

MDMBA, Inc. Congress of Christian Education

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Reaching the Digital World: How to Minister to the People We Cannot See

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Agenda

- We Were Warned!
- ...But What did Jesus SAY?
- The Understood, the Underserved, and the Unchurched
- How Do We Find Those We Can't See???
 - 1. Goals and objectives
 - 2. Planning and targeting
 - 3. Pick the channel (s) you want to focus on
 - 4. Set up a social media posting calendar
 - 5. Experiment, analyze, repeat

We Were WARNED!!!



“We gon’ RIDE IT OUT!!!”

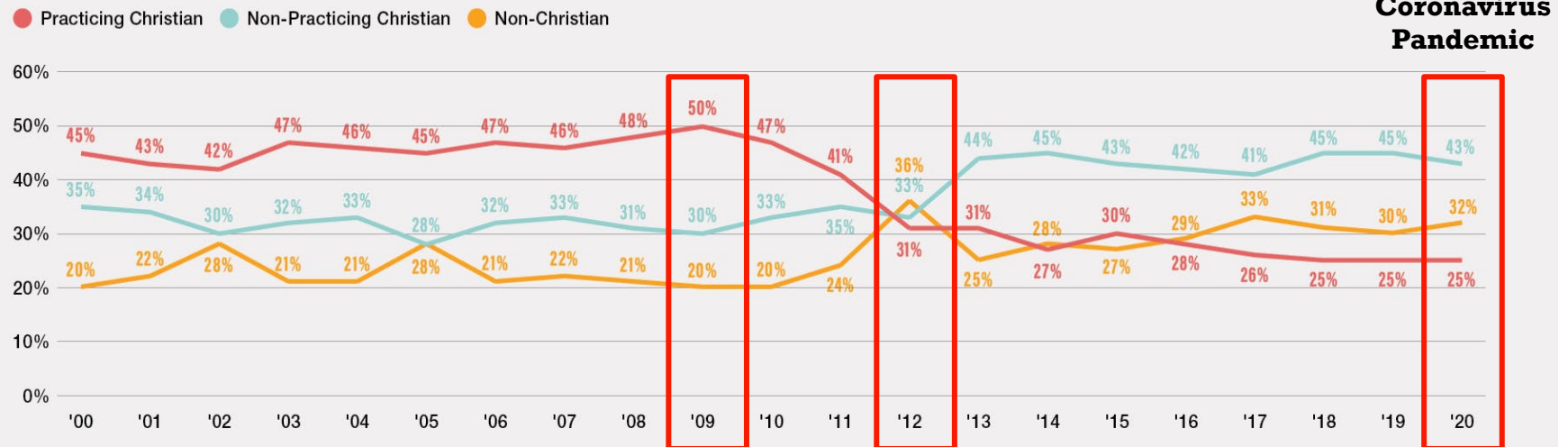


We Were Warned!

- 50% of American Christians predicted to worship solely online by 2010??
- Churches will experience the way of the “mom and pop shop” after ‘Big Box’ churches (megachurches, satellite campuses, etc.) become popular
- Nondenominational, multi-cultural, independent “worship and family centers” will take advantage of distrust of traditional, dogmatic church ‘membership’

HOW AMERICANS RELATE TO CHRISTIANITY IS CHANGING: 2000-2020

Barna STATE OF THE CHURCH



n = 96,171 U.S. adults | 2000-2020

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(Source: Barna Research)

...But What did Jesus SAY?

- Gospels' account of The Great Commission
 - “Go ye therefore, and **teach all nations**, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost: **Teaching them to observe all things whatsoever I have commanded you**: and, lo, I am with you always, **even unto the end of the world**. Amen.” – Matthew 28:19-20 (KJV)
 - “And he said unto them, Go ye into all the world, and preach the gospel to every creature.” – Mark 16:15
 - “And the lord said unto the servant, Go out into the **highways** and **hedges**, and **compel them to come in**, that **my house may be filled**.”
- Luke 14:23 (KJV)
 - “He saith unto him the third time, **Simon, son of Jonas, lovest thou me**? Peter was grieved because he said unto him the third time, Lovest thou me? And he said unto him, Lord, thou knowest all things; thou knowest that I love thee. Jesus saith unto him, **Feed my sheep**.” – John 21:17 (KJV)
 - “But ye shall receive power, after that the Holy Ghost is come upon you: and ye shall be witnesses unto me both in Jerusalem, and in all Judaea, and in Samaria, and unto the uttermost part of the earth.” - Acts 1:8 (KJV)

This is the BARE MINIMUM. Are we prepared to do this POST-PANDEMIC???

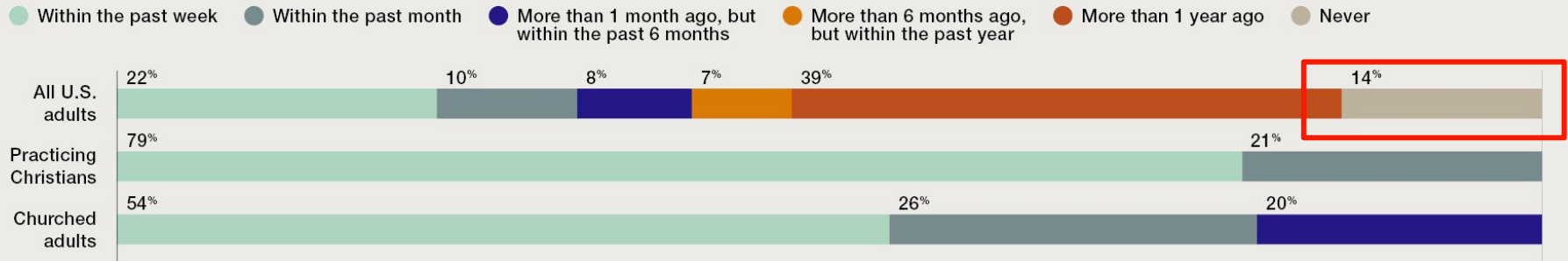
We Were Warned!

CHURCH ATTENDANCE & ENGAGEMENT, THEN & NOW

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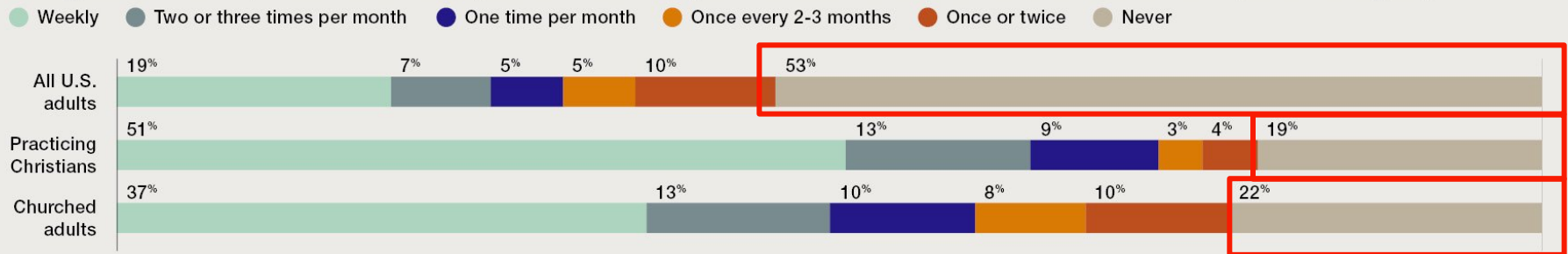
Pre-pandemic attendance

When was the last time you attended a Christian church service, other than for a holiday service, such as Christmas or Easter, or for special events such as a wedding or funeral?



Pandemic attendance

During the COVID-19 pandemic, on average, how often have you attended a church worship service, either in-person or digitally?



n=1,003 U.S. adults; December 5-18, 2019.
n=1,302 U.S. adults; September 1-15, 2020.

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The church has an opportunity to not only serve the UNDERSTOOD, but the UNDERSERVED and the UNCHURCHED!

The Understood, the Underserved, and the Unchurched

- **UNDERSTOOD**: People we know and are familiar with
 - Church members, friends, donors, etc.
- **UNDERSERVED**: People who need the church but the church is unaware of them and their need
 - Community members, poor, depressed, prisoners (Luke 4:18 – 19)
- **UNCHURCHED**: People who don't have a relationship with Christ or want nothing to do with the church
 - EVERYWHERE
- Too much emphasis placed on the UNDERSTOOD and not enough placed on the UNDERSERVED and UNCHURCHED

“If you love only those who love you, why should you get a reward for that? Even the tax collectors do that. And if you are nice only to your friends, you are no better than anyone else. Even the people who don't know God are nice to their friends.”

– Matthew 5:46 – 47 (ERV)

How Do We Find Those We Can't See???

1. Goals and objectives
 2. Planning and targeting
 3. Pick the channel (s) you want to focus on
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 5. Experiment, analyze, repeat
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- A person in a dark jacket is standing in a field of tall grass. They are holding a laptop in their left hand and binoculars to their eyes with their right hand. The background is a bright, hazy landscape.

1. Goals and Objectives

- **Define the biggest problem your church has with digital outreach**
 - Education? Fear? Resistance? Few followers? Content? No help?
- Digital outreach goals and objectives **MUST** be tied to The Great Commission and Vision and Missionary Statements
 - “Getting online” is not a goal or objective; too broad
 - Increase engagement within the congregation? Attract new members in? Teach the Word to more people? Gauge and meet the needs in the community? Get more visibility?
- Determine Measures of Effectiveness (How do I know if we’re meeting our digital outreach goals and objectives?)
 - Ex.: Identify a desired number of followers over a period of time
 - Draft a short digital survey (3 – 5 simple questions)
 - Review active and inactive membership numbers
 - Number of people you engage with (Sunday service, bible study, community engagement sessions, etc.)

If you fail to plan, you plan to FAIL!!!

2. Planning and Targeting

- Plan manpower, budget, training, time, media form (number of social media platforms, teleconference, team members, internet plans, budget for equipment and subscriptions, etc.)
- Who are the people you KNOW you're reaching
- Who are the people you KNOW you're NOT reaching
 - Youth, people relocating, people in other states, non-members, non-Christians, etc.
 - Pick a group you KNOW you're not reaching and set **REALISTIC** goals to **CONSISTENTLY** engage with them
- If you are using social media now, look at the statistics provided by that platform to see:
 - Who is engaging (by age, gender, location, etc.)
 - How long they engage (30 seconds, 3 – 5 minutes, etc.)
 - May identify the **UNDERSERVED** and **UNCHURCHED**

2. Planning and Targeting (Cont...)

This screenshot shows the Facebook Insights dashboard for the page 'Bethlehem Missionary Baptist Church - Winnabow'. The 'Insights' section is highlighted with a red box and displays the following data for the last 28 days (Jan 19 - Feb 15):

Metric	Value	Change
People Reached	1,675	▼38%
Post Engagements	2,775	▼28%
Page Likes	7	▲40%

The dashboard also includes a 'Set Your Page up for Success' section with a progress bar showing 12 of 13 steps completed, and a 'Manage Page' sidebar on the left with options like Page, Updates, News Feed, and Inbox.

This screenshot shows the 'Page Insights' dashboard for the same page. The 'Page Insights' section is highlighted with a red box and displays the following data for the last 28 days (Jan 19 - Feb 15):

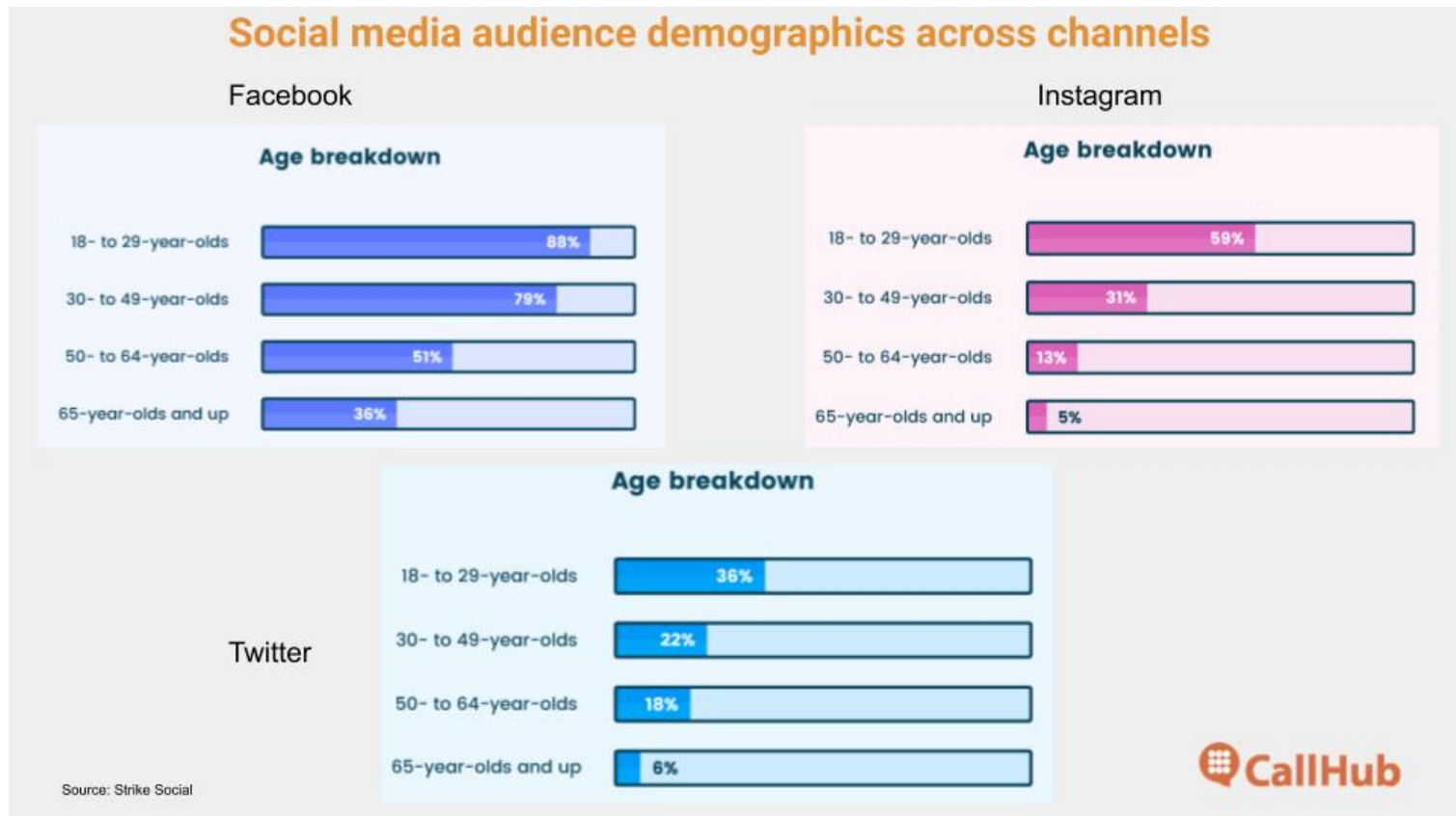
Metric	Value	Change
Actions on Page	8	Total Actions on Page ▲100%
Page Views	177	Total Page Views ▼31%
Page Likes	7	Page Likes ▲40%
Post Reach	1,655	People Reached ▼38%
Post Engagement	2,775	Post Engagement ▼28%
Story Reach	1,501	3-Second Video Views ▼36%

The dashboard also includes a 'Page Summary' section with a 'Page Previews' calendar and a 'Story Insights' section with a 'Learn More' button.

This information can help you determine how you are reaching people you cannot see and how to best engage them in the future.

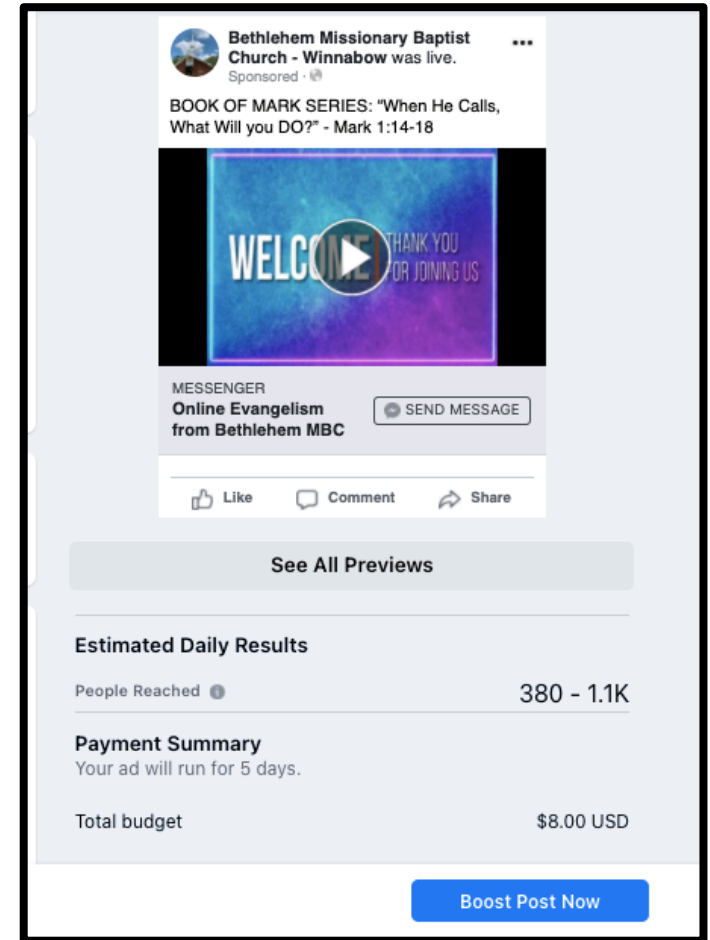
3. Pick the channel (s) you want to focus on

- 84% of churches have Facebook pages. If your church is not, your missing over 2 billion people!
- 16% on Twitter, 13% on Instagram!!! (Look at the age groups)
- Plan to have a TEAM; this is not a one man/woman show!
- Regardless of the digital platform, BE PROFESSIONAL and CONSISTENT!



4. Set up a social media posting calendar

- Social media posting calendar will help ensure regular postings across channels. The social media calendar should:
 - Span across all your chosen channels and target groups
 - Take into account all your communication objectives and special events
 - Be flexible and allow room to keep up with current events
 - Have an 80/20 rule – 80% helpful content, 20% promotional
- Consider paying for advertisement to increase the ability to reach as many people in your area as possible



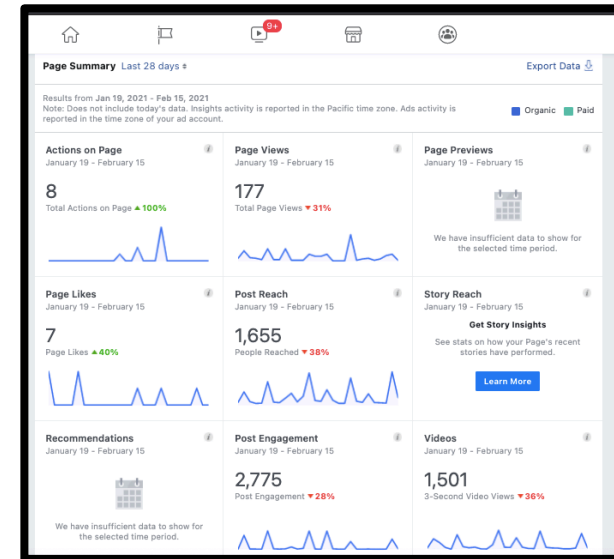
The image shows a Facebook advertisement interface. At the top, it identifies the advertiser as 'Bethlehem Missionary Baptist Church - Winnabow was live.' with a profile picture and a 'Sponsored' label. The ad text reads 'BOOK OF MARK SERIES: "When He Calls, What Will you DO?" - Mark 1:14-18'. Below the text is a video thumbnail with a play button and the text 'WELCOME THANK YOU FOR JOINING US'. Underneath the video is a 'MESSENGER' section with the text 'Online Evangelism from Bethlehem MBC' and a 'SEND MESSAGE' button. Below this are icons for 'Like', 'Comment', and 'Share'. A 'See All Previews' button is located below the ad. The bottom section, titled 'Estimated Daily Results', shows 'People Reached' as '380 - 1.1K'. Below that is a 'Payment Summary' section stating 'Your ad will run for 5 days.' and 'Total budget' as '\$8.00 USD'. A blue 'Boost Post Now' button is at the bottom right.

Estimated Daily Results	
People Reached	380 - 1.1K

Payment Summary	
Your ad will run for 5 days.	
Total budget	\$8.00 USD

5. Experiment, analyze, repeat

- Look at metrics you outlined during planning to see if you are meeting your objectives
 - How many people got saved in the last 6 months through our ministry (in person or online) ?
 - Did we reach 250 followers in 30 days?
 - **Do we need to shorten our sermons?**
 - How did people hear about the food drive?
 - What was the results of our online survey?
 - How is online giving compared to in-person giving?



- Plan in-person meeting opportunities for **UNDERSERVED** and **UNDERCHURCHED** that you learn about
 - They need to know you care on a regular basis

	A	B	C	D	E	F
1	Date	Lifetime Total Likes	Daily New Likes	Daily Unlikes	Daily Page Engaged Users	Weekly Page Engaged Users
2		Lifetime: The total number	Daily: The number of n	Daily: The numbe	Daily: The number of people w	Weekly: The number of people w
3	2/1/21	561			5	99
4	2/2/21	561			2	98
5	2/3/21	562	1		45	118
6	2/4/21	562			8	102
7	2/5/21	562			3	104
8	2/6/21	562			2	96
9	2/7/21	563	1		48	89
10	2/8/21	563			3	87
11	2/9/21	563			3	88
12	2/10/21	563			6	62
13	2/11/21	563				56
14	2/12/21	563				54
15	2/13/21	564	1		2	53
16	2/14/21	563		1	69	73
17	2/15/21	563			10	80
18	2/16/21	563			27	98
19	2/17/21	563				98
20	2/18/21	563				98
21	2/19/21	563				98

Engagement data downloaded from Facebook

Questions?