

# Digital Ministry

## Deeper Dive

Licensing School 2023

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# Roadmap



**01**

REMINDER: WHY



**02**

TEXTING



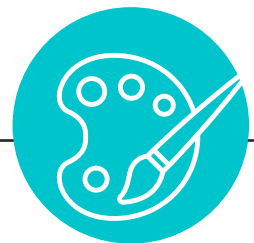
**03**

PODCASTING



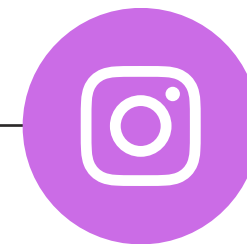
**04**

LIVESTREAMING



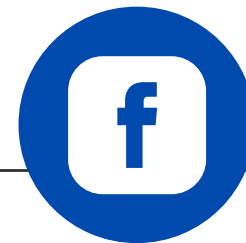
**05**

GRAPHIC DESIGN/  
CANVA!



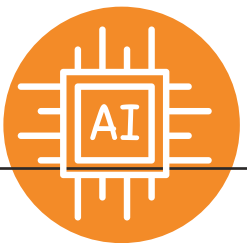
**06**

INSTAGRAM/  
VERTICAL VIDEO



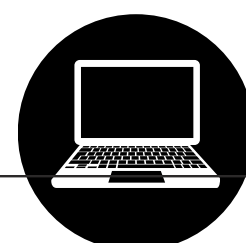
**07**

FACEBOOK ADS



**08**

AI



**09**

IF TIME:  
LIVE WEBSITE REVIEW



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!**



# Texting





# 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





# 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



# 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!

<https://www.gcfa.org/media/2217/live-stream-your-ministry-0420.pdf>



# 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](https://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



# Easy Graphic Design









It Matters!

Good. Design. Matters!

# **5 RULES for design**

1

**USE COLOR!**

2

- SIZE

- & QUALITY

- matter



# Font/ Typeface

- Choose Good Fonts!
- Don't use Word Art
- Remember- **QUALITY!**
- No more than 3 fonts at a time!

3

No. Clip. Art. Ever.





Vector Art





Clip Art



4

# Budget for Design





5

# Use Photos



Find a place at Trinity



To Recap

# 5 RULES for design

1. Use Color.
2. Size & Quality matter!
3. No Clip Art. Ever!
4. Budget for Design.
5. Use Photos.

You're Invited:

# ADVENT FESTIVAL



at St. Stephen's  
9203 Braddock Rd, Burke

## SATURDAY, DECEMBER 1

10:00 AM – 1:00 PM

- Fair Trade Christmas Market
- Christmas Concert (11:00 AM)
- Food Trucks
- Free Coffee & Cookies
- DIY Advent Craft Stations
- and so much more!

Open to all and designed  
with busy families in mind!

Learn More: [StStephensFairfax.org](http://StStephensFairfax.org)

SUMMER  
DATES

MARK YOUR CALENDARS

More information and details can be  
found on our website as they are  
determined



FRESH FOOD FEST  
for the whole Family  
4 PM to 7 PM

May 24, June 21, July 26 & August 16

KIDS CAN - Children Called to Care  
Summer Days of Mission & Service for Kids & Parents  
MISSION MONDAY - JUNE 18  
WE SHARE WEDNESDAY - JULY 11  
TRUE GIVING THURSDAY - AUGUST 2



VACATION BIBLE SCHOOL 2018

July 23 - 27, 9 am - Noon

Kids on an Impacting Island Adventure!

Registration: [www.myvbs.org/TrinityUMCRichmond](http://www.myvbs.org/TrinityUMCRichmond)



TRINITY UMC  
TRINITYUMC.NET 804-288-6056

You're Invited:

# ADVENT FESTIVAL



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SATURDAY DECEMBER 1

10:00 AM - 1:00 PM

Open to all and designed with busy families in mind!

- Children's Activities
- Food Truck
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- DIY Advent Craft
- and so much more!

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HOW?!!

# You Need A Design Program

- Publisher (ick) There are BETTER options
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Affinity photo/design (*a bit cheaper*)
- CANVA-- FREE!!!
- Wordswag/Typorama-- Cell Phone Apps



Canva

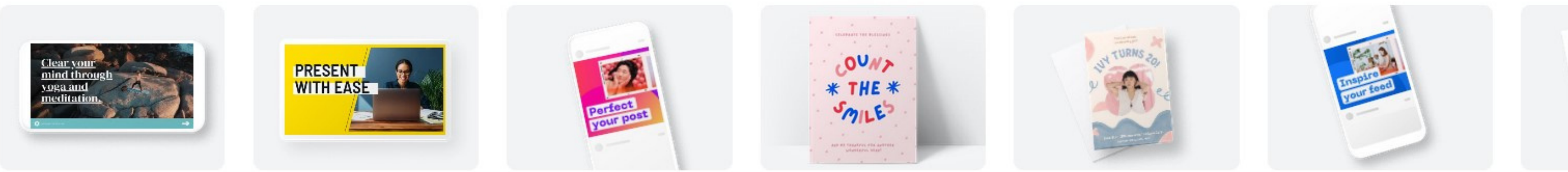


**[canva.com/canva-for-nonprofits](https://canva.com/canva-for-nonprofits)**

Left sidebar: NoVaUMC, Pro • 87, Home, Your projects, Shared with you, Share

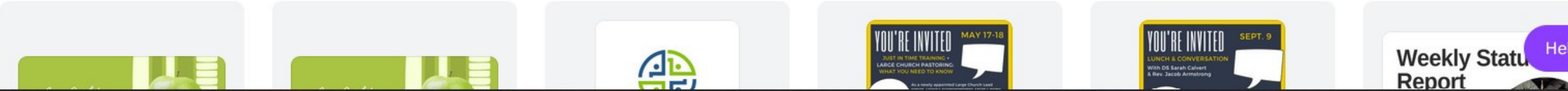
Main header: What will you design? Search your content or Canva's. Categories: For you, Presentations, Social media, Video, Print products, Marketing, Office, More.

You might want to try...



Video, Presentation (16:9), Instagram Post, Poster, Flyer (5.5 x 8.5 in), Facebook Post, A4 Do

Recent designs



Left sidebar: Tip: Set your brand, your brand's colors to consistent look, all your designs, how it works

Templates

Search text

Untitled Brand Kit Edit

**Add a heading**

Add a subheading

Add a little bit of body text

Recently used

**cold, smooth & tasty.**  
ANGELO BREWING

CUE THE confetti

Font combinations

**SALE SALE SALE**

BE BRAVE

2022-socia...

Elements

Uploads

Text

Photos

Background

Charts

QR Code

Reveille

Templates

Search snow

All Photos Graphics Videos Audio

Snow falling Snowflake Snowman

Uploads

Text

Photos

Background

Charts

QR Code

Reveille

2022-socia...

Elements

Text

Photos

Background

Charts

QR Code

Reveille

2022-socia...

Audio

Untitled Brand Kit Edit

Upload your logo

STUDENTS

STUDENTS

STUDENTS

STUDENTS

STUDENTS

TRINITY United Methodist Church

TRINITY United Methodist Church

TRINITY KIDS

TRINITY KIDS

TRINITY United Methodist Church

TRINITY United Methodist Church

Logos

Folders

More

Background

QR Code

2022 Stew...

Trinity Stu...

Trinity Kids

2022 Grads





**HAPPY  
MOTHERS  
DAY**

A vibrant blue background featuring a large yellow sun in the top right, white clouds, and a light blue sunburst behind the text. The bottom of the image shows a wavy blue line representing water, with icons of a yellow shovel, a blue crab, a blue jellyfish, a blue seashell, a palm tree, and a pineapple.

# Summer Camp

JULY 5 - 9



# Pastor's Summer Reading List



PASTOR'S SUMMER  
READING LIST

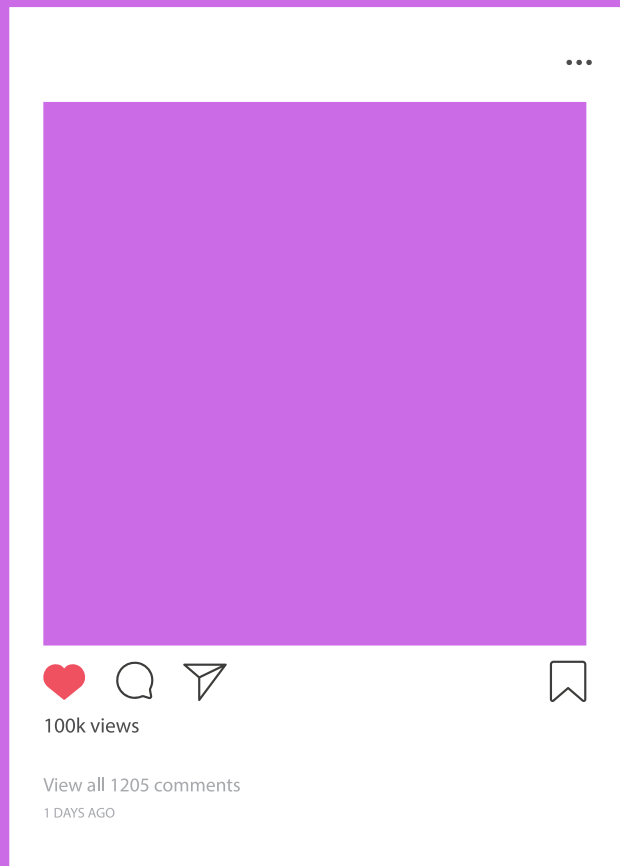


# **PASTOR'S SUMMER READING LIST**



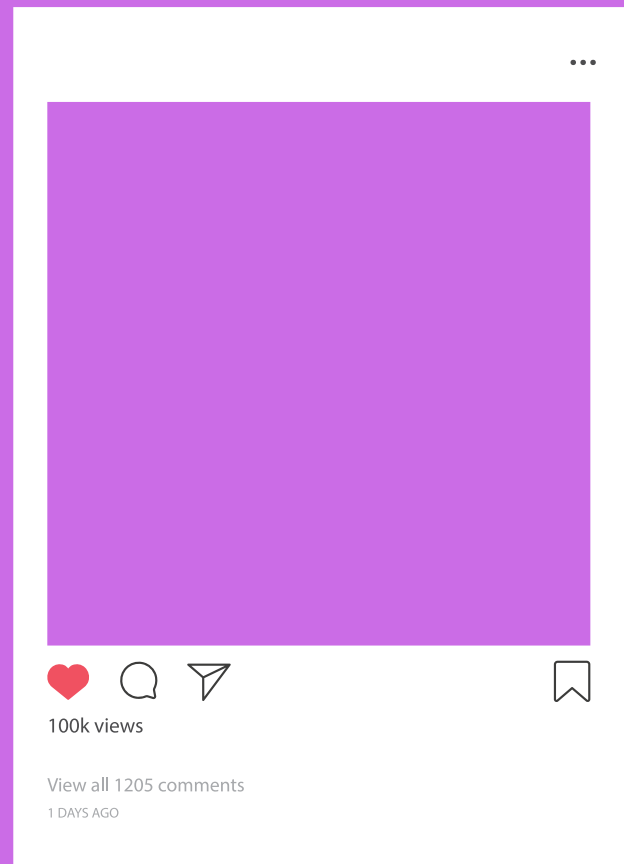


# Instagram



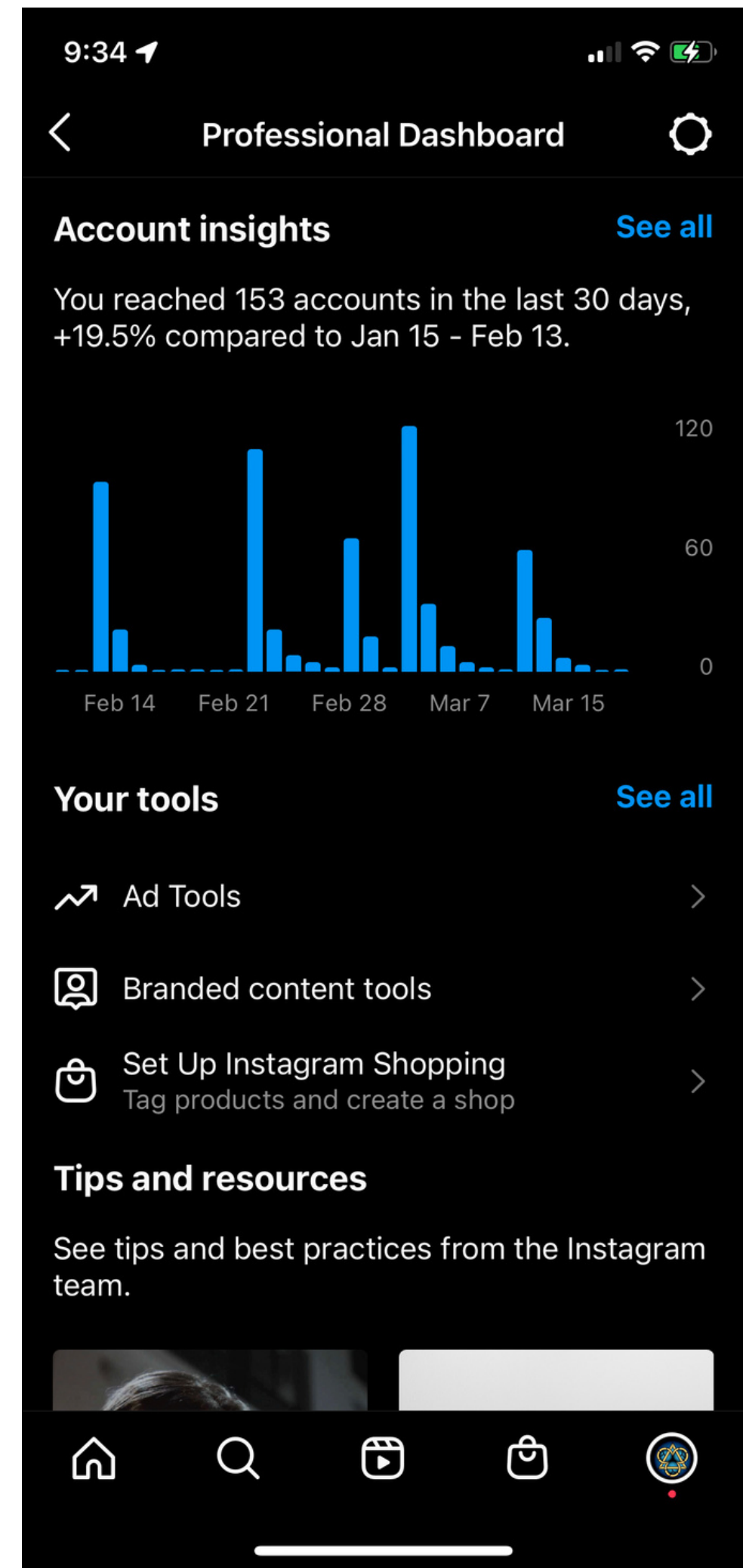
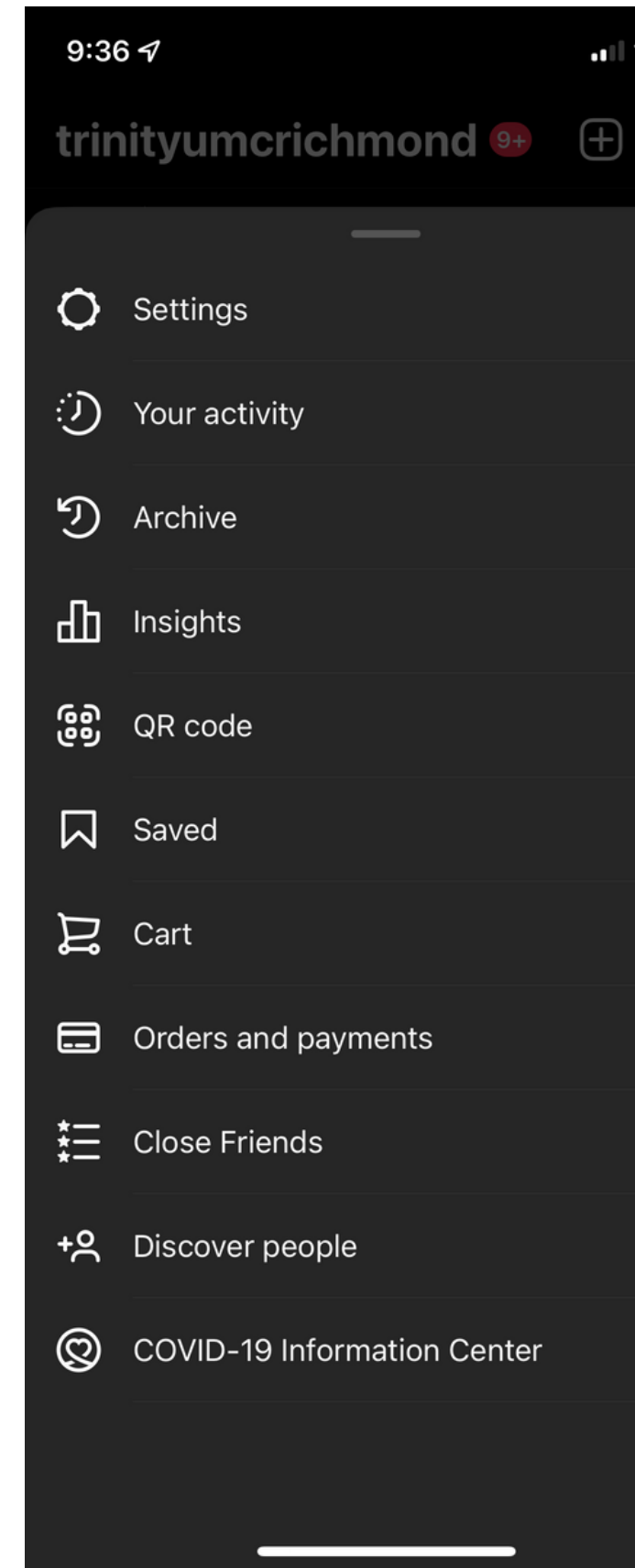
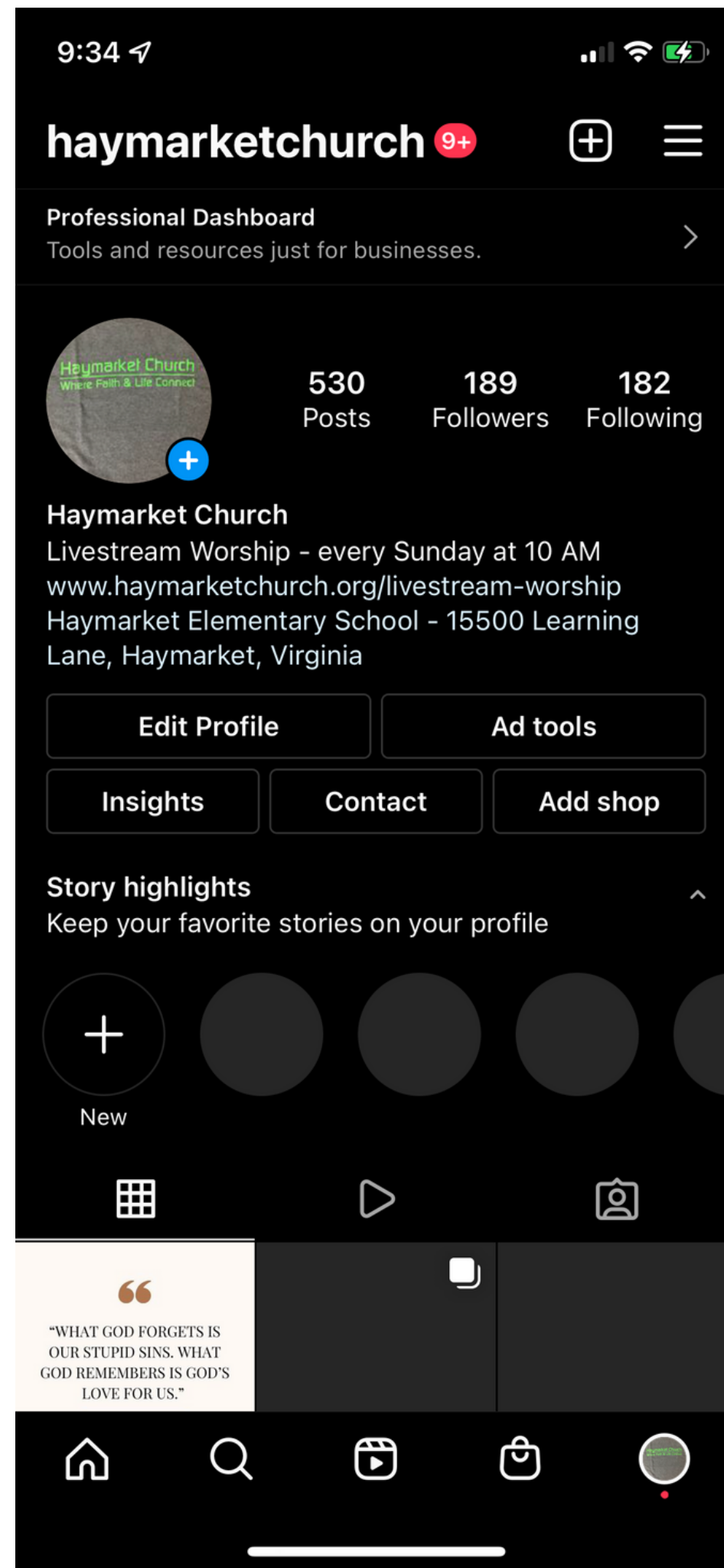


## Instagram is:



- Visual
- In the moment
- Tells a story
- Behind the scenes content
- Mobile phone-based
- Videos are more prominent
- More positive
- Used to be difficult to schedule without an additional app, can be scheduled via Facebook now
- More searchable





karamac213



2 likes

karamac213 #dinovember 2 days in 2 classrooms @hannflan it IS a thing!

Add a comment... [heart] [smiley] [plus]

7 minutes ago

its\_miss\_casey

its\_miss\_casey



11 likes

its\_miss\_casey So I don't often fangirl like this (the last time was at Franklin's BBQ in Austin) but... more

View 1 comment

Add a comment... [heart] [smiley] [plus]

2 hours ago

Carter's

2 hours ago

Carter's Sponsored



Shop Now



3,407 likes

Baby shower on the way?! Thinking about gifts for the holidays?! We've got all the super cute... more

View all 37 comments

**OBERLO**

## Active Instagram Users



Instagram has

**1.074 BILLION**

users worldwide in 2021.

(eMarketer, 2020)

**OBERLO**

## Instagram Engagement Matters



Instagram can generate over

**4X**

more interactions on Instagram compared to Facebook.

(Socialbakers, 2018)

**OBERLO**

## Young Adults Love Instagram

With a billion users on the app,

**71%**

of which are under age 35.

(Statista, 2019)



**OBERLO**

## Instagram Stories Usage



**500 MILLION**

IG accounts use Instagram Stories every day, **1/3 of the most viewed IG stories are from businesses.**

(Instagram, 2018)



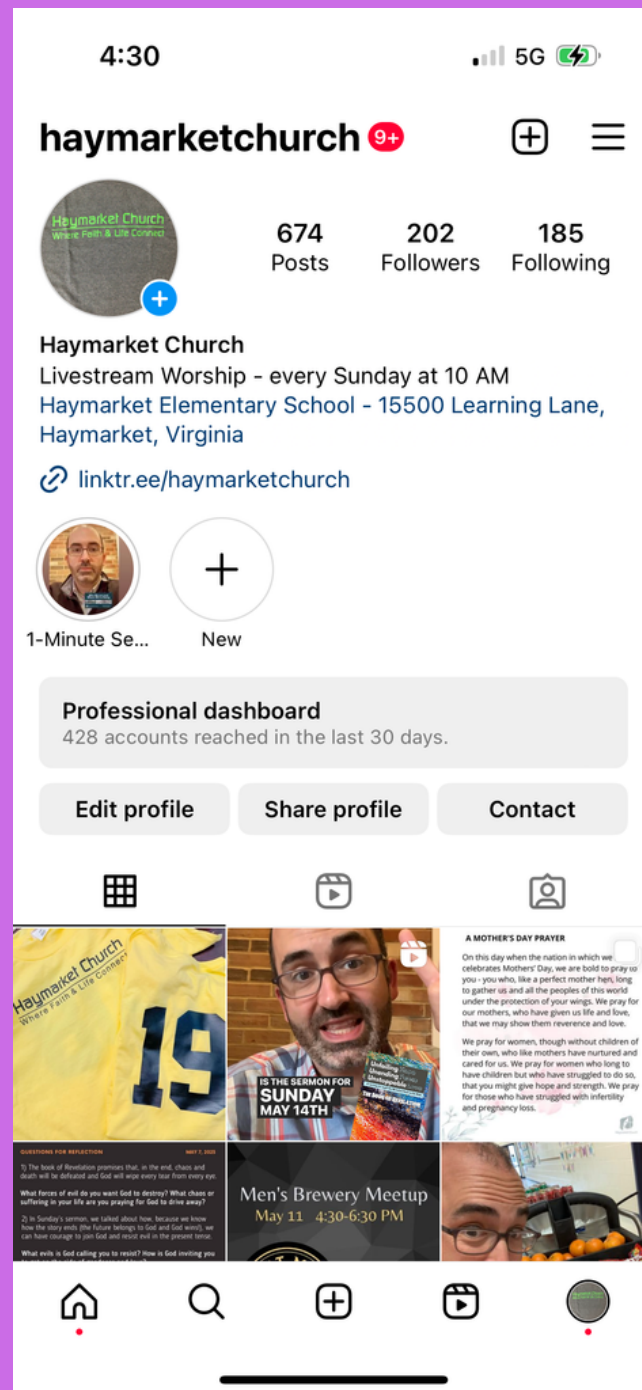
Send Message

Send Message

Learn More



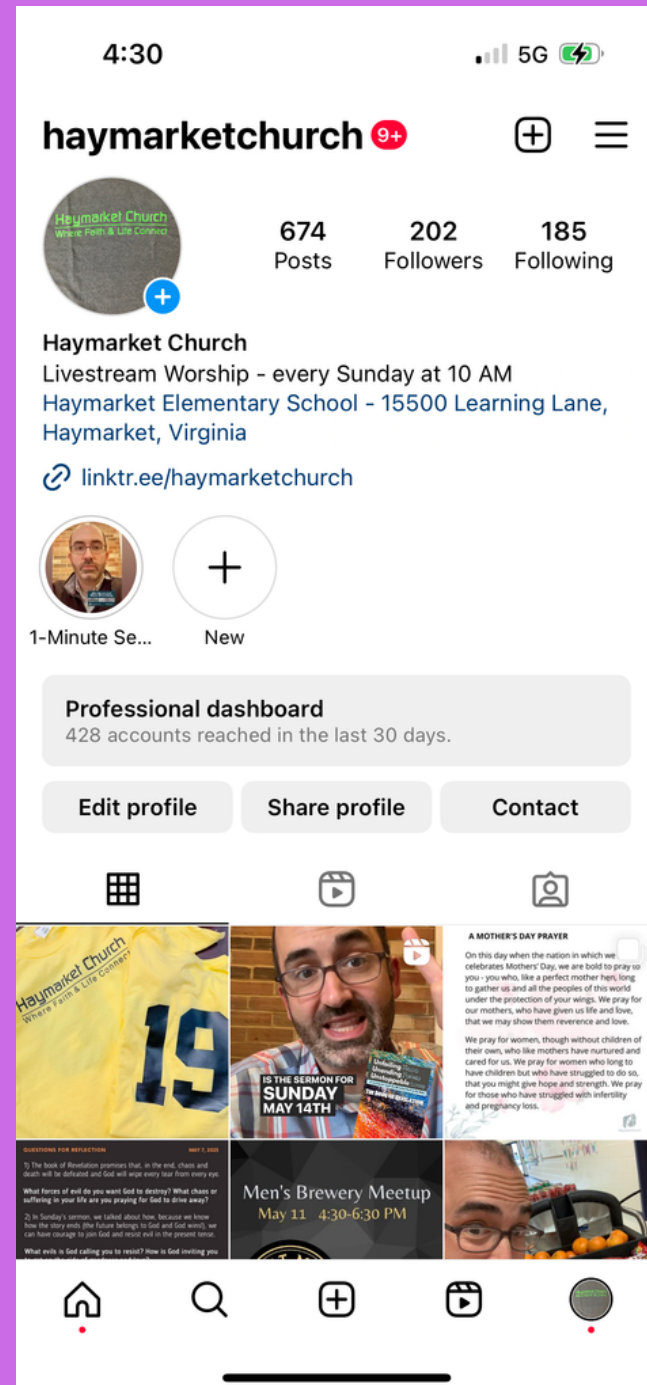
# Content:



- Share Scripture or quotes from your sermons
- Go behind the scenes
- Invite people to your services and events
- Celebrate baptisms and communion
- Highlight a volunteer or community service
- Share images or videos of your worship service
- Lead people to your church's website
- Advertise an upcoming sermon or sermon series
- Get involved in Instagram conversations
- **Make Reels (videos)**
- Go Live

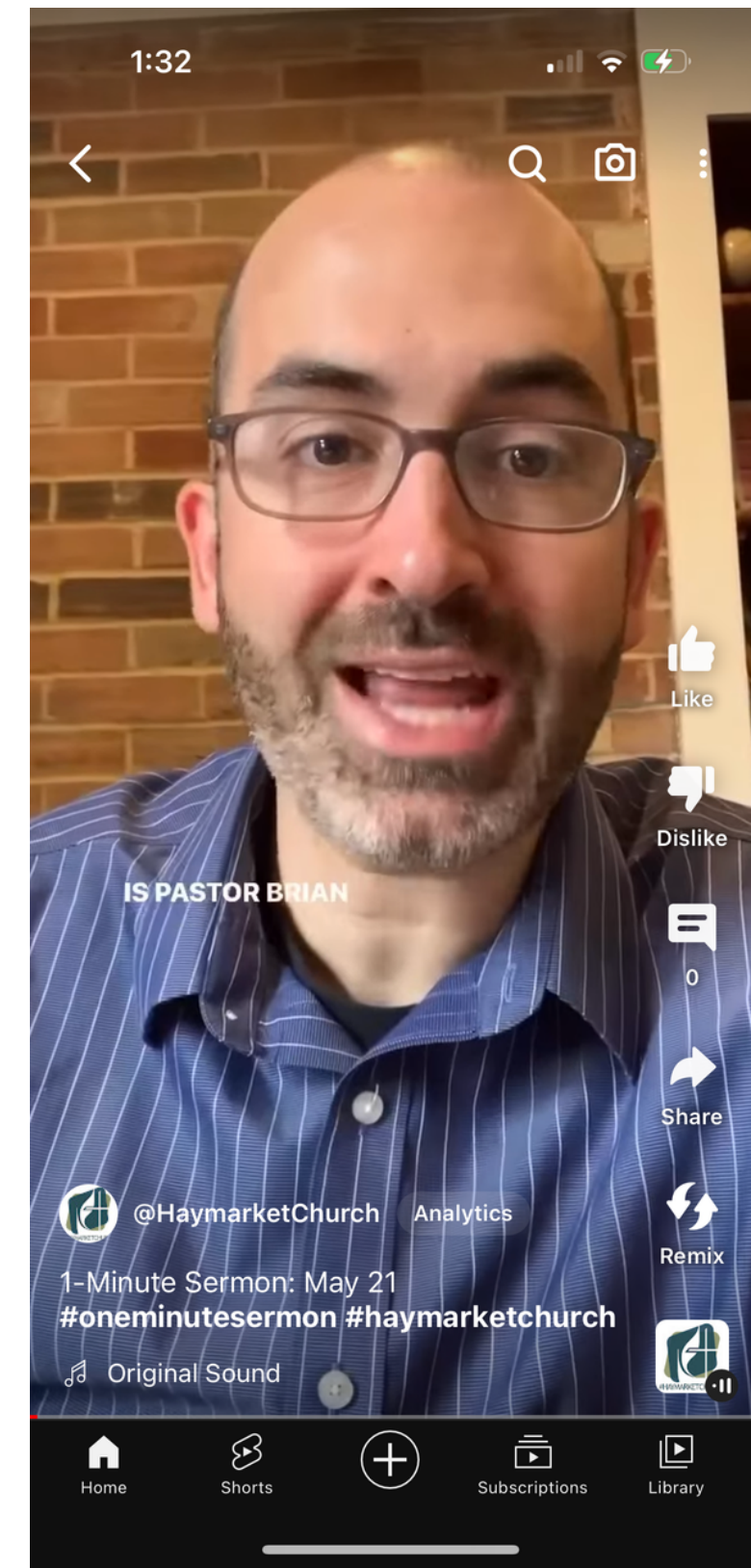
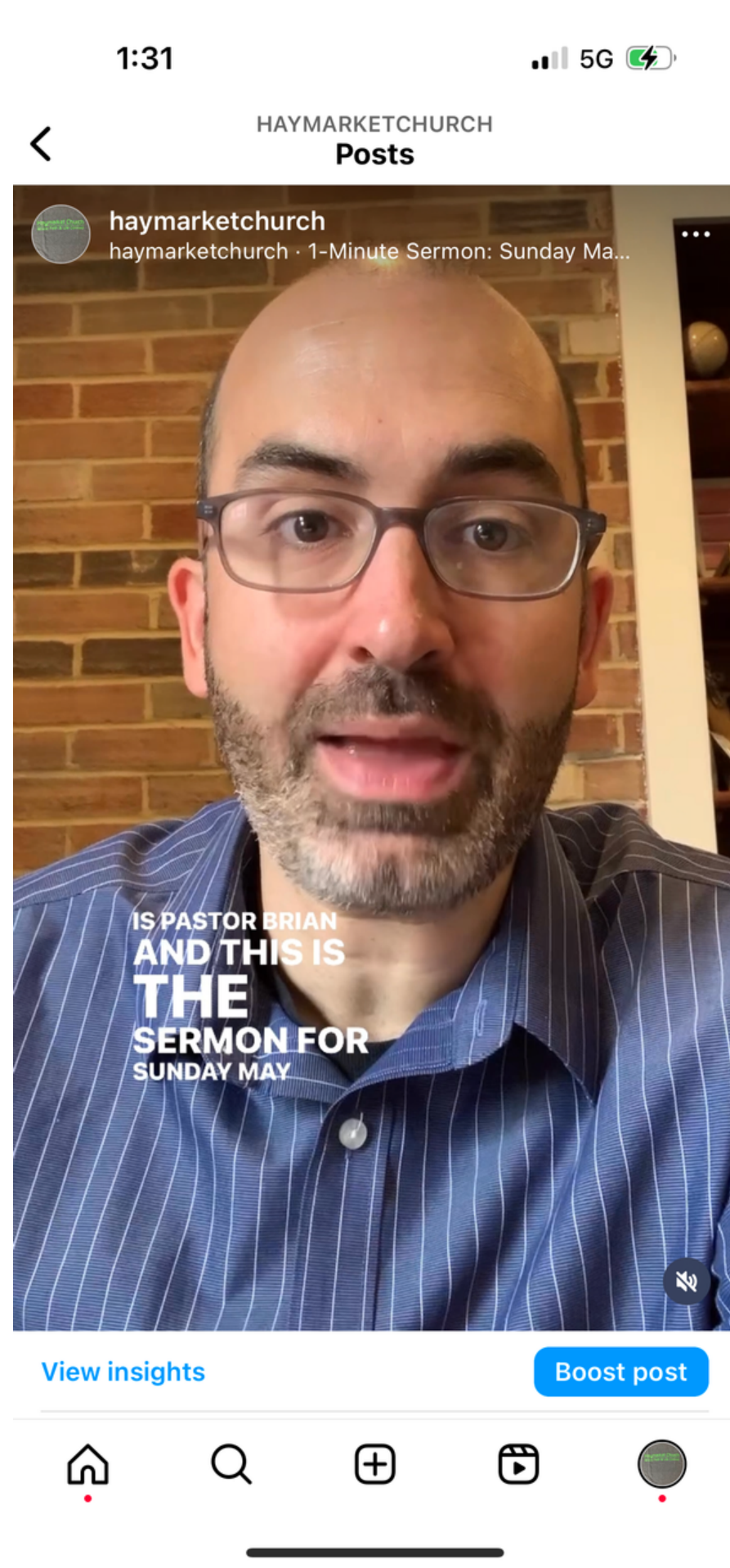


# vertical video



- This is the first time that Facebook, Instagram, and YouTube are all prioritizing the same kind of content.
  - Captions
  - 1 minute can go to FB, YT, Insta
  - Reels











## Use Hashtags



- #MondayMotivation
- #MusicMonday
- #TransformationTuesday
- #WisdomWednesday
- #ThrowbackThursday
- #ThankfulThursday
- #FridayReads
- #FollowFriday
- #ShoutoutSaturday
- #SundayRead
- #WeekendVibes

1. Custom—e.g.,  
#centralliving or  
#centralcommunitychurch
2. Community—e.g.,  
#niagararegion or  
#niagarafallscanada
3. Faith—e.g., #jesusislove  
or #churchfamily



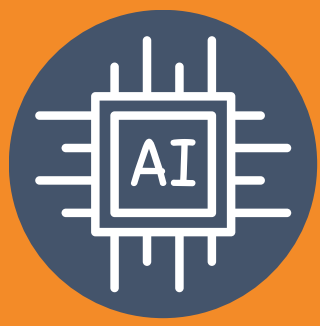
# Facebook Ads





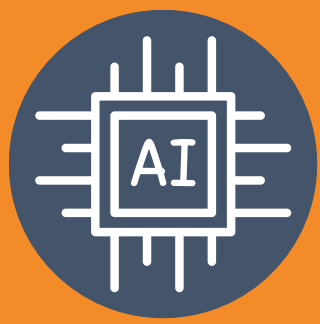
# Facebook Ads

- <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



# Artificial Intelligence





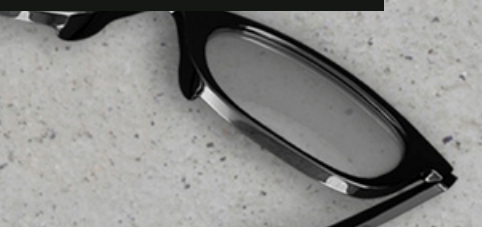
# Artificial Intelligence

- It's coming!
  - (it's here!)
- Church Innovation Summit | Artificial Intelligence
- June 8, 2023 | Live Virtual Summit from 8:30-4:30pm CT
- This beginner-level event is designed for pastors, church leaders, and ministry teams interested in learning how AI can enhance church operations, outreach, and discipleship.
- <https://www.churchinnovationsummit.com/>



# Websites

Checklist--What's Missing?



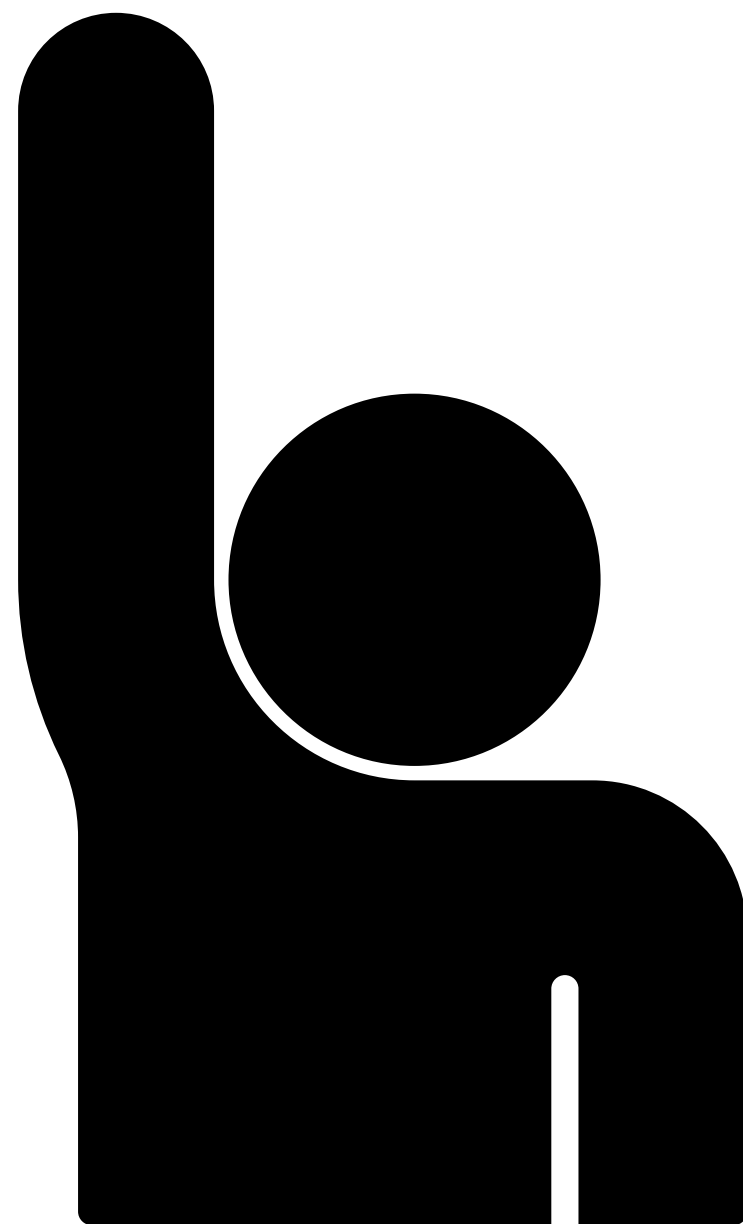


# Website Checklist

- 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.	<a href="http://thechurchco.com">thechurchco.com</a>
Church Dev	<a href="http://churchdev.com">churchdev.com</a>
Clover	<a href="http://cloversites.com">cloversites.com</a>
Ekklesia360	<a href="http://ekkleisia360.com">ekkleisia360.com</a>
Gator	<a href="http://hostgator.com/website-builder">hostgator.com/website-builder</a>
Ministry Designs	<a href="http://ministrydesigns.com">ministrydesigns.com</a>
Outreach Websites	<a href="http://digital.outreach.com">digital.outreach.com</a>
Sharefaith	<a href="http://sharefaith.com">sharefaith.com</a>
Squarespace	<a href="http://squarespace.com">squarespace.com</a>
UMCom	<a href="http://umcom.org/services-products/web-services">umcom.org/services-products/web-services</a>
Weebly	<a href="http://weebly.com">weebly.com</a>
Wix	<a href="http://wix.com">wix.com</a>



# Let's Look at a CMS



The End

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