

2 key learnings from lockdown

(reported nationally as well as locally)

We noticed that we can connect people into Sundays who perhaps would not or could not have accessed them before

We also noticed that we can speak to people every day, no matter where they are or how much time they have

How do we take this forward?

In this workshop...

We'll share three easy steps for speaking to people throughout the week online

We'll give you some rhythms and templates you can follow in your context

We'll tackle some of the obstacles to a good social media presence

PART 1

Using social media to strengthen a congregation*

Shifting thinking...



- Social media often becomes a space for INFORMATION
- 'On Sunday we're meeting at 10 o'clock'
- But social media was designed to be a place of INTERACTION

'Sundays are better with you in them! We'd love to share this Sunday's service with you at 10am online. Who do you love to share your Sundays with?'

3 Easy Steps

- 1) Looking back at Sunday*
- 2) Looking ahead to Sunday
- 3) Creating a midweek rhythm

1- Looking back at Sunday



REMINICE

REMIND

REMINICE

How can I celebrate Sunday, and make it sound unmissable?

Celebrate how great it was to be together on Sunday!





REMIND

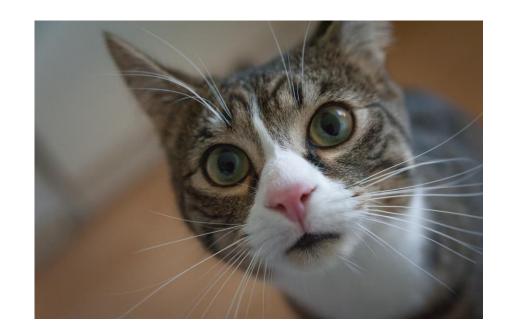
How can I solidify Sunday's message?

2- Looking Ahead to Sunday



INTEREST

How can I peak somebody's interest for what's happening on Sunday?



- Tease don't tell
- Share why you're looking forward to Sunday

INCLUDE

How can I help others feel that they are part of this?

Ask a question that gets people thinking about Sunday's theme, or start a conversation about where they'll be 'tuning in' from, or who they'll be watching with?



INVITE

How can I help my congregation invite their friends?



Create a graphic to invite others to watch/come along
 You can even use the same one every week!



Creating midweek rhythm

How can I use the daily opportunity to speak to my community in order to help them with whole-life discipleship?

Midweek rhythm

Monday

Reminisce

Tuesday

Pray

Wednesday

Remind

Thursday

Interest and Include

Friday

Serve /
Connect

Saturday

Invite

REPEAT!



Monday

REMINISCE

'It was great to be together'

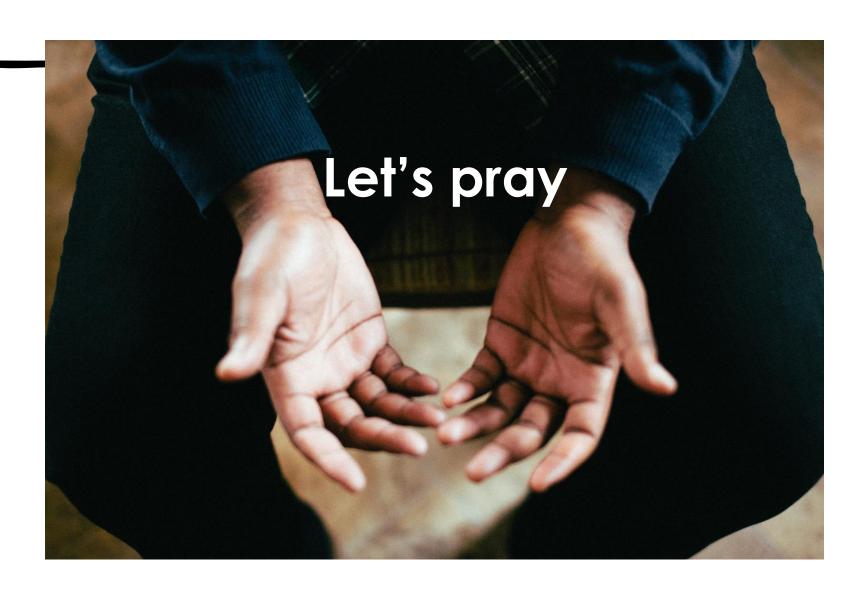


Today at HTB at Home we were joined by Nai Bradish - "We can experience God's love and faithfulness in ways we could have never expected."



Tuesday Pray

Take a moment out of your day today to pray this...



Wednesday

REMIND

'How have you been putting this into practice this week?'

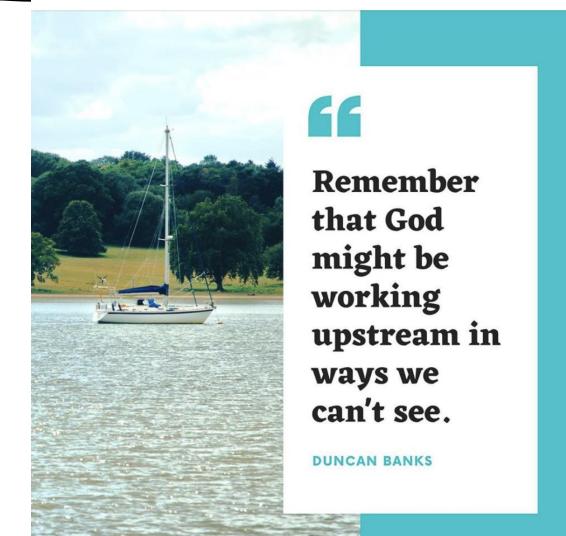


Finchampstead Baptist Church

28 July at 11:22 · 🔇

When God seems silent in the midst of our disappoint. We can do what Asaph did...

if you missed last weekends message you can catch up on our youtube or Facebook channels now! That's also the best way to share the message with a friend!



Thursday

INTEREST - INVOLVE

'This coming Sunday we're looking at a powerful set of lyrics from the Book of Psalms... What are your favourite song lyrics?



We love Sundays! Join in the fun tomorrow at 10:30am on Facebook and YouTube! #FocusSundays

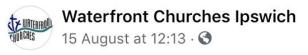


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Saturday

INVITE

Do you want to come to church with me? Do you want to watch church online with me?



Everyone welcome tomorrow for communion. Check out our pinned post video for how it will all work within the current guidelines.

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Online...in the room...midweek...it's a lot!

What are your initial thoughts on the capacity you have to do this?



Where can we share?

Where can we repackage?

Where can we train?

Key Tools



Free Graphic Design Software (Comes with templates so you can just add your text)

1-1 social media rhythm development with me!

Making 'commemoration' a habit



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Optional Workshop

Thinking back and thinking ahead...

What deserves celebrating?

What do people need reminding of

to live out their faith this week?

How can I prepare and excite people for what's happening next time?