

We're online. What now?

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A very good place to start



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- ▶ Exodus 3
 - God met Moses where he was at
 - Attracted his attention
 - Gave Him specific direction
 - Moses responded
- ▶ What other means has God used to communicate?
 - Jesus – God Incarnate
 - “The medium is the message”
 - Word and Sacraments
 - Means of grace

A very good place to start

- ▶ How do we respond to God's communication?
 - Tell others what he has done
 - Good works

- ▶ God has provided His Church and His people with means to communicate
 - Speech
 - Print and visuals
 - Broadcast media
 - Digital media

- ▶ How do we use these communication gifts from God's gracious hand?



What are we here for?

- ▶ Maximize your online presence for the sake of the Gospel
- ▶ How?
 - Outreach to our communities
 - Communication with our community of faith
 - Engagement with our own faith, and with the life of the Church
 - Encourage and support each other in the faith

What are we here for?

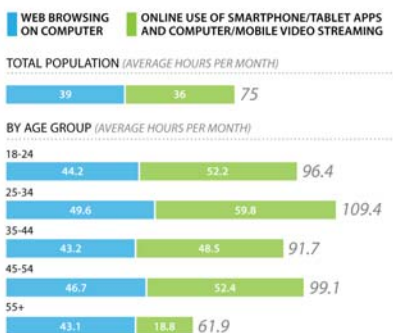
- ▶ Who are we talking with?
- ▶ What tools are available
- ▶ How do we best use the tools?
- ▶ What do YOU want to learn and discuss?

Who is out there?

- ▶ **Internet stats**
 - Canadians spend more time online than anybody else in the world – an average of 39 hours/month
 - 90 % of Canadians use the Internet
- ▶ **56% of Canadians have a Smartphone**
 - 89% of Canadian Smartphone users search for local information
- ▶ **19 million Canadians are on Facebook**

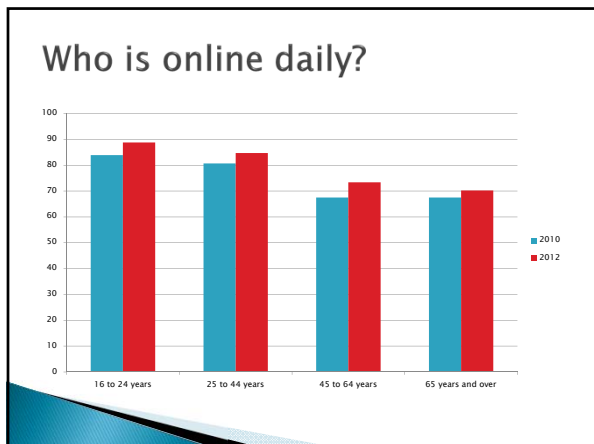
MULTI-PLATFORM TIME SPENT ONLINE

A look at the average amount of time Canadian adults spend online per month according to data from measurement firm comScore.



SOURCE: COMSCORE

THE CANADIAN PRESS



Basic Questions

- ▶ **Who** are you trying to reach?
- ▶ **What** are you trying to accomplish
- ▶ **When** is the best time to reach them?
- ▶ **Where** are the people you are trying to reach?
- ▶ **Why** will people be interested in what you say?
- ▶ **How** can the various media available reach others with your messages?

Who do we want to talk with?

- ▶ **Audiences**
 - **Internal Network**
 - Church – our community of faith
 - Family
 - Friends
 - **External – Community-at-large**
 - Church “shoppers”
 - Friends’ network
 - Unchurched
 - Web Surfers

Personal Messaging

- ▶ Your witness is based on who you are as a child of God
- ▶ That relationship is reflected in what you do
 - response to God's love in Christ
- ▶ Tell everyone what He has done
- ▶ Two approaches
 - Implicit
 - Vocational – in service to your neighbour
 - Explicit
 - Proclamation – speaking the Gospel

How do we reach them?

Broadcast



"And great crowds gathered about him, so that [Jesus] got into a boat and sat down. And the whole crowd stood on the beach."
Matthew 13:2

How do we reach them?

Defined Group



"Then [Jesus] left the crowds and went into the house. And his disciples came to him, saying, "Explain to us the parable of the weeds of the field." Matthew 13:36

How do we reach them?

One-to-one



"Now there was a man of the Pharisees named Nicodemus, a ruler of the Jews. This man came to Jesus by night"
John 3:1-3

The online delivery systems

- ▶ Email
- ▶ Website
 - Blogs
- ▶ Social Media
 - Facebook
 - Twitter
- ▶ Texting
- ▶ Online Video


The delivery systems

- ▶ Website:
 - PROS
 - Search
 - Ongoing communication
 - Continuing presence
 - Update
 - CONS
 - Updates
 - Deliberate destination



The delivery systems

- ▶ Email
 - **PROS**
 - Widely used
 - Personal delivery
 - Immediate
 - Links
 - Tracking
 - **CONS**
 - Demographics
 - Clutter
 - Spam filters
 - Ignored/unopened



The delivery systems

- ▶ Facebook
 - **PROS**
 - Ongoing presence
 - Easy updates
 - Sense of belonging
 - Share timely information
 - Create close connections
 - Build community
 - **CONS**
 - Updating
 - Clutter
 - Algorithms




What do you say?


- ▶ Content is king
 - Relevant
 - People will read and share what touches them
 - Timely
 - Personal interest
 - Unique
 - Efficient
 - Time well spent
 - Easily understood
 - Call to action

How do you say it?


SUBJECT LINES
28-39




FACEBOOK POSTS
40



PARAGRAPHS
40-55



URL DOMAINS
8



E-MAIL SUBJECTS
Subject lines containing 28-39 characters get an open rate of 12.2% and click rate of 4% on average.

FACEBOOK
Posts with 40 characters receive 88% more engagement than posts with a higher character count.

PARAGRAPHS
Covering paragraphs with larger fonts and fewer characters per line make it easier for the reader to focus and jump quickly from one line to the next.


DOMAIN NAMES
The best domain names are short, easy to remember and spell, don't contain hyphens or numbers, and have a .com extension.

What's in a domain name?


▶ <http://www.mclclititz.org/>
Mount Calvary Lutheran Church, Lititz, Pennsylvania

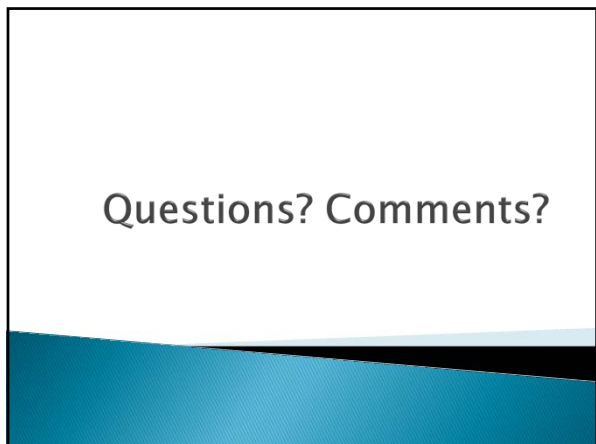
How do you say it?

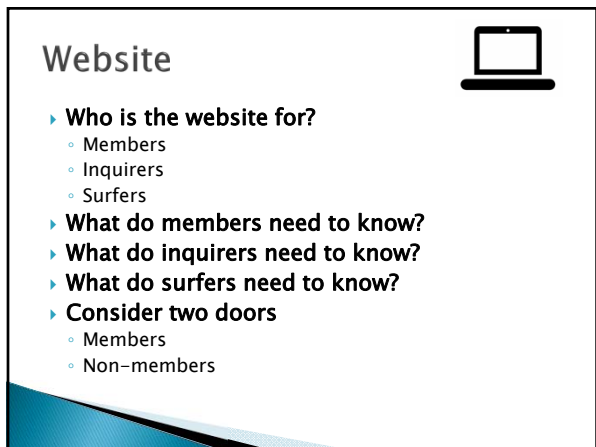
6 WORDS
BLOG HEADLINES
Only the first 3 words and the last 3 words of a headline tend to be read. Rather than worrying about length, you should focus on making every word count.



1,600 WORDS
BLOG POSTS
Overall, 74% of posts that are read are under 3 minutes long and 94% are under 6 minutes long.











Website

- ▶ Create areas of interest
 - Announcements
 - Sermons
 - News (online newsletter)
 - Information members can use with friends and family
 - Links to Lutheran sources
 - Facebook page

Website


- ▶ Use the numbers
 - Google Analytics
 - Embed code
 - Wordpress Jetpack
 - Plug-in
 - Who is visiting
 - How long they are staying
 - What they are looking at
 - Where they come from

Website




A screenshot of the Google Analytics Audience Overview dashboard. The dashboard shows a line graph of sessions over time, a pie chart for gender distribution, and a table of metrics including Sessions, Users, New Users, and Bounce Rate. The date range is set to 'All Time'.

Website



- ▶ Update
 - Make updating part of the office routine
 - Link updates with Facebook and Twitter accounts
 - "Big Picture" links
 - Church-related sites
 - Republish or link to stories
 - Movie reviews
 - Release newsletter stories one at a time as single items
 - Use scheduling

Website




- ▶ Your website is your face to the world not just your members, neighbours and community

Questions? Comments?

Email

- ▶ Email
 - **PROS**
 - Widely used
 - Personal delivery
 - Immediate
 - Links
 - Tracking available
 - **CONS**
 - Demographics
 - Clutter
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 - Ignored/unopened



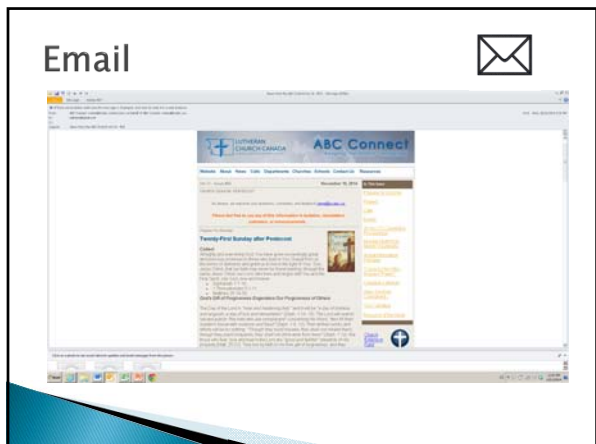
Email

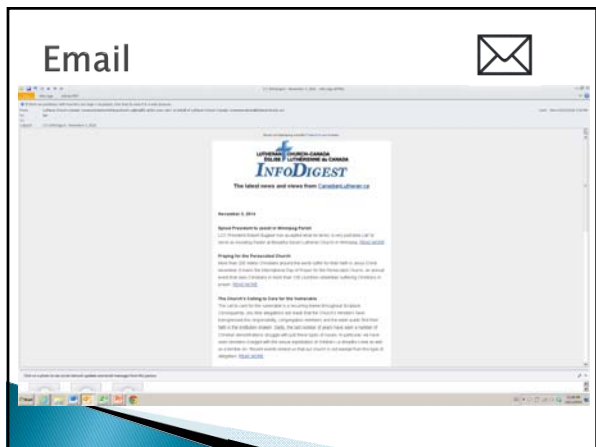


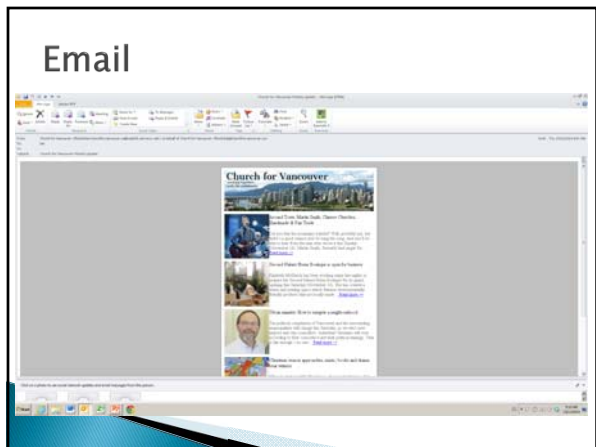
- ▶ Organizing and tracking
 - Online email management



- www.mailchimp.com www.constantcontact.com







Email

- ▶ Microsoft
 - Excel data base
 - Word message construction
- ▶ Online services
 - Track opens
 - Track responses
- ▶ Use tracking information to refine content

Behind the scenes



▶ www.mailchimp.com

Email

- ▶ Regular, reliable communication
- ▶ Drive traffic to website
- ▶ Stay in touch with
 - Members
 - Visitors
 - VBS families
- ▶ Include links to stories beyond the congregation
 - www.canadianlutheran.ca
- ▶ Forward copies or web links to
 - LCC Info Digest
 - ABC Connect

Email

- ▶ Personal outreach
 - Share links
 - Devotion
 - News story
 - Inspirational video or photo
 - Sermon link
 - Church event invitation
 - Online greeting cards
 - Schedule

Email

- ▶ Email is the 21st century version of letters, postcards, greeting cards and newsletters

Questions? Comments?

Facebook

- ▶ Facebook
 - PROS
 - Ongoing presence
 - Easy updates
 - Sense of belonging
 - Share timely information
 - Create close connections
 - Build community
 - CONS
 - Updating
 - Clutter
 - Algorithms



Facebook



- ▶ Page: Congregation or organization



Facebook



- ▶ Groups



Facebook



› Profile page



Facebook



› Personal timeline



Facebook



› Status update criteria

- whatever is **true**,
- whatever is **honourable**,
- whatever is **just**,
- whatever is **pure**,
- whatever is **lovely**,
- whatever is **commendable**,
- if there is any **excellence**,
- if there is anything **worthy of praise**,
- think about [*and post*] these things.

Philippians 4:8

Facebook

- ▶ Timelines
 - Encouragement
 - Therefore encourage one another and build one another up, just as you are doing. 1 Thessalonians 5:11
 - Support
 - Rejoice with those who rejoice, weep with those who weep. Romans 12:15
 - News
 - For they themselves report concerning us the kind of reception we had among you, and how you turned to God from idols to serve the living and true God, 1 Thessalonians 1:9

Facebook

- ▶ Sharing with impact (working the algorithm)
 - Add personal touch to shared links
 - Original photos and text
 - Avoid text only
 - Share posts with lots of comments
 - Check the trending topics
 - Videos uploaded to Facebook rather than YouTube
 - New links
 - Avoid "commercial" links (click-bait)
 - Posts that encourage liking, commenting, sharing

Facebook



Facebook

- ▶ Facebook
 - Reveals who you are
 - Builds community
 - Shares news

Questions? Comments?

Organizing for Action

- ▶ **Community Engagement Team**
 - Define communities
 - Internal
 - External
 - Identify communication needs
 - What do they need to know?
 - Choose best online communication vehicles
 - Subscribe/create
 - Discover who in the team is already there
 - Involve the pastor and church office

Organizing for Action

- ▶ Community Engagement Team
 - Delegate tasks
 - Email content
 - Facebook content
 - Web content
 - Work together to weave engaging communications

Personal action plan

- ▶ How will you “let your light shine” online?
 - Pray for guidance and people
- ▶ How will you tell others what God has done and what he is doing?
 - Share Christian and Lutheran news stories
 - Share devotions
 - Share a daily Scripture verse
 - Share news from your congregation
 - Sense the Spirit’s leading
 - Add a Christian perspective to online discussion

Organizing for Action

- ▶ Subscribe/follow
 - www.canadianlutheran.ca
 - Canadian Lutheran on Facebook
 - Lutheran Church Canada on Facebook
 - ABC Connect e-news
 - LCC InfoDigest e-news
 - www.goandmake.ca
 - www.clwr.org
 - www.lll.ca and LLL Canada on Facebook
 - Lutheran Women on Facebook
 - www.partnersinmission.ca (CLMS)

Questions? Comments?

Final thoughts

- ▶ We are in the sowing business
 - Parable of the Sower (Matthew 13)
- ▶ The Word of God is powerful
 - Hebrews 4:12

For the word of God is living and active, sharper than any two-edged sword, piercing to the division of soul and of spirit, of joints and of marrow, and discerning the thoughts and intentions of the heart.

- ▶ We best serve our neighbour by sharing God's love and His Good News

Questions? Comments?
Thank you for coming!
