

Being Church in the Digital Age

Leveraging the moment,
building for the future.

Payton W. Hoegh
Communications Director
Jubilee Consortium & Seeds of Hope



Why Your
Church's Web
Presence Matters.

Now, more than ever.
And tomorrow too.

It's a New Era and a Matter of Evangelism

Times change and the Church has to be prepared to adapt. In order to continue serving our communities - particularly in this tumultuous time - the web offers us powerful tools that can help us better reach and respond to need in the world and to spread the Good News of Christ's love.

COVID-19 has brought much of the Church's work online. In the post-COVID world, we cannot afford to forget the lessons we've learned.

What We've Learned by Being Church in a Pandemic.

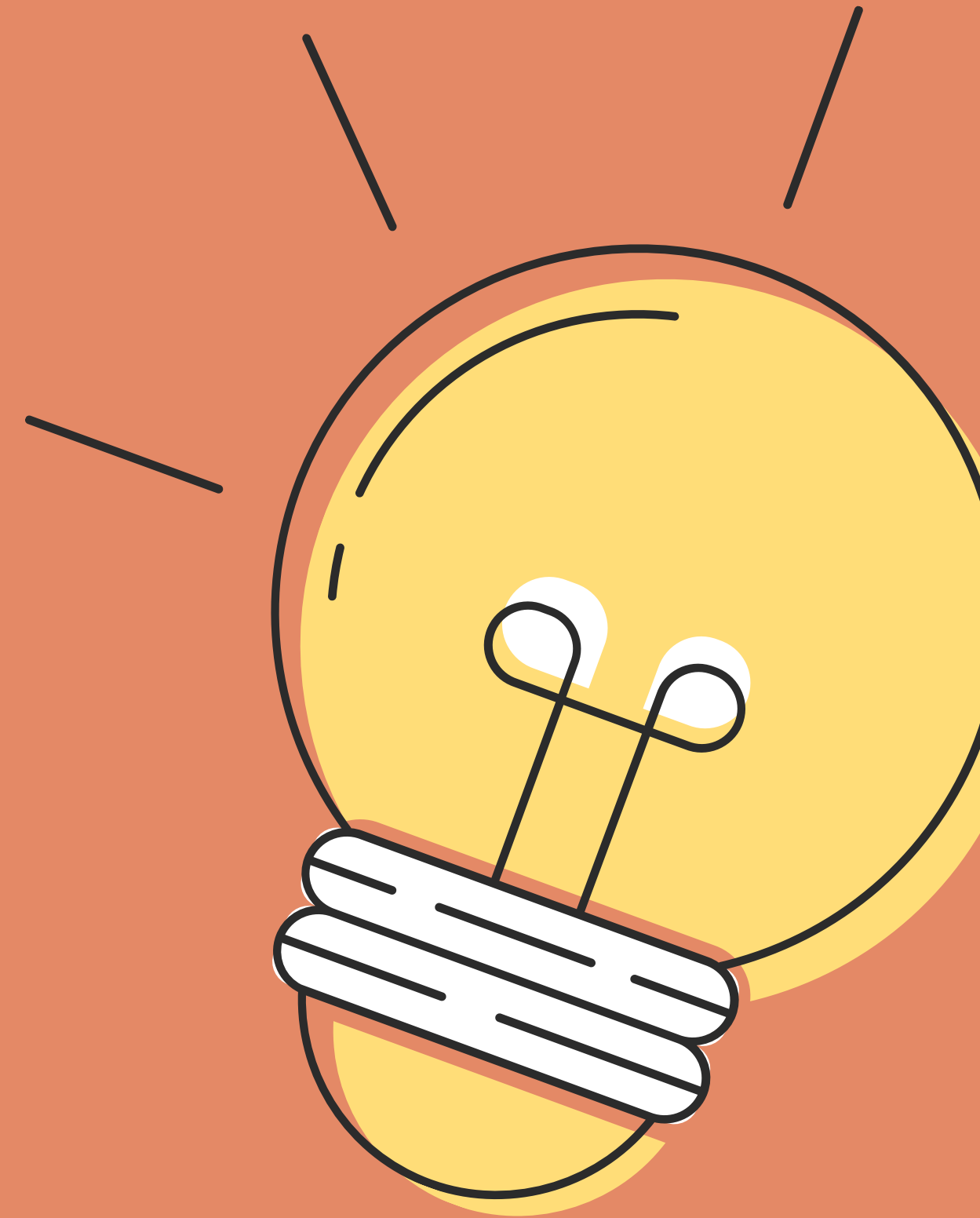
In the face of the new reality ushered in by COVID-19, churches have demonstrated admirable resilience.

While we have seen:

- 25% increase in social media consumption (Axios)
- 50 - 70% increases in web traffic (Forbes)
- 75 % increase in online streaming (AP)

Churches have *in large part* responded by:

- Shifting to virtual worship and online service offerings
- Embracing social media as a vital communications tool
- Recognizing the importance of online presence



Why We Can't ^{JUST} Go Back to the Way Things Were.

Things were far from perfect prior to the pandemic. Mainline Protestant denominations were in the midst of a marked decline and the rise of a new category of "Nones" had been widely documented in polling and media coverage. The Church was already forced to consider how best to assert its continued relevance in the modern world. To that end, churches must build on recent work to modernize and expand the diversity of their communications efforts.



A Centralized Hub

Your church website is the first thing that many people will see when researching your community. This means a well designed and thoughtful website can serve as a hub for reaching those seeking out a faith community while also providing organization, structure, and resources to those already served by the church.

Careful, intentional, and purposeful construction of a beautiful and practical website is essential to the work of the church. It introduces your community to the world, tells the story of your work, and honors the movement of God present in and through your parish.

This can and must be further explored and elaborated upon on your social media accounts.



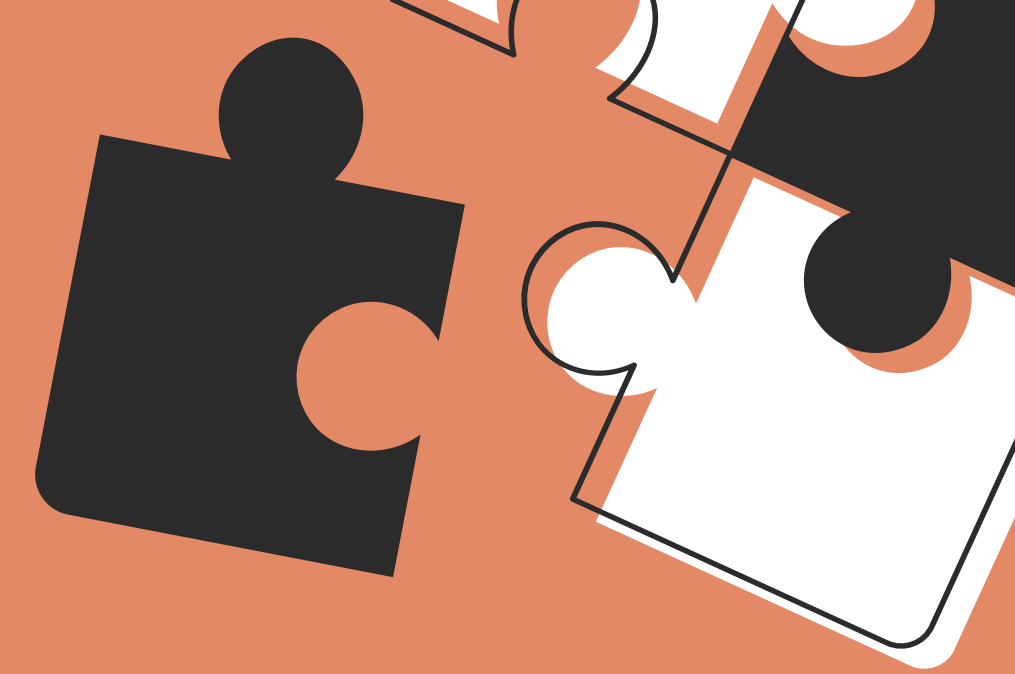
Storytelling Through Social Media

One need look no further than our own holy texts to see the importance of storytelling to the Christian tradition. In our modern world, this storytelling is increasingly shifting away from print media and to online forums where photos, video, and visual art can powerfully express all that we have to share.

A thoughtfully designed website and carefully curated social media content can go a long way towards asserting and demonstrating the continued relevance and necessity of our Church and church communities.



Keys to Cultivating Successful Web Presence...



Organization

Keep content simple, clean, legible, and navigable.

Consistency

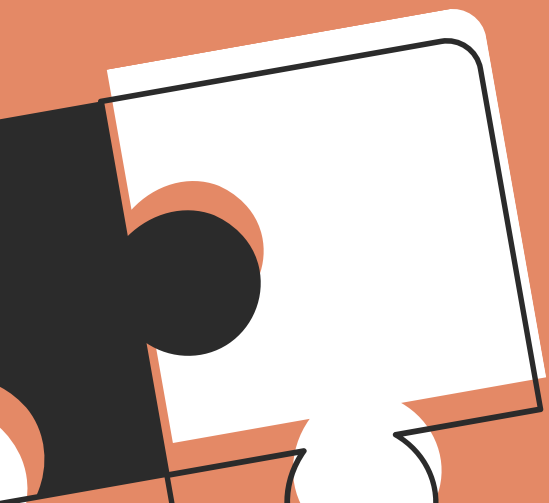
Maintain a schedule, post and update regularly.

Visual Appeal

Make content beautiful, colorful, and memorable.

Connectivity

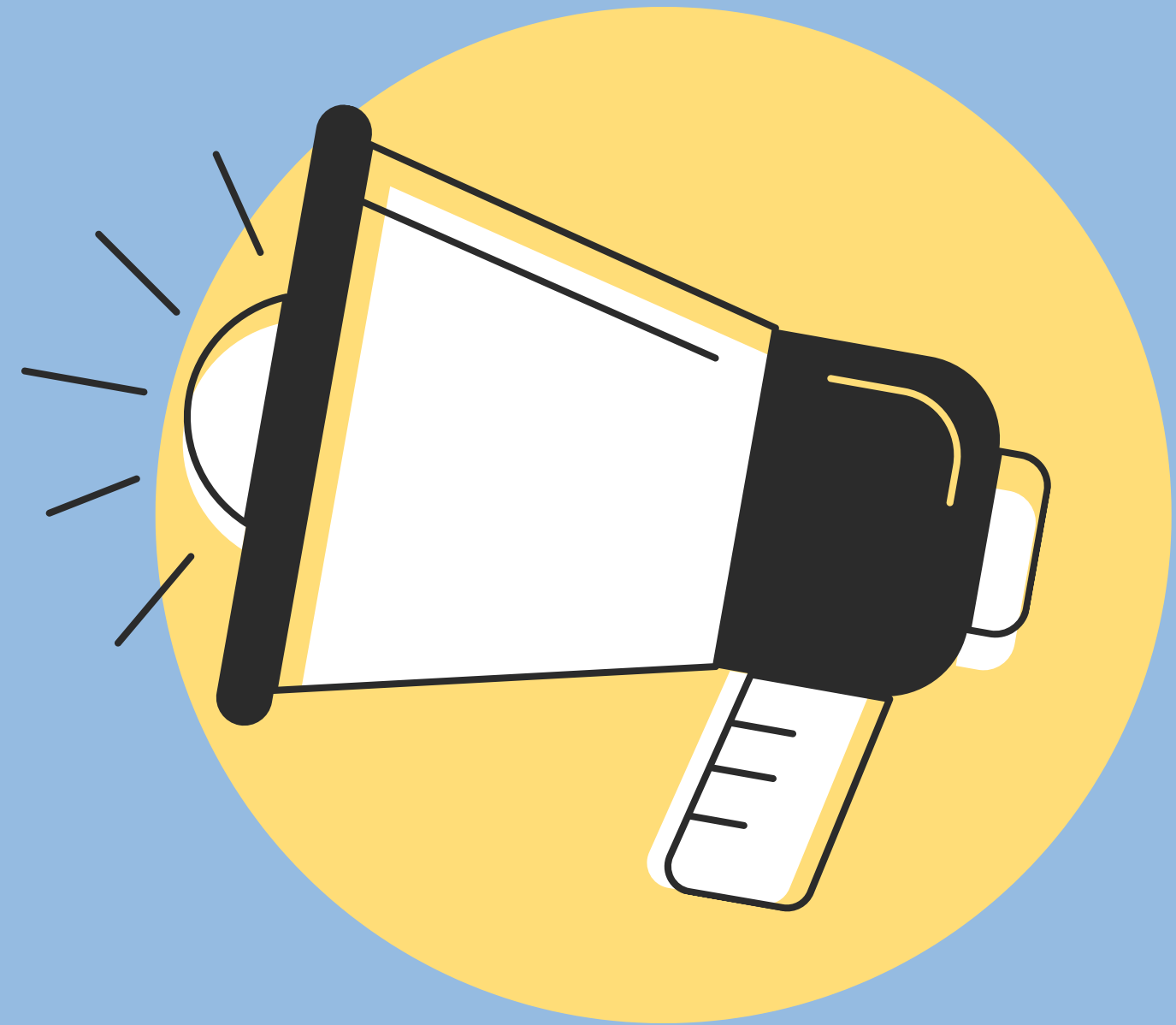
Ensure that your website and social channels are connected.



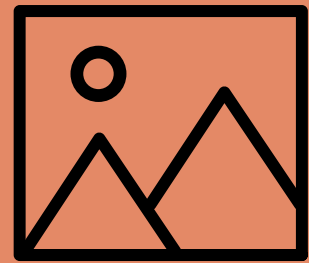
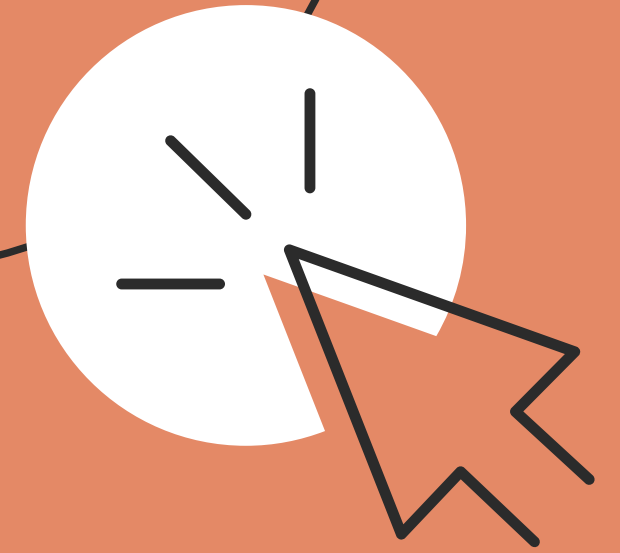
And Most Importantly...

Authenticity

Even online, speak with your voice and that of your community. Be you.



Apps, Software, & Resources for Success



Design

- Canva
- Affinity
- Pixabay



Video Editing

- iMovie
- Open Shot
- Videezy



Content Management

- Squarespace
- Wordpress
- Weebly

Case Study: St. Stephen's, Hollywood



The Community

- Small
- Family-Oriented
- Bilingual
- Dialogue-Centered

The Event

After weeks of lockdown where the congregation couldn't meet in person, the communications team planned a "Reunion" event with dancing, prayer, reconnection, and intentional listening.

Case Study: Saint Be, Eagle Rock

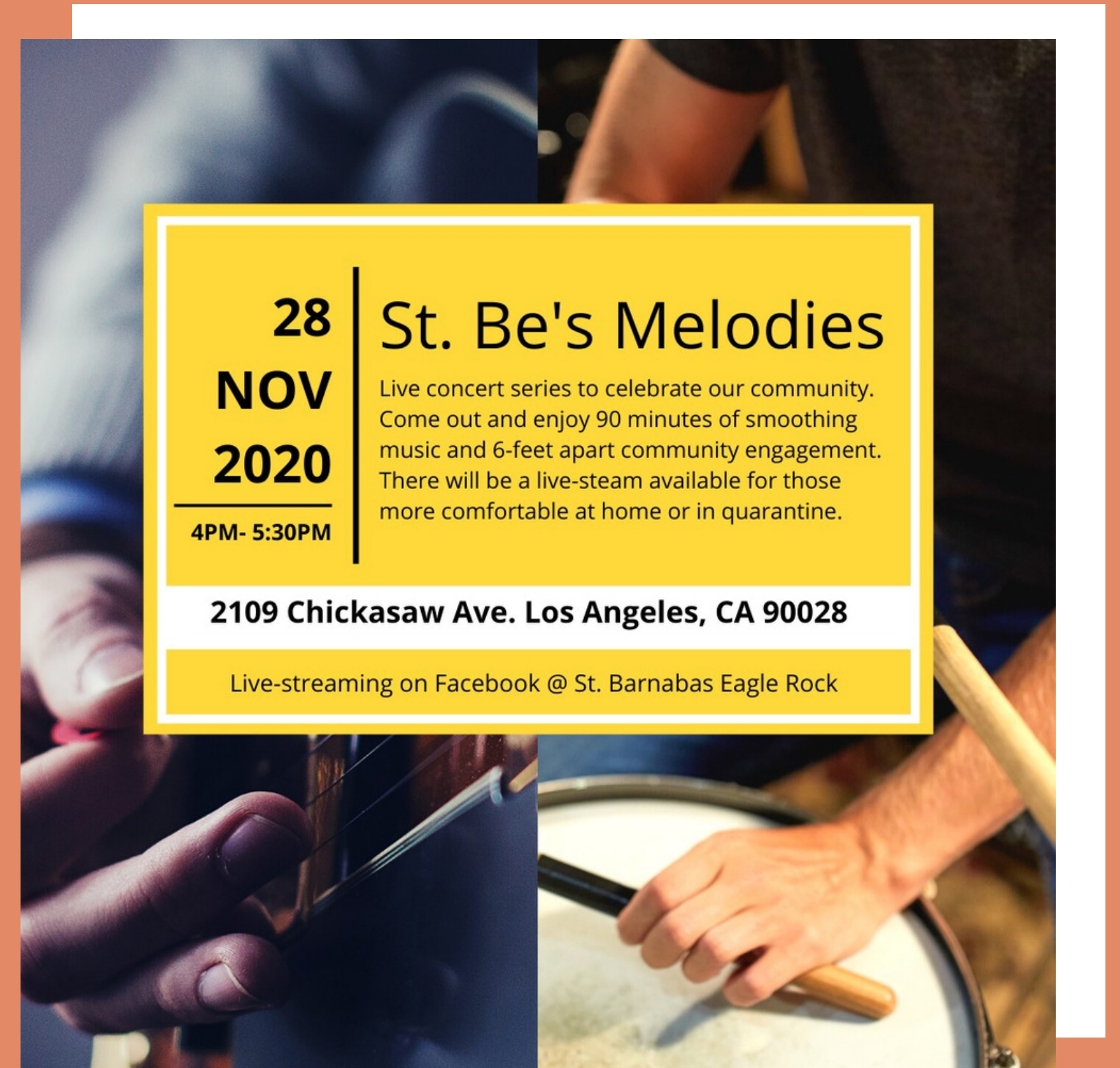
The Community

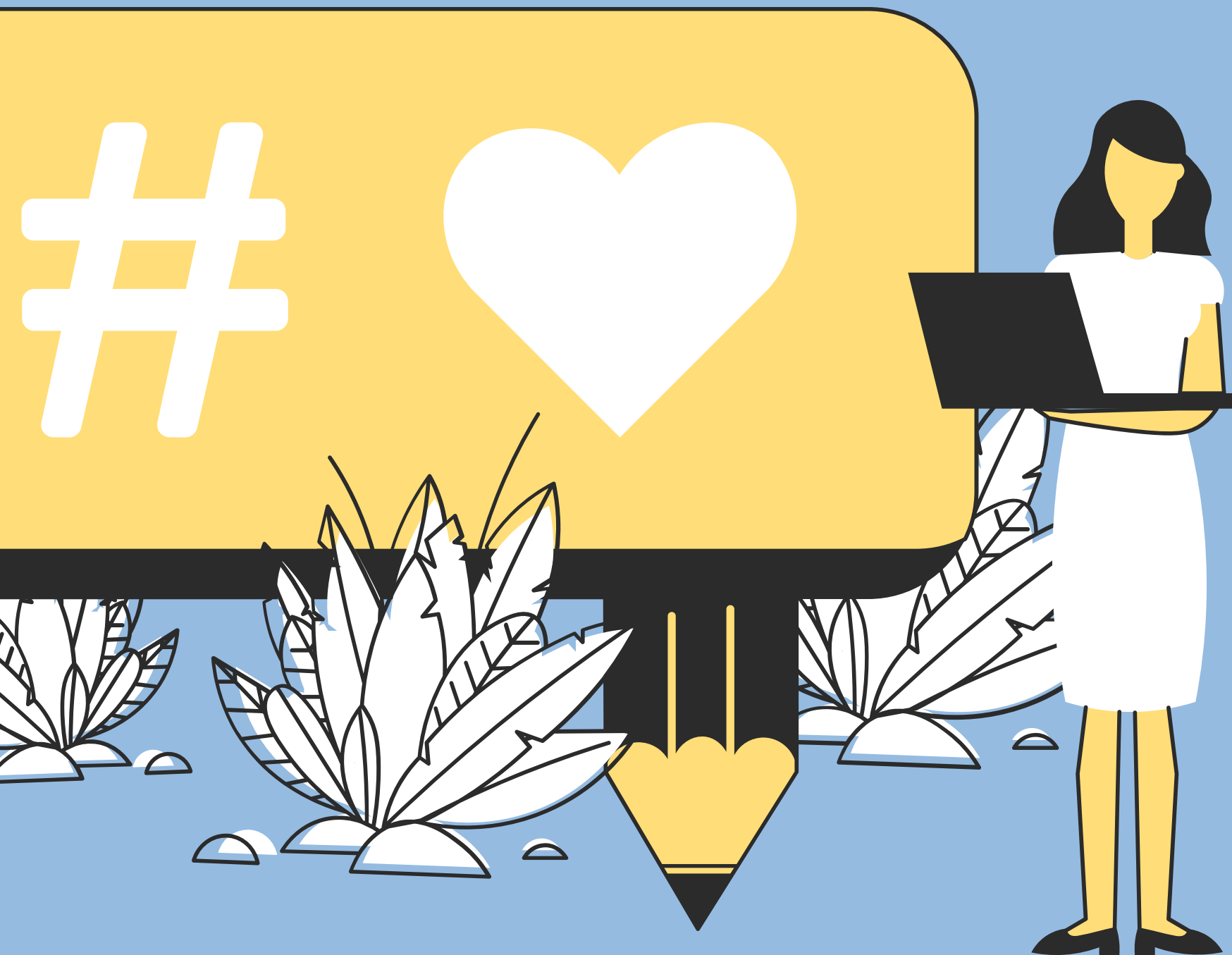
- Small
- Creative
- Bilingual
- Community-Centered

The Event

Honoring Saint Be's emphasis on creative, out-of-the-box worship, the communications team organized a Hybrid, live-stream, drive-up concert event for the community.

Digital Media Strategy | EDLA 2021





My Team Would Love to Help!

Email

pwhoegh@ladiocese.org

Website

www.jubileeconsortium.com