Digital Ministry
Deeper Dive

Liscensing School 2022

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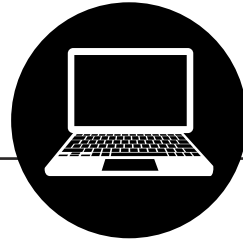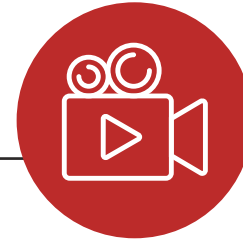
Roadmap

01

REMINDER: WHY

02

WEBSITES

03

LIVESTREAMING

03

FACEBOOK ADS

04

TEXTING

03

PODCASTING

Still A LOT!

Remember the WHY

IT'S 2022!!!!

?

There are

168

hours in EVERY week!

Typically only

1

is spent in worship.

What's Our Mission?

"Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything that I have commanded you"

Matthew 28:19-20

We have greater opportunity to do so than ever before!
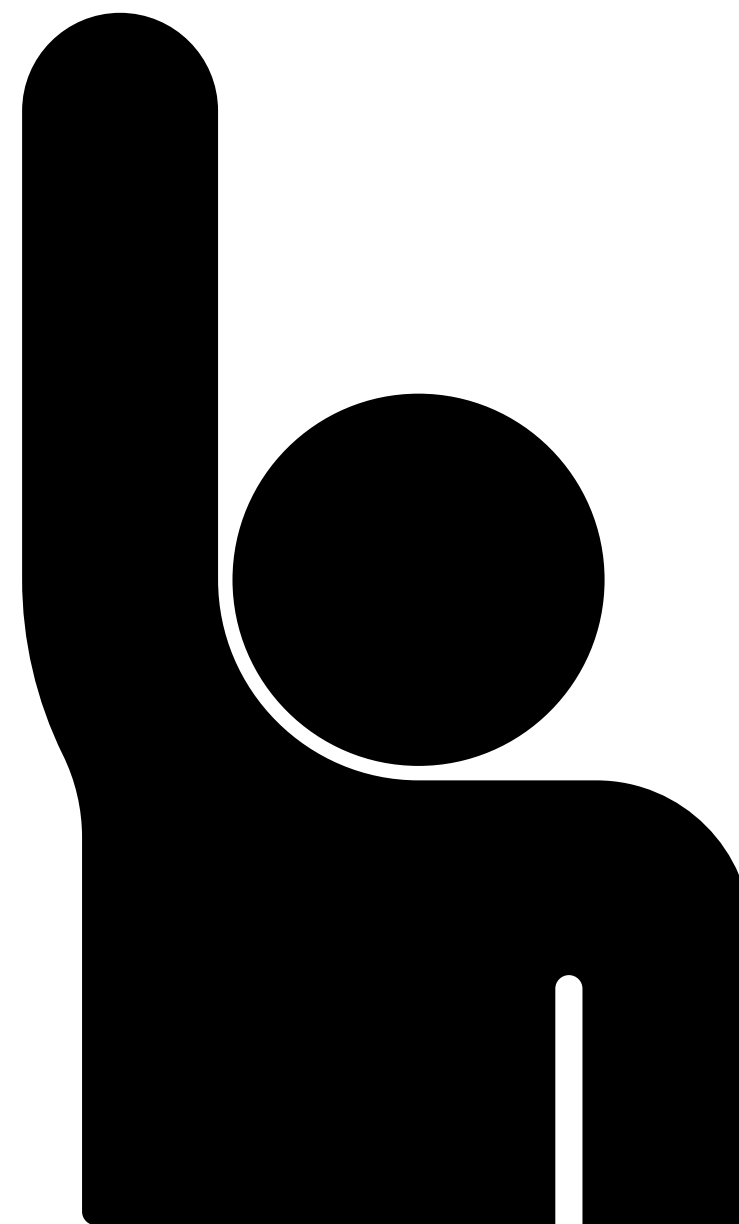
Websites

Checklist--What's Missing?

Website Checklist

- Is your site phone-first?

- Is your site guest-friendly?

- Can you give electronically?

- Does it load within 3-4 seconds?

- Is it visually pleasing?

Brave
Volunteers?

What am I paying for?

Website Feature	Upfront Website Cost
Website Domain	$12-$60
Website Hosting	$35-$600
SSL Certificate	$0-$200
Website Template/Theme	$0-$200
Ecommerce Functionality	$20-$24,000
Website Content	$0-$5000
Add Ons/Integrations	$0-$100
SEO and Marketing	$0-$90

Where do I start?

Note- this list is alphabetical--some I like better than others-- do your homework!

Church Co.	thechurchco.com
Church Dev	churchdev.com
Clover	cloversites.com
Ekklesia360	ekklesia360.com
Gator	hostgator.com/website-builder
Ministry Designs	ministrydesigns.com
Outreach Websites	digital.outreach.com
Sharefaith	sharefaith.com
Squarespace	squarespace.com
UMCom	umcom.org/services-products/web-services
Weebly	weebly.com
Wix	wix.com

Let's Look at a CMS

Livestreaming

Just because you can doesn't mean you should!

What do you need?

- Reliable internet service--good upload speed
  - Hardwire in if possible
  - Recommended minimum upload speed of 10 Mbps

- A good microphone.
  - If we can't hear, we are out!

- A camera of some kind

- Sufficient lighting

- Someone to run the stream

- Someone to monitor the stream

What do you need?

- A switcher
  - if you are going to merge graphics/words/etc with the video

- A platform to stream to

- TEST! TEST! TEST!

Cameras

Do your homework!

- Cell phone

- Camcorder-- in the $500+ range
  - requires an operator

- Mevo - -$400
  - requires an operator
  - less zoom, bad mic

- PTZ -- $1,000+
  - requires an operator & more equipment
  - permanent installation

Streaming Services

Do your homework!

- Vimeo
- churchstreaming.tv
- subsplash
- Boxcast
- Resi
- IBM Cloud Video
- Church Online Platform

Copyright Cautions

Before you jump right into livestreaming worship, you MUST be sure that you have the proper copyrights in place. A license for streaming is different from a standard CCLI license.

novaumc.org/digital-ministry-resources

HYBRID worship

It's not just WATCHING!

- Be careful with your language
- Take time to watch your service and think through what it feels like to the at-home worshiper
- Are you providing words?
- Things that are beautiful in person (prelude, anthem, etc.) are much more difficult to engage with from home
- Waiting feels longer online
- Are you talking to and mentioning the online congregation by name
- Less is more

Facebook Ads

Facebook Ads

- https://www.facebook.com/business/ads-guide
-
- A little bit of $ can go a LONG way!
- Different kinds of ads
  - image
  - carousel
  - boost
  - event boost
- Placement
- Targeting

Texting

- Text messages have a 98% text open rate.
- Text messages also have a 45% response rate.
- 90% are opened within the first 3 minutes of delivery.
- Text messages foster conversation.
- Text messages feel more personal.
- 86% of Americans over age 50 communicate with text messaging

Texting

- You MUST have permission to text folks
  - asking them to 'text to sign up' is that permission
- Tell the people WHY you are moving to texting and what to expect
- Make sure people can reply

Texting

What kinds of texts?

- Group-specific messages (Parents of kids, small group, Lent Devotional, etc.)
- Send a welcome message to guests
- Quick check-in for folks who are sick, traveling, missing from worship for a time, etc.
- Event reminder (don't abuse this!)

Texting

A List

- Text In Church
- EZTexting
- Remind
- Tithe.ly
- Subsplash
- Simple Texting
- Clearstream
- Flocknote

- *Your church management system/database might have this already!*

Podcasting

- 57% of Americans over the age of 12 have listened to a podcast
- 78% of Americans are now familiar with podcasting
- In 2020, US weekly podcast listeners averaged 6 podcasts each week.
- Remember those 167 hours!
- Can be listened to in the car, at the gym, doing dishes, etc.-- can be easier to consume than video

Podcasting

- What kind of podcast?
  - Sermon only
    - Recorded as part of Sunday?
    - Recorded separately?
  - Interview?
  - Digging deeper into content?
- Who will 'host' the podcast?

Podcasting

Equipment
- Microphone
  - mic accessories (pop filter, boom, cords/cables, etc.)
- Recording software
- Call recording software (if interviewing)
- A space without extraneous noise
- Mixer
- Over-ear headphones
- The Internet :)

Podcasting

Host

- Buzzsprout
- Transistor
- PodBean
- Anchor
- SoundCloud
- Transistor
- Libsyn
- Sermon Cloud

Where?

- Apple Podcast
- Stitcher
- SoundCloud
- YouTube
- Spotify
- Google Play

The End

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