

Engaging online communities

Matthew Batten

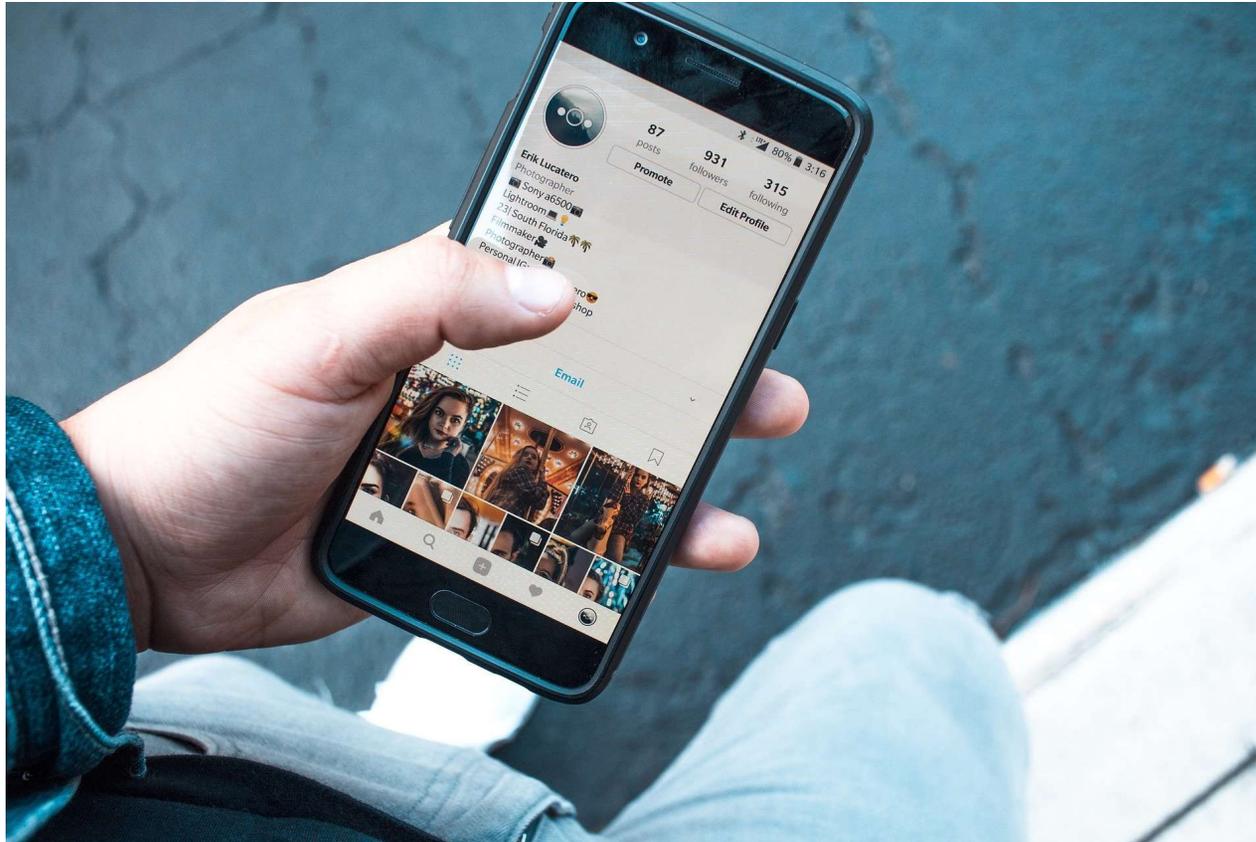
Director of Communication and Engagement

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WHERE FAITH
MATTERS

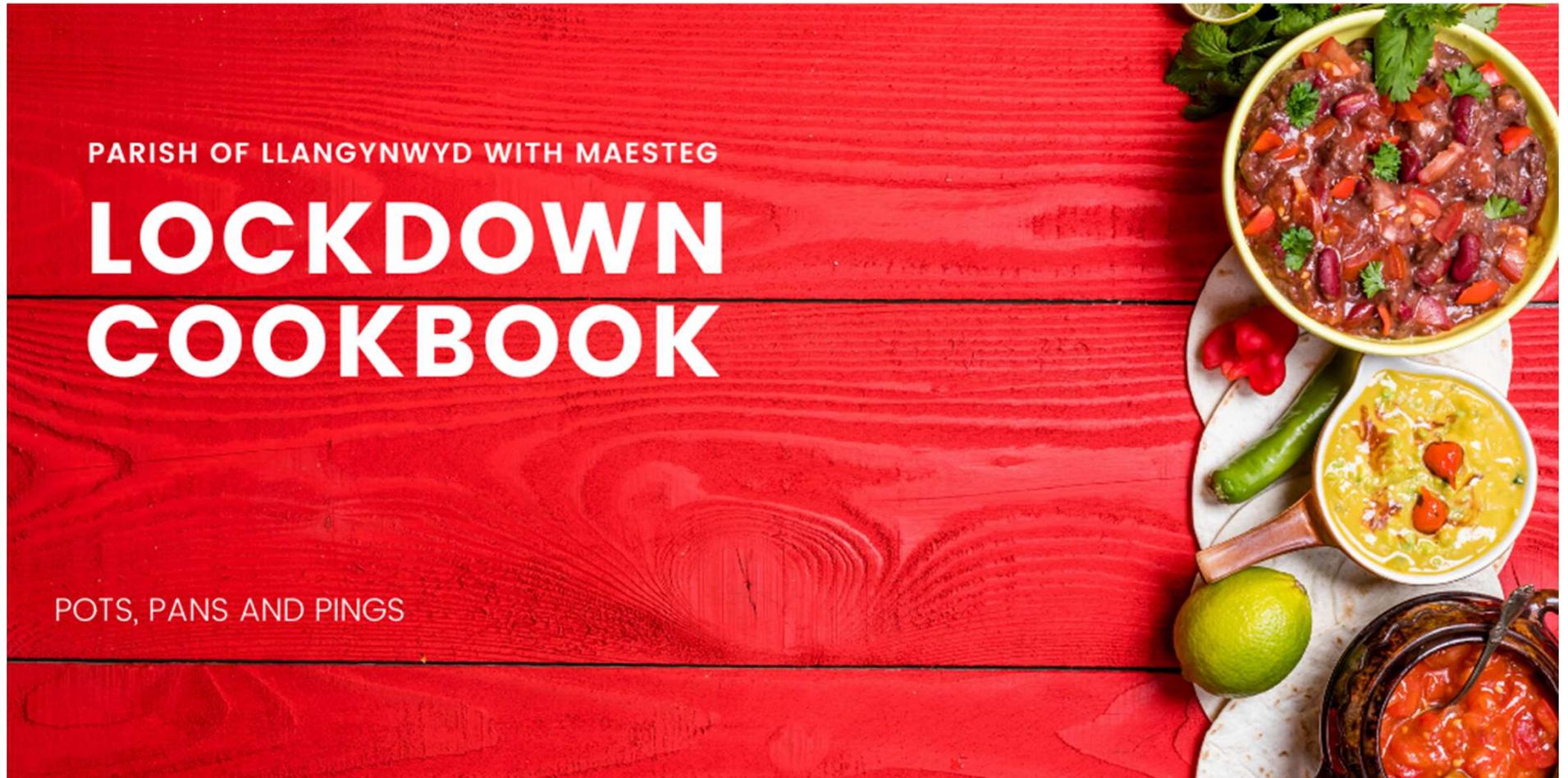
1, STOP THE SCROLL



How to stop the scroll

- Use photos of people
- Use eye catching graphics/emojis
- Canva.com is your best friend
- Don't post text without images!

Simple and eye catching



Responding to a generous God

“ You will be enriched in every way for your great generosity, which will produce thanksgiving to God through us. ”

2 Corinthians 9:11



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WHERE FAITH
MATTERS

2, Ask questions

- Stop broadcasting. Stop marketing. Start talking.
- “Who’s attending this Sunday?”
- What’s a hymn that has helped you feel closer to God?
- What Bible verse means the most to you?
- Describe a Bible story only using emojis.





Parish of Porthkerry & Rhoose



17 July at 12:39 · 🌐

Today is World Emoji Day. Let's have a bit of fun. Tell us a Bible story using only emojis. Here's one to start you off:



17 comments 3 shares



Haha



Comment



Share



Most relevant ▼



Write a comment...



Gregor Lachlann-Waddell



Like · Reply · 1 w

↳ View 1 more reply

3, Curate to Create

- Curate the answers to the questions you asked
- Use polls to get a top ten list
- Create a blog post and include quotes
- Top ten hymns = YouTube Playlist. Share on social, use these in services.
- Top 10 Bible quotes = #MotivationalMonday
- Guest Bloggers.





CHURCH COMMUNITY

- [Introducing Urban Crofters](#)
- [Volunteering as a hospital chaplain during Coronavirus](#)

FAITH AND THEOLOGY

- [Sitting on the wall again: church during lockdown](#)
- [Trinity Sunday speaks of unity in diversity](#)
- [Let us go to the House of the Lord](#)
- [Preaching the Crucifixion: Good Friday 2020](#)

GENEROSITY AND GIVING

- [Generosity through volunteering](#)
- [Setting up a giving page on your website](#)
- [Five things churches can do](#)

4, Be social

- Like/react to comments
- Respond to comments
- FB Live feed – appoint a welcomer to do the above, check who's new and invite them to like your page or sign up.
- Be part of the conversation.
- Friendly tone of voice



5, Be unashamedly Christian

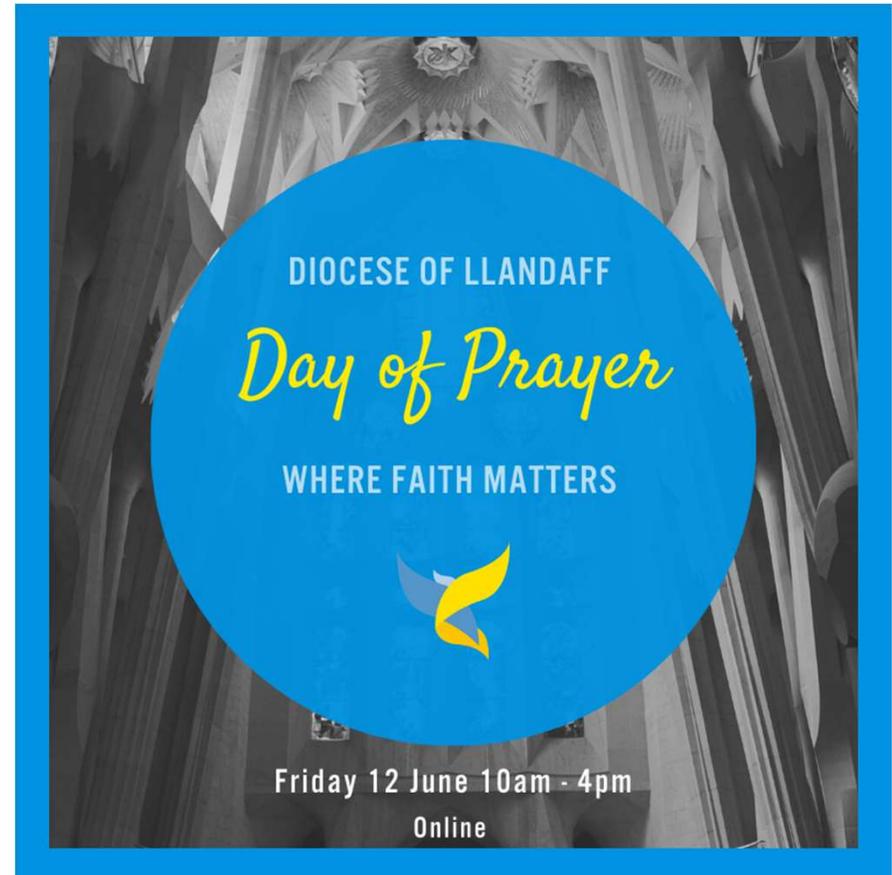
- Create a schedule each week
- Prayer videos
- Themed events: Day of Prayer.
- Online Christian Mindfulness



Where Faith Matters



CHRISTIAN MINDFULNESS



The message remains the same



“Go into the world and proclaim the gospel to the whole creation.”

Matthew 28:19



Stop the scroll
Be social

@CommsGuyMatt

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