

Optimizing Messaging and Convergence Across Platforms – A Case Study of St. Paul's Ventura

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St. Paul's Ventura

Digital Discipleship

Digital discipleship at St. Paul's - a convergence of individuals and open hearts and minds

Ethos

Some congregational training

Emphasis on Facebook

Some experience with Facebook live and streaming prior to pandemic

Organizing Work

Committee (clergy, staff, lay)

Google shared drives

Tools like Canva, Unsplash, Hootsuite

Have tried a range of tools for editorial calendaring, driven by liturgical calendar

Blog

Website has evolved and generates social posts

Social Platforms

Facebook

Instagram

YouTube

Twitter

Virtual Services

Two production teams

Edited services

Livestream services

Facebook - YouTube - Website

Links in email to make it easy to “Click & Go”

Optimizing Facebook Features

Playlists

Events

Groups

Check In

Donation button

Premiere

Scheduler

Signature Content

Video

ASL Minutes

Piano Improvisations

Future Possibilities

More training and technical assistance for congregation

Use stories and reels

Increased use of Instagram

Increased use of Twitter (Episcopal Twitter is the best!)

Threading for narrative storytelling

Use of Facebook Units feature

Resurfacing content