



Pastor Anita P. Latin, M.Th. - Workshop Presenter

Being the Church in the Digital Age

Things Your Church Should Be Doing Digitally

In the midst of an ever-evolving Pandemic plaguing our Nation, some churches have managed to stay afloat and remain relevant even in a digital age. In this season where new digital and virtual platforms are popping up and saturating the world wide web, our local Kingdom bodies need **not** be left in the dark!

What does (**Matthew 5:13-14**) say? The church should not be *intimated, insecure, or incapable* of finding creative and inventive methods to stay connected to the people of God!

What does digital ministry look like for a 21st Century N.T. Church?

What makes the church the church? What are its defining marks, the characteristics that set it apart? In this series of articles, Pastor Tim Breen explains that the body of Christ is a community that:

- obeys the Spirit
- extends grace
- embodies witness, *and*
- faces suffering



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Most congregations self-select into one of three categories. There are *memorial* churches, *maintenance* churches, and *movement* churches.

The Memorial Church

The memorial church operates under the assumption – stated or implied – that the church’s best days are in the past.

The Maintenance Church

The second kind of church is the *maintenance* church. Maintenance churches believe that things right now are as good as they’ll ever be.

The Movement Church

The third kind of church is the *movement* church. The movement church is hallmarked by the firm conviction that her best days are still to come.

Now that we have established what the church is and the different kinds of churches, let me ask you...

Which category does your Church fall in?

- **MEMORIAL CHURCH?** YES or NO
- **MAINTENANCE CHURCH?** YES or NO
- **MOVEMENT CHURCH?** YES or NO



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A survey by Infinity Concepts and Grey Matter Research found that 45% of those who experienced online church services now believe that **worship online is equal or superior to the in-person experience.**”

Do you agree? YES or NO

What is the basis for your answer?

Why Are Churches Live Streaming?

Here are a few of the main reasons behind it:

- Practice [social distancing](#) because of COVID-19
- Increase the churches outreach
- Make services available to the sick and homebound
- Provide easy access to services
- Collect online donations
- Connect with members of the community that have moved away
- Live stream your special services virtually, giving your congregation the opportunity to attend from home
- Reach deployed soldiers



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Pastor, what should you do?

- Do an assessment
- Form a Media Team (4-7 people)
- Schedule a meeting
- **SWOB** (*attached*) your existing or non-existent virtual platform.
- Cast the vision (Vision Summary *attached*).
- Do a 4–6-week Vision Campaign
- Host an in-person Q&A or create a survey to see what the parishioners would like to see and answer any questions.
- Implement
- Assess
- Move forward

To be successful at this, you *must* **Pray, Plan and Prepare.**

What are some communication strategies your church can offer the congregation?

Optimize Your Communication Strategy by You Version for Churches (*attached*)

1. **Shoot engaging videos** (create content that will engage your community on social media).
2. **Send really great emails** (create emails that are consistently opened and enjoyed).
3. **Elevate your social media strategy** (create effective ways to use social media to reach more people).



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What are some online possibilities your church can offer the congregation?

SUNDAY:

- Create Encounters not Events
- Set the atmosphere
- Present anointed Praise & Worship
- Let your visual presence always be professional, pleasant and appealing
- Interact with your online audience
- Provide multiple portals for giving

WEEKDAYS:

- Encourage small groups
- Facebook Live, YouTube Live, ZOOM, FreeConferenceCall.com
- Give the viewers the feel of in-person church
- Plan gathering in person quarterly or monthly
- Be spontaneous and spirit-led
- When you finally return to the building, keep the online ministry alive.

CONCLUSION:

You must maintain forward momentum in your congregation!

Our Lord still sends. His church cannot grow stagnant. Perhaps, by better aligning ourselves to the ongoing work of the Spirit, we can realize new and forward momentum within the congregations that we love, even if it happens to be virtual.

Attachments:

- Trends in Virtual Streaming
- Ways to Optimize Your Communication Strategy
- SWOB Form
- Vision Summary



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