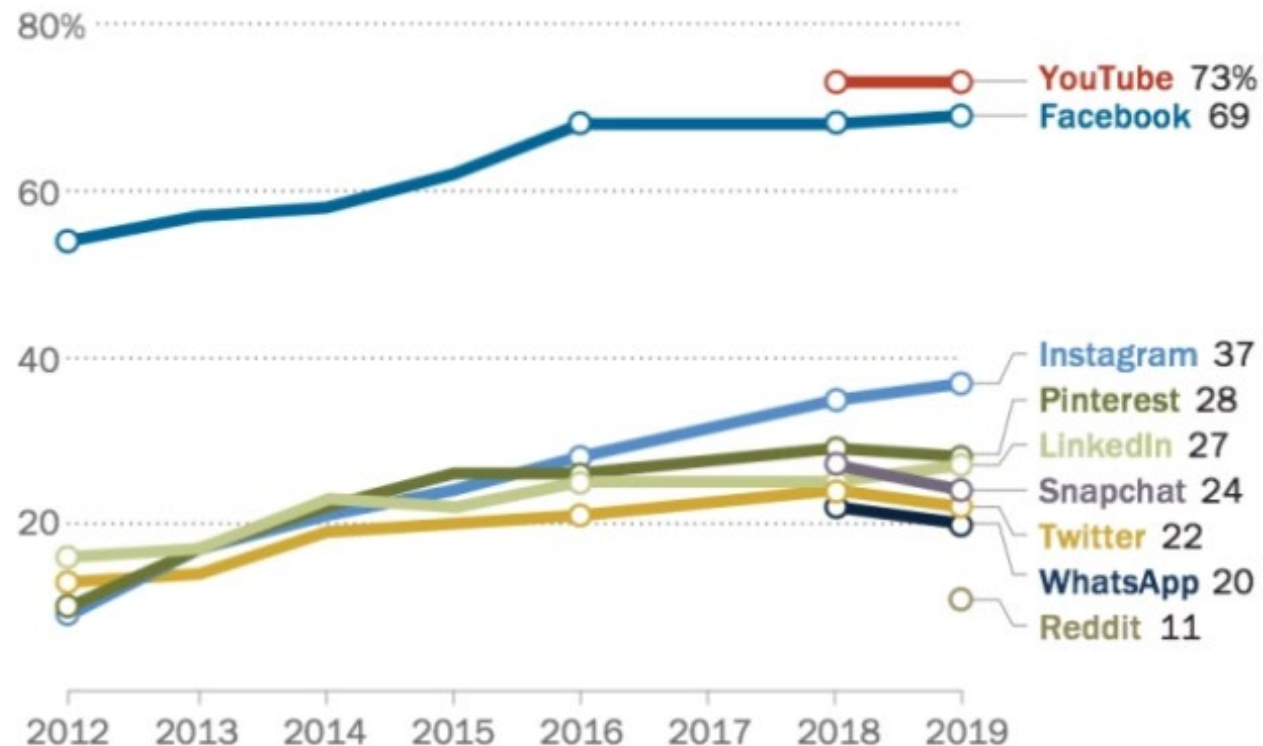


Social Media Use in the US



Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



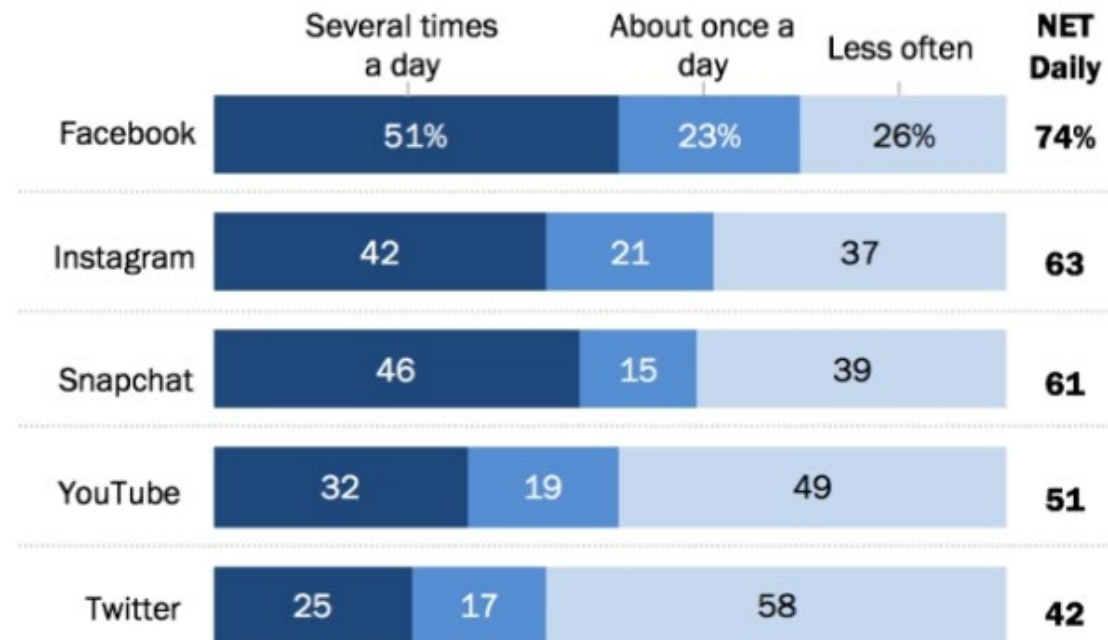
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use ___, % who use each site ...



Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER



Social media users by generation



90.4%
Millennials



77.5%
Gen X



48.2%
Baby Boomers

Millennials

90.4%

Gen X

77.5%

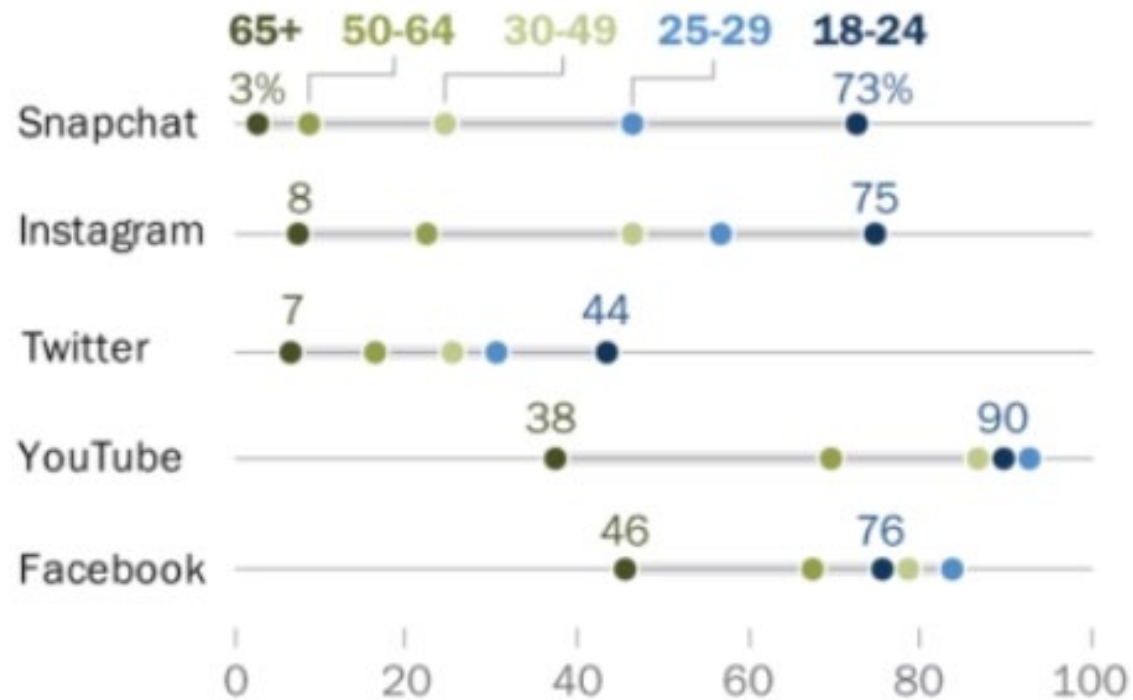
Baby Boomers

48.2%

(Emarketer, 2019)

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER



How to Facebook as a church:

1. Be social
2. Share helpful content
3. Offer Prayers
4. Share Stories
5. Recognize Volunteers
6. Respond to Tragedy or Community
7. Tag Partner Ministries/Missions/Organizations
8. Be Human
9. Encourage Engagement
10. Use EVENTS
11. Use Facebook LIVE
12. Use Groups
13. Advertise on Facebook
14. Encourage People to Tag the Church



In 2021 ...

- ▶ **Everyone has a Camera at all times**
- ▶ Some of your social media 'team' is already doing this work for you—on their own social feeds
- ▶ Harnessing that energy and enthusiasm takes strategic thought, planning, and ASKING for help will move you forward

80/20
or
3-for-1

Posts on your main accounts should represent 80% of your congregation most of the time.

Posts about a Children's Ministry event
= OK

Posts about Cub Scout Troop 356 = less
so--- only pertains to 8-10 families.
Exclusive.

The exception to this is CELEBRATING
the good work the troop has done.

For every Come/Do/Sign Up
request ...

There should be 3 (THREE) other kinds
of engagement



Haymarket Church

Published by Kim Johnson [?] · October 22 at 10:47 AM · 🌐



176
People Reached

44
Engagements

Boost Unavailable



2

13 Comments



Like



Comment



Share

Most Relevant ▾



Write a comment...



Haymarket Church What great songs! Thanks for sharing, everyone!

Like · Reply · Commented on by Kim Johnson [?] · 1w



Alison Poff Burkholder That Old rugged cross

Post Details



Haymarket Church

Published by Kim Johnson [?] · October 22 at 10:47 AM · 🌐



176
People Reached

44
Engagements

Boost Unavailable



Kathy Elder and Jovonne Williams

13 Comments



Like



Comment



Share



Performance for Your Post

176 People Reached

16 Likes, Comments & Shares ⓘ

2
Likes

2
On Post

0
On Shares

14
Comments

13
On Post

1
On Shares

0
Shares

0
On Post

0
On Shares

28 Post Clicks

0
Photo Views

0
Link Clicks ⓘ

28
Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts



Haymarket Church

Published by Brian Johnson [?] · October 28 at 9:11 AM · 🌐

Last week we asked you to tell us your favorite worship songs. We've put all those songs into a Spotify playlist. We hope this playlist will help you worship God this week!



OPEN.SPOTIFY.COM

Haymarket Church Favorite Worship Songs (From Facebook),
a playlist by haymarketchurch on Spotify

175

People Reached

53

Engagements

Boost Post



Linda Luttrell, Stephanie Lykins-Harvey and 12 others

1 Comment



Like



Comment



Share



Performance for Your Post

175 People Reached

15 Reactions, Comments & Shares ⓘ

12



Like

12

On Post

0

On Shares

2



Love

2

On Post

0

On Shares

1

Comments

1

On Post

0

On Shares

0

Shares

0

On Post

0

On Shares

38 Post Clicks

0

Photo Views

22

Link Clicks ⓘ

16

Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

Remember— you create content already



- Don't be intimidated by needing to create ALL THE THINGS
- Remember, you plan for Sunday EVERY week— there's always scripture, prayer, a sermon
 - Use those things, schedule those things in advance
 - Don't recreate the wheel!
 - Takes planning up front but can get into the rhythm
- Create your list of top 5 events at each week's staff meeting
 - Decide which will be pushed on social—is it the same as the email? Or different focus?
- Remember to celebrate with photos shared/taken!

When to Post

- ▶ No fewer than 3 times per week
- ▶ Better to have 5/week
- ▶ Busy days can have 2 or 3 different posts
- ▶ Should be different content and should be spread out (not 3 Youth posts in a row)
- ▶ Should be different kinds of posts (photo, video, question, share, link...)
- ▶ Should have some kind of regular schedule—certain times/types when people can count on seeing your posts
 - ▶ Thursday Prayer, Sunday Scripture on Friday
- ▶ ****Schedule some of these—you can spend time once a month and schedule all your 'regular posts' and be done--- then only have to fill in 1 or 2 a week.*

Whew, that's a lot!

- ▶ Don't forget to celebrate!
- ▶ You are not alone - we are here to help
 - ▶ Cynthia Lopynski (cynthialopynski@vaumc.org)
 - ▶ Kim Johnson (kimjohnson@vaumc.org)
- ▶ Communications Group meets twice a month via Zoom (Thursdays at 1 p.m.)