

How to Become More Discoverable Online

THE INSIGHT YOU NEED TO GET STARTED



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What We Are Covering Today...

- Why is it important to have an online presence?
- Opportunities available online and how you can tap into them
- Getting started and how you can ensure you get discovered online

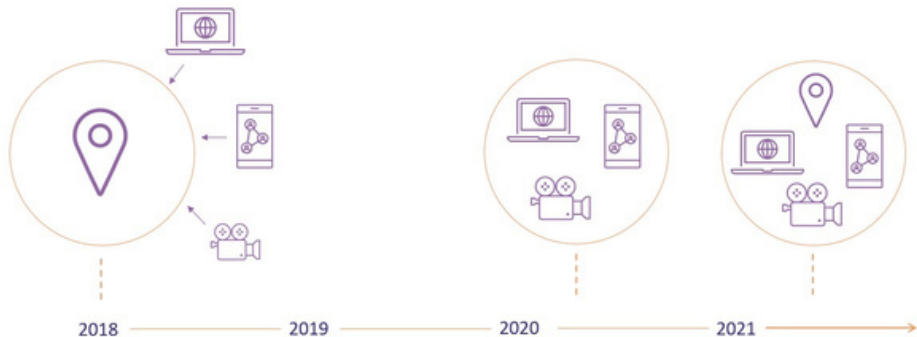


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Why is it Important to Have an Online Presence?



The Digital Landscape...



Digital Labs training numbers - 1000 per year pre-pandemic < 8000 in 2020

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Digital Communication is Helping the Church Reach New Communities...



1:5 watching the Church of England weekly services go to church irregularly or not at all



1:3 viewers are under the age of 34



77 million page views on ACNY in 2020 as people search for a local worshipping community



1:4 UK adult have watched a religious service in Lockdown (Tearfund, May 2020)

Stats from the weekly survey and Facebook / YouTube analytics

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2023 Research of 1500 Christians Revealed That...

<https://webtribunal.net/blog/online-church-statistics/>



44% of people prefer to engage in prayer from home



During the pandemic, 45% watched at least one Christian church online service



53% of practicing Christians streamed their church's services online



33% of church attendees first found their church online



Although they don't go to church on a regular basis, 17 million still visit church websites



96% of pastors live-streamed their services during the pandemic



40% of church adults streamed services from their regular church



In just a single year, over \$2.2 billion in church donations were given online

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Opportunities Available Online and How You Can Tap Into Them



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"The UK was home to 57.10 million social media users in January 2023, equating to 84.4 percent of the total population."

— [@datareportal](#)



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Social Media Opportunities



Facebook is still a popular site that offers pages, groups and live hosting.



Instagram has a mostly mixed audience who have various interests which are delivered or consumed through videos, images and audio content.



YouTube is still popular for long form videos, either uploaded or live streamed. Another popular feature is YouTube Shorts.



Still growing and one of the most downloaded apps. Digital evangelism high engagement rates. The hashtag #Christiantiktok has 41.9Bviews.



If you are in a city environment or looking to reach out to more professionals you might want to use LinkedIn.



Twitter has been going through some changes and is popular with those with an already established following. However, not yet clear how new accounts will be able to build a following.

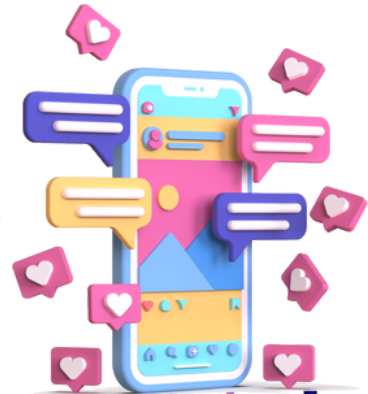


More and more people are using WhatsApp as a way to build group chats and journey together.

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Social Media Best Practice

- Less is more! You don't need to be on every platform.
- Consistency is key in building an audience
- Community management - remember there is a person on the other end of the line, commenting and sharing
- The 50/30/20 Rule - 50% is educational/value based content, 30% is promotion, 20% is innovative
- Repurpose content!



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Digital Charter

- **Truth** - we should hold ourselves to high ideals of checking that what we post online is fair and factual.
- **Kindness** - we are all different and that makes the world an interesting place – and at times a challenging one. Think the best of people, whether they share our views or are speaking against them and aim to be constructive in the way we engage.
- **Welcome** - in the language we use and the way we interact. It's easy for Christians to speak in another language using words that those outside the Church might not relate to.
- **Inspiration** - we are called to be witnesses of our faith and to use social media in a way that genuinely engages others.
- **Togetherness** - we are one Church and other members of this Church are our brothers and sisters in Christ. It is crucial we treat those around us in this way.
- **Safeguarding** - if you have any concerns about the wellbeing of children, young people and vulnerable adults, please contact the relevant diocesan safeguarding adviser.
- **Agree** to the Church's and Archbishops' social media guidelines.

Photo Consent Resources

Filming and photography in churches – consent and GDPR

Sharing services online is an exciting opportunity to reach out, however, should be balanced with continuing to provide a safe and secure environment for all.

18/05/2021

[Article page](#)



What you need to know about using photos and video online

A simple guide to consent, Data Protection and UK/EU GDPR and how it applies to churches sharing photos and videos online.

21/04/2021

[Article page](#)

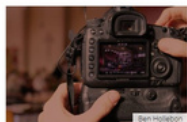


Taking great Church photos

BLOG / Top tips for taking great photos in your church

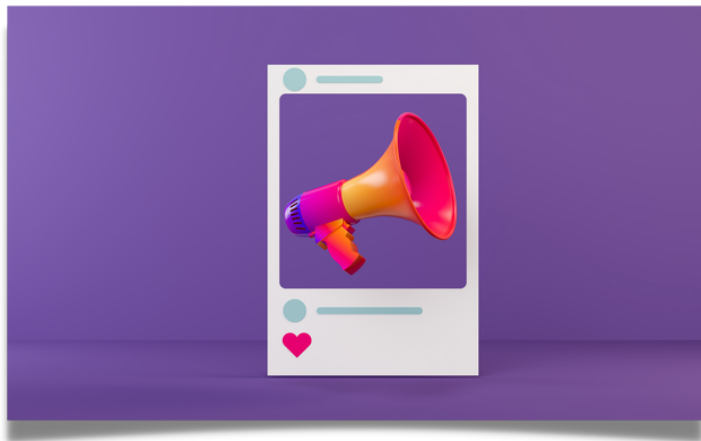
07/08/2018

[Article page](#)

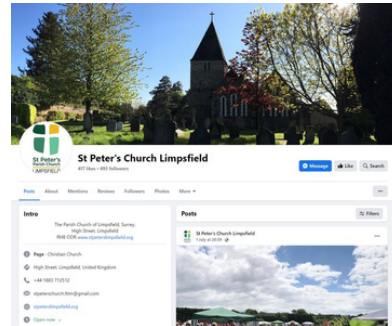


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Examples



St Peters, Limpsfield, Social Presence



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River Church Social Presence



River Church Orpington
270 likes · 334 followers

WhatsApp Message Like

Posts About Mentions Reviews Reels Photos More

Intro

We are a lively Church that meets at Millfield Primary School in St Paul's Cray, Orpington on a Sunday

- Page: Religious organisation
- St Paul's Cray, Orpington, United Kingdom
- alice.cross@river-church.co.uk
- river-church.co.uk
- Not yet rated (0 reviews)

Posts

River Church Orpington
2 July at 10:00 · IG

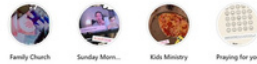
Board Games Night
Saturday 15 July
7pm to 9pm



orpingtonriverchurch Follow Message ...

788 posts 454 followers 392 following

River Church Orpington
We want to pray for you. Fill in our online form: <https://biturl.com/wmpbj3>
Church Blog: <https://bit.ly/2MD6P8T>
www.river-church.co.uk



POSTS REELS TAGGED

Board Games Night
Saturday 15 July
7pm to 9pm

Other 80 Col Medians Crescent, Orpington
Come & Enjoy us

Board Games Night
Saturday 15 July
7pm to 9pm

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All Saints Church Social Presence



All Saints Church, Odiham
@allsaintsodiham Church

Send Email

Home About Photos Events More

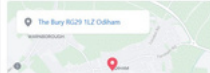
Like

Message

Search

About

See all



All Saints Church, Odiham
You are welcome here.
Come and discover more to life.
491 people like this
528 people follow this



All Saints Church, Odiham

7 hrs at 10:48

You have had such a large number of children registering for Holiday Club this year, that we could use some more volunteers! Might you be just the person? Full training and support will be given and we won't ask you to lead a group - unless you want this. See more



Your Church
Holiday Club
needs you!



All Saints Church, Odiham

12 May

As you snuggle up with your nightcap, remember our young people bedding down for the night under cardboard in aid of binsty Winchester. Still time to sponsor us!

<https://www.justgiving.com/fundraising/untied-youth...>

Diocese of Winchester... See more



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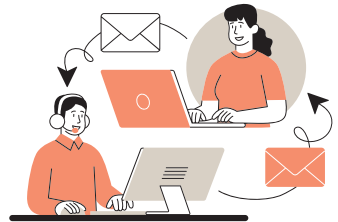
Website Opportunities

- Your virtual home/building
- Keep your current members informed
- Tell new members who you are
- Make the most of AChurchNearYou.com
- Consider having a blog
- Consider having a regular podcast where you re-share your weekly sermons



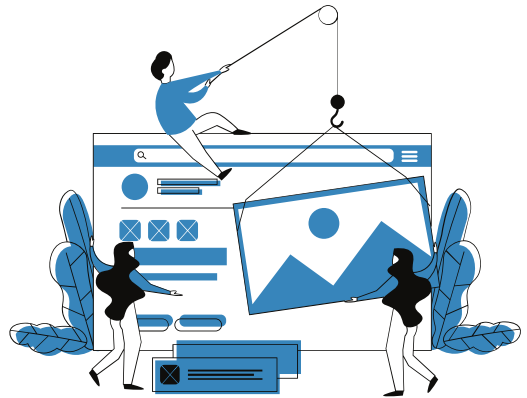
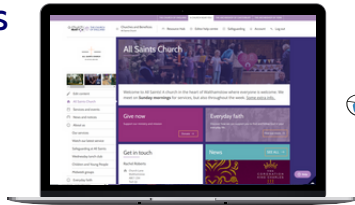
Website Best Practice

- Be clear on your messaging
- Informative, yet easy to read
- This about the journey of the person visiting your site.
- Is it easy to navigate?
- Get a non-Christian friend or focus group to review the text
- Is it inclusive? Alt text, Captioning, Font Size consideration.
- Regularly updating information and details



Web Platform Recommendations

- AChurchNearYour.com
- Wix.com or Wix Editor
- Squarespace
- Wordpress
- Jimdo



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Examples



River Church Website



Listen to our sermons online. Also available via iTunes and other podcast applications.

All Categories

All Speakers



VICTORIOUS CHRISTIAN LIFE (TEMPTATION)
PAUL CROSS

[Download Audio File](#)



Victorious Christian Life (Temptation)
PAUL CROSS
[Download Audio File](#)



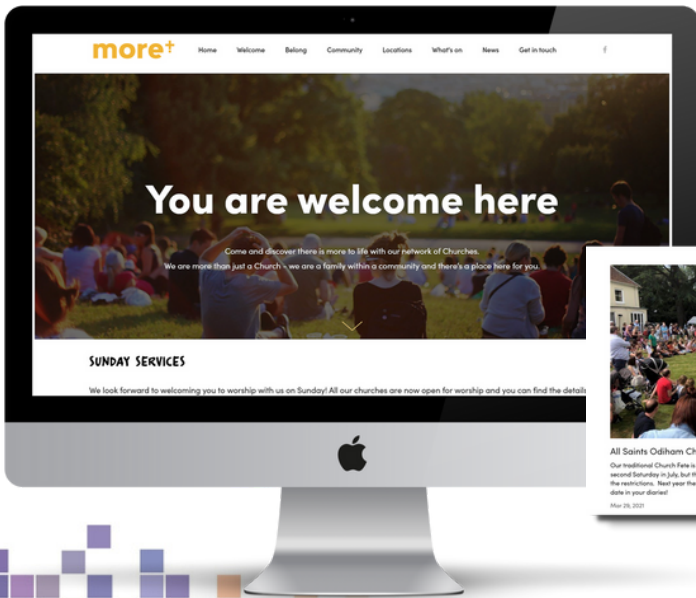
Victorious Christian Life (Being Alone with God)
MARK CROSS
[Download Audio File](#)



Victorious Christian Life (Suffering)
TIM CROSS
[Download Audio File](#)



The Victorious Christian Life (Overcoming the Enemy)



All Saints Church, Odiham, Website



All Saints Odiham Church Fete

Our traditional Church Fete is an event for the whole village. It is traditionally held on the second Saturday in July, but this year it was moved to Saturday 19th September because of the restrictions. Next year the Fete will be on Saturday 10th September 2022. Do put the date in your diaries!

Mar 26, 2021

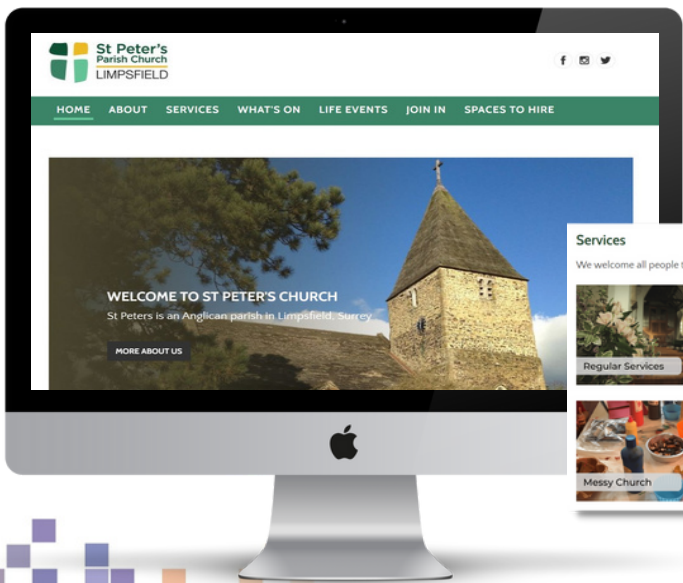


Holiday Club at Upton Grey

We held very successful Holiday Clubs in August 2018 and August 2019. Sadly we were unable to run a Club in 2020 because of COVID, but we had a great time at our Holiday Club in 2021.

Mar 26, 2021

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St Peter's Parish Church, Limpsfield, Website

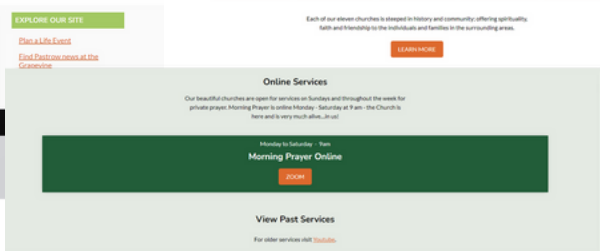
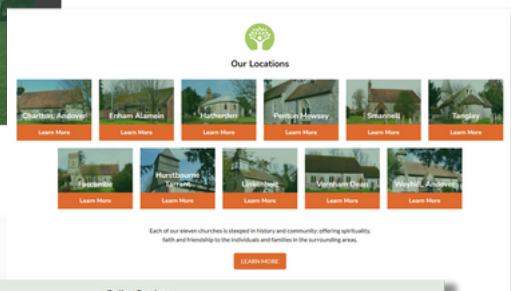
Services

We welcome all people to our services, whatever stage in life or faith.

- Regular Services
- Special Services
- All Age Service
- Messy Church
- What to Expect

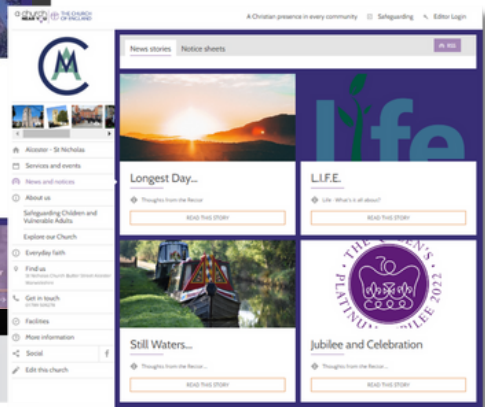
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Pastrow Family Website



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Alcester, St Nicholas, AChurchNearYou Website

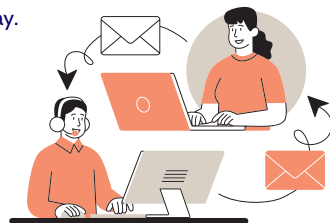


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Email Newsletters

- "99% of email users check their inbox every day, with some checking 20 times a day. Of those people, 58% of consumers check their email first thing in the morning.
- "50% of people buy from marketing emails at least once per month. (Salecycle, 2022)"

GDPR Disclaimer: When doing email marketing and collecting peoples emails, ensure that you are following the GDPR guidelines. Make sure that you have a clear way of protecting people's personal data.

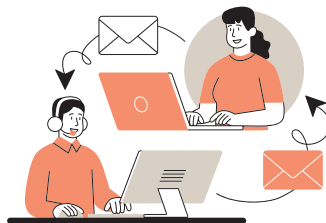


Research compiled by Hubspot

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5 Best Newsletter Platforms That are Free to Use in 2023

- Wix ascend
- Mailchimp
- Beehiiv
- Hubspot
- ConvertKit



Newsletter Best Practice

- Plan out your newsletters and decide on how often to publish
- Ensure you are informing and updating your subscribers about your different events and activities.
- Share a word of encouragement or Bible verse
- Promote your events, share your news and new features on your website, useful resources i.e: reflection app
- Have clear headings and format your text
- Use images and links
- Use buttons
- Keep it simple



6 Ways to Use Email



1. Sermon recap

Email your congregation a link to where they can access the sermon. Remember to mention some interesting highlights.



4. New member onboarding

Send the people who have signed up for your new members course some reading material and ahead of time.



2. Sermon preview

Send out a teaser for next Sunday's sermon.



5. Devotionals

Set up a program that automatically delivers devotional material to your church every morning.



3. Recommended reading

You've read a lot of awesome books. Recommend some to your congregation from time to time.



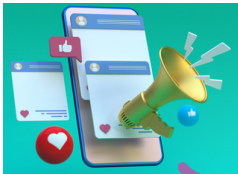
6. Staff introductions

Send newcomers a welcome message introducing your elders and full-time staff.

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The Audience Journey

Social Media Presence



Website



Email Marketing



Attend a service



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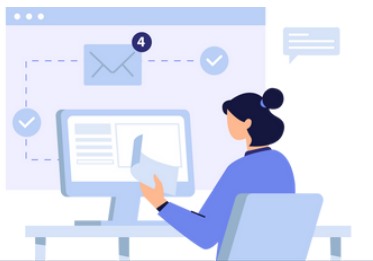
How to Get Started

Remember you don't need to have a presence on everything



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Step 1: Build the Foundation



Define the vision for your church

Define your target audience

Define your church goals

Top Tip: Start small

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Step 2: Plan Your Approach



Which platforms?

Type of content?

How often will you post?

Top tip: Use the 50/30/20 Rule

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Step 3: Create Your Content



Build content categories

Create in advance

Collaborate with others

Top tip: Experiment

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Step 4: Publish Your Content



Have a clear schedule

Use platform formats

Use keywords

Top tip: Regularly review

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Step 5: Community Building



Re-share content from others

Like & Comment

Start inviting people to engage

Top tip: Know your audience

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**What ways can you start
implementing this in your church?**



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