



DIGITAL MISSION



CHURCH
COMMUNICATIONS
IN A DIGITAL AGE



HELLO



Digital Missioner and Communications Consultant

Baptist Union, South West Baptist Association,

East Midlands BA, Southern Counties BA,

Premier Digital, The Fuelcast

Webinars, speaking, training, consultancy, strategy,

content creation, film, photography

MA Digital Theology

FIND ME



Find me on social
[@TheHannahFH](#)
[@FHDigitalUK](#)

REALITY



Church numbers going down

The last three years have changed things

Competing with work, football, brunch, family and more

Building online community and being better at digital will help the Church but in a new way

WAY WAY BACK....



MOSES = STONE TABLETS

JESUS = SPEAKING TO GROUPS

PAUL = LETTERS TO A CHURCH

MONKS = WRITING ON MANUSCRIPT

PRINTING = BOOKS & PAPERS

RADIO /TV = NEW REACH

NOW = THE DIGITAL REFORMATION?

→
NOW?

**DIGITAL
REFORMATION?**



Do we think the spirit can't work through online?
Where two or three are gathered

**CREATIVE
GOD**



How can we take inspiration from a creative God?



.....AND WHO KNOWS
WHETHER YOU HAVE NOT
COME TO THE KINGDOM FOR
SUCH A TIME AS THIS?"

ESTHER 4:14

**GO AND MAKE
DISCIPLES OF
ALL NATIONS**



MATTHEW 28:19

WHAT ARE YOUR THOUGHTS ON DIGITAL AND THE ONLINE WORLD?





WHAT?

→ USING ONLINE, DIGITAL AND TECHNOLOGY TO SHARE THE GOSPEL, BUILD COMMUNITY FOR CHRIST, GROW DISCIPLES. UNDERSTANDING THE CONTEXT AND CULTURE OF THE DAY TO REACH NEW AUDIENCES





HOW?



- COMMUNITY, RELATIONSHIPS & FELLOWSHIP
- STORIES - GOSPEL OR LIFE - SHARE AND LISTEN
- EVANGELISE - SHARE THE GOOD NEWS
- INVITE - EVENTS & THE BUILDING
- MORE - ENTERTAIN, EDUCATE & INSPIRE

WHERE?



**SOCIAL
MEDIA**



Facebook (pages, groups, messenger), Instagram, Twitter, TikTok, BeReal
Mastodon, Snapchat, LinkedIn, Discord, Clubhouse

VIDEO



Youtube, Vimeo, Twitch

MESSAGE



Whatsapp, Signal, text

**VIDEO
CHAT**



Zoom, Teams, FaceTime, WhatsApp Video, Skype

MORE



Website, Email, Telephone, Podcasts

WHY?



THE GREAT COMMISSION


We are called to GO OUT. We should be using digital to equip us to do this

SALT AND LIGHT

We have a responsibility to produce content that spreads love, joy, hope, educates, entertains

167

There are 168 hours in a week. Our faith is more than a one hour service, we need to live it out



MORE THAN A SUNDAY



*WHAT TO
SHARE?*



What ministries, mission projects, events happen at church? Who are the partners, groups, charities that you are linked with?

STORIES

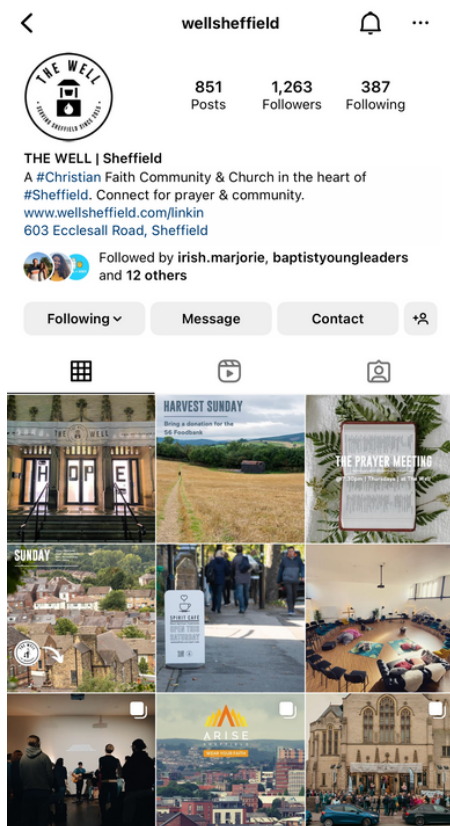
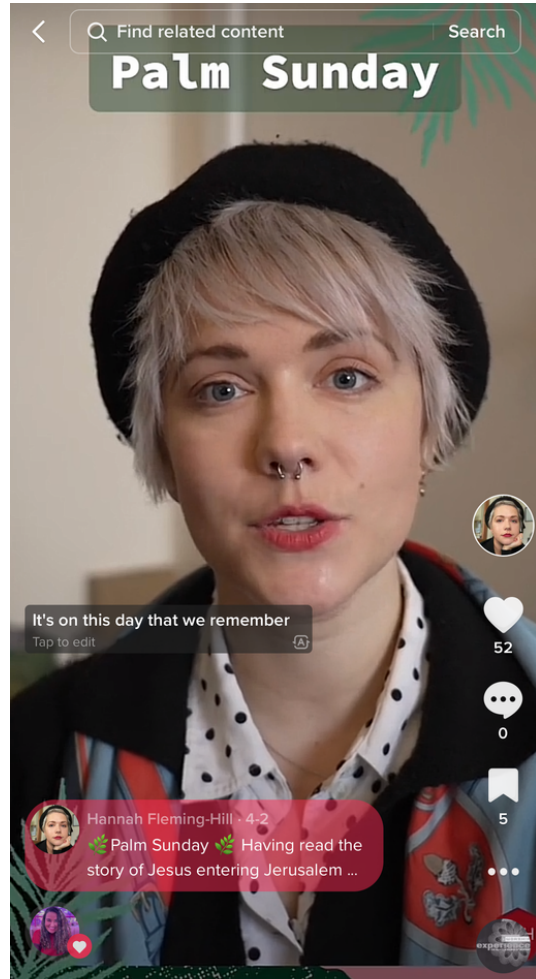


Tell stories to inspire, encourage, explain and educate those who you communicate with

*BUILD
COMMUNITY*



Don't just sell a Sunday or ask for money. Share but ask questions, respond when asked whether online or onsite



Life Groups

Joining one of our Life groups is one of the best ways to feel part of the church, make great friendships, grow in your faith and support each other in prayer. These range from day time to evening groups.

Age Groups

We have many age related groups from youth all the way up to Senior link. These are a great way to connect with others your age.

Interest Groups

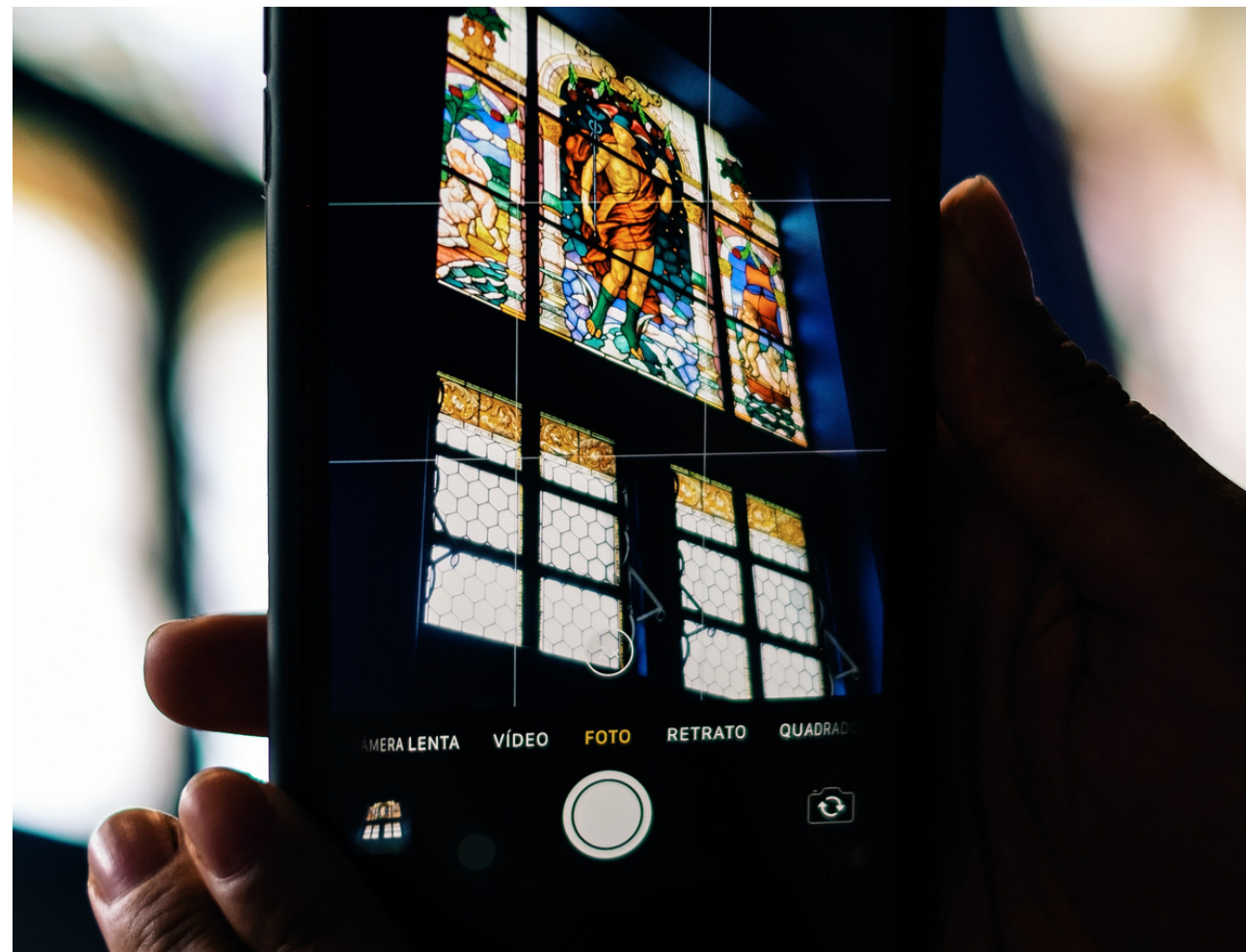
Our activity groups are about getting involved. These range from craft groups, maintenance teams, prayer groups and social groups.

Men's Groups

Our Men's groups are specially designed for the boys of the church to get together, chat, pray and support each other.



REMEMBER



VISUAL



We need to engage in the trends, the algorithms, mix media to create interest

AUTHENTICITY



Be honest, be open, be true to who we are as Christ followers and how we want to communicate

ENGAGE



Talk to your audiences, be present with other creators

**NEW
MINISTRIES**



How can we equip future generations?

**ONE CLICK
EVANGELISM**



Does your church family and community know you are online? Encourage them to like and share

Transforming Plymouth Together
26 August 2020 · 🌐

Over the last few days we've collected 250 crafts packs lovingly put together by [Plymouth Play Scrapstore](#) for our Feast of Fun at Home project as we go into the last week.

Churches from across Plymouth have provided food hampers for families in need and this week they'll have the craft packs as well.

Amazing work from>>

- > Hope Baptist Church
- > The Rock Community
- > St Edward's Church Eggbuckland
- > St Budeaux Baptist Church
- > St Budeaux Parish Church
- > St. Budeaux methodist church
- > St Pancras Church Plymouth
- > Hooe Baptist Church Plymouth
- > Plymstock Chapel
- > Plymstock, Plymouth, United Kingdom
- > Plymstock St Mary's
- > New Life Fellowship Plymouth
- > Derriford Church
- > St Peter & the Holy Apostles, Plymouth
- > St Francis of Assisi
- > St Judes Church



👍❤️ Mariska Hope Minter, Josh Grier and 35 others · 13 shares

Transforming Plymouth Together
27 July 2020 · 🌐

What an AMAZING start to the summer holidays as we have even more churches joining our Feast of Fun at Home project.

A huge well done to the amazing churches and teams who have organised, packed and given out (and so much more) to families in need in their communities. Over 200 families have been served vital items during these difficult times.

We're looking forward to this week where families will be receiving some outdoor games.

- >St Peter & the Holy Apostles, Plymouth
- >St Francis of Assisi
- >Derriford Church
- >New Life Fellowship Plymouth
- >Plymstock St Mary's
- >Plymstock United Church
- >Plymstock Chapel
- >Hooe Baptist Church Plymouth
- >St Pancras Church Plymouth
- >St Edward's Church Eggbuckland
- >The Rock Community
- >Hope Baptist Church
- >St Budeaux Parish Church
- >St Budeaux Baptist Church
- >St. Budeaux methodist church
- >St Boniface Church



👍❤️ You, Ayshea Cross, Josh Grier and 23 others · 1 comment 5 shares

Transforming Plymouth Together
23 October 2020 · 🌐

We need your help!!

For our October Feast of Fun at Home project churches across Plymouth will be providing food for over 150 families across the city during half term.

On Monday we are collecting food from [Love Your Neighbour](#) warehouse to go into the hampers, we need a couple of extra hands to help load and unload the van back at St Marks.

If you're able to help us from noon until about 2pm, please give us a message and we'll give you more details.

Please help us make sure we don't have any accidents like this over the summer (though no biscuits were damaged thankfully!)



👍❤️ Carl Smethurst, Ayshea Cross and 10 others · 2 comments 6 shares

Transforming Plymouth Together
11 January 2021 · 🌐

As part of our Feast of Fun programme, we are working with a number of partners including Unicef to provide food for families across Plymouth.

As part of our 'A Very Merry Feast of Fun' project that happened over December and January, The [Diocese of Exeter](#) created this video to share our story.

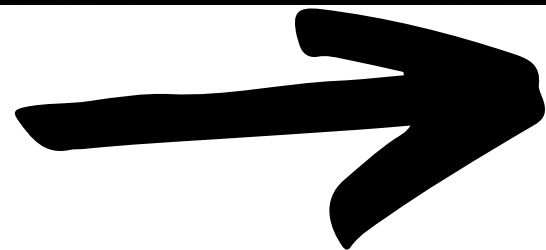
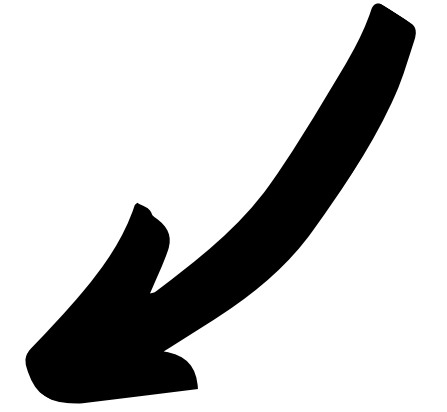
As Chris said some parents are in tears when the hampers are delivered because they literally have bare cupboards: "This is Plymouth, this is the UK, this is now."
<https://transfor...> See more



👍❤️ Ayshea Cross, Mariska Hope Minter and 8 others · 5 shares



OPTIMISING YOUR SOCIAL MEDIA PRESENCE



HOW CONFIDENT ARE YOU?

WHERE ARE YOU NOW?

WHAT PLATFORMS ARE YOU ON?

WHAT ARE YOU KEEN TO LEARN?



→
WHY?

EFFECTIVE →

Helps to increase reach, improve visibility and appearance for audiences

EFFICIENT →

Updating and engaging increases understanding of platforms for potential changes



→
THINK

**STOP THE
SCROLL** →

Engage, entertain, educate, interact, build community. Tell stories and be social

LANGUAGE →

Think about the inward and outward message

**ONE CLICK
EVANGELISM** →

Get your community to share

—

**FOR WHICH OF YOU, DESIRING TO
BUILD A TOWER, DOES NOT FIRST
SIT DOWN AND COUNT THE COST,
WHETHER HE HAS ENOUGH TO
COMPLETE IT?**

LUKE 14:28

BUILD A STRATEGY



AUDIENCE



Understand who you are trying to reach, know the platforms, know the trends, the habits

CALENDER



Building a content calender will help to organise

CONTENT



Offer diverse, audience and platform relevant content

STRATEGY: GOAL



WHAT?



Fundraise, fellowship, discipleship, reach

WHO?



Who are you trying to reach?

HOW?



Teams, resources, budget





STRATEGY: AUDIENCE



WHO



Practically we can't reach everyone but have a focus on who you do and want to

AVATARS



Have a hypothetical audience profile

REACHING



What platforms are they on? How do they communicate? When are they online?

STRATEGY: ORGANISATION



WHO



Who do you have? Who can you rely on?

SKILLS



What skills does your team have?

RESOURCES



Personal, team, organisation, church, time

TOOLS



Unsplash, Pixabay, Canva, Hootsuite, Buffer



STRATEGY: CONTENT



YEAR



What big events are happening? Faith, secular, nationally, internationally, special days

SEASONAL



Events, training, sermon series

MONTHLY



Topical issues, meetings, events

WEEKLY



Schedule but don't forget to engage real time

→
CONTENT
CONTENT
CONTENT
—

SOCIAL MEDIA



Short/long form written content, photos, videos, graphics, reels, trending, evergreen, links
Faces are always good

WEBSITE



Blogs, articles, links

COMMUNITY



Have spaces where people can gather and build community with you

FACEBOOK PAGE



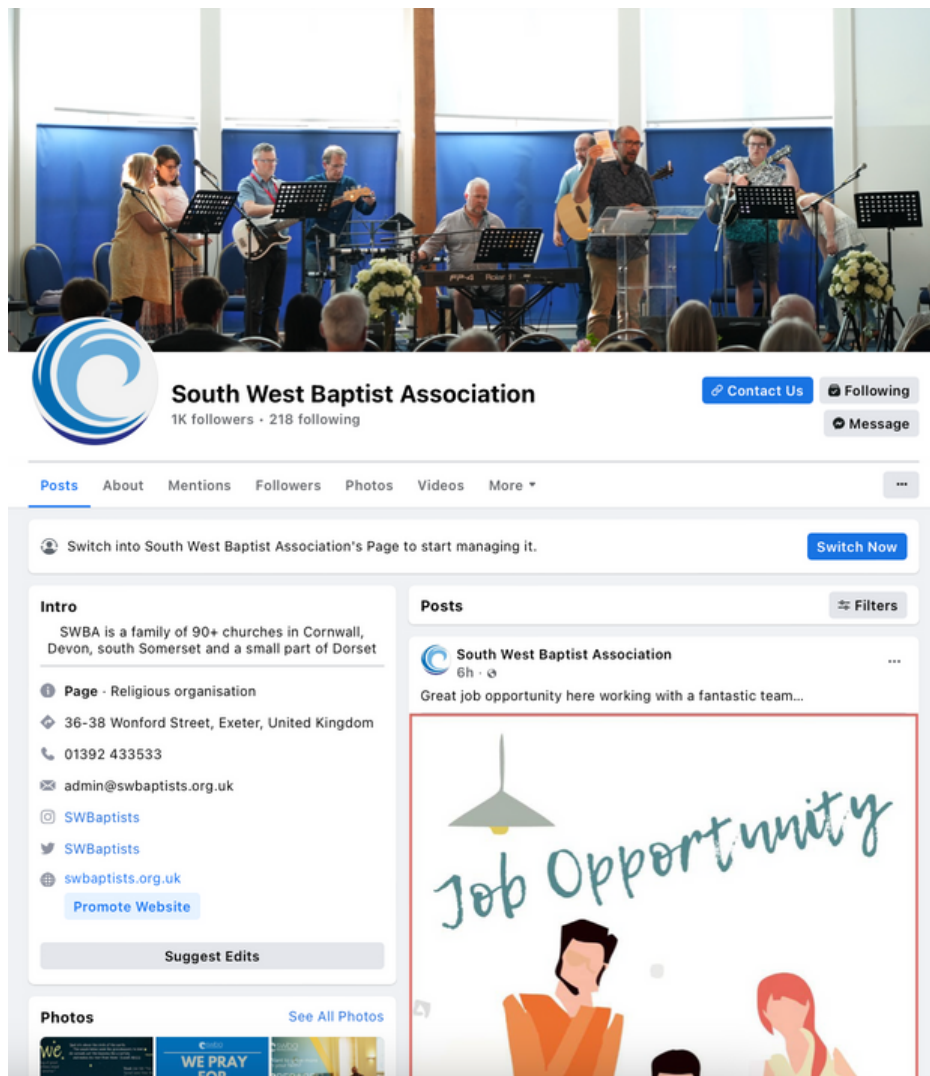
Header & profile image

'About' section. Up to date? Map? Key activities

Adjust top tabs to most frequently visited

Do you know your audience? Insights

Understand the features



FACEBOOK GROUP



Utilise group feature for different groups, interest or activities happening

Private, closed, vetting requests

Encourage groups to lead conversation

Overlap onsite meetings with online discussions, support, prayer or celebration

Training features



FACEBOOK CONTENT

Mix it up - visual, text (important for algorithm), links

Don't just sell a Sunday

Share content from others

Links to mission partners, organisations, interests

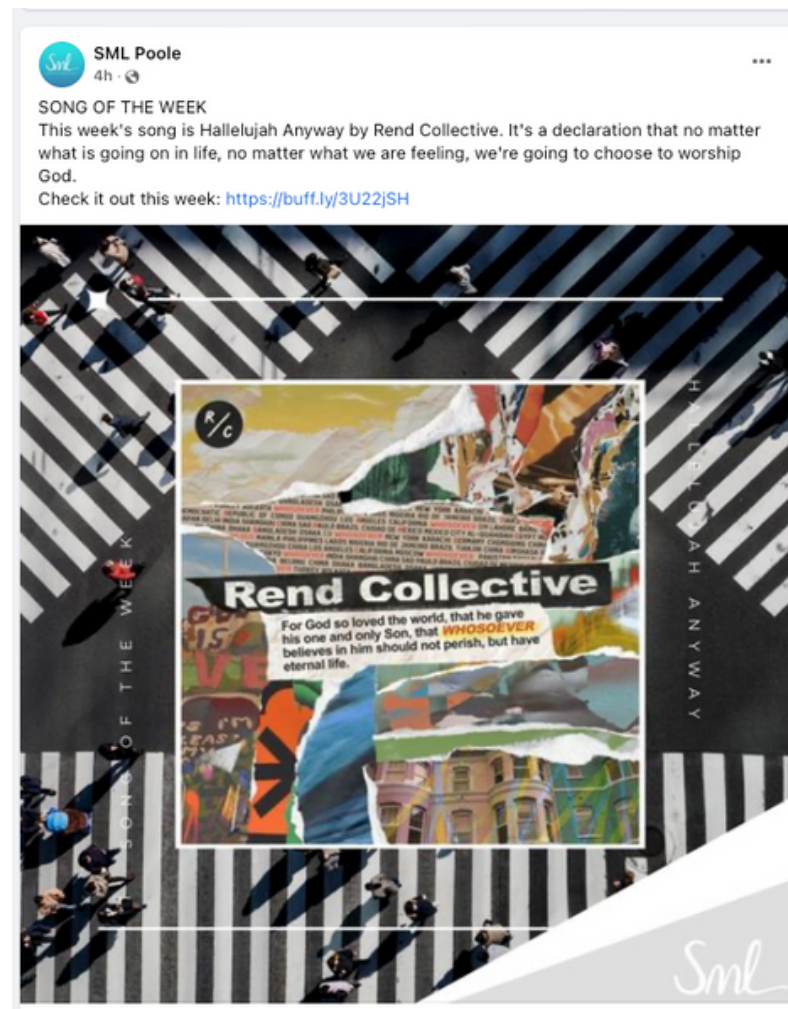
Highlight events and gatherings - pre, during and post

Summary of week activities or events

Spotlight on those serving within church or organisation

Call for prayer requests

Changes over seasons



INSTAGRAM

Bio

Instagram is visual so don't have too much wordy imagery. If you have to include text, put it in the description of break it up into carousels

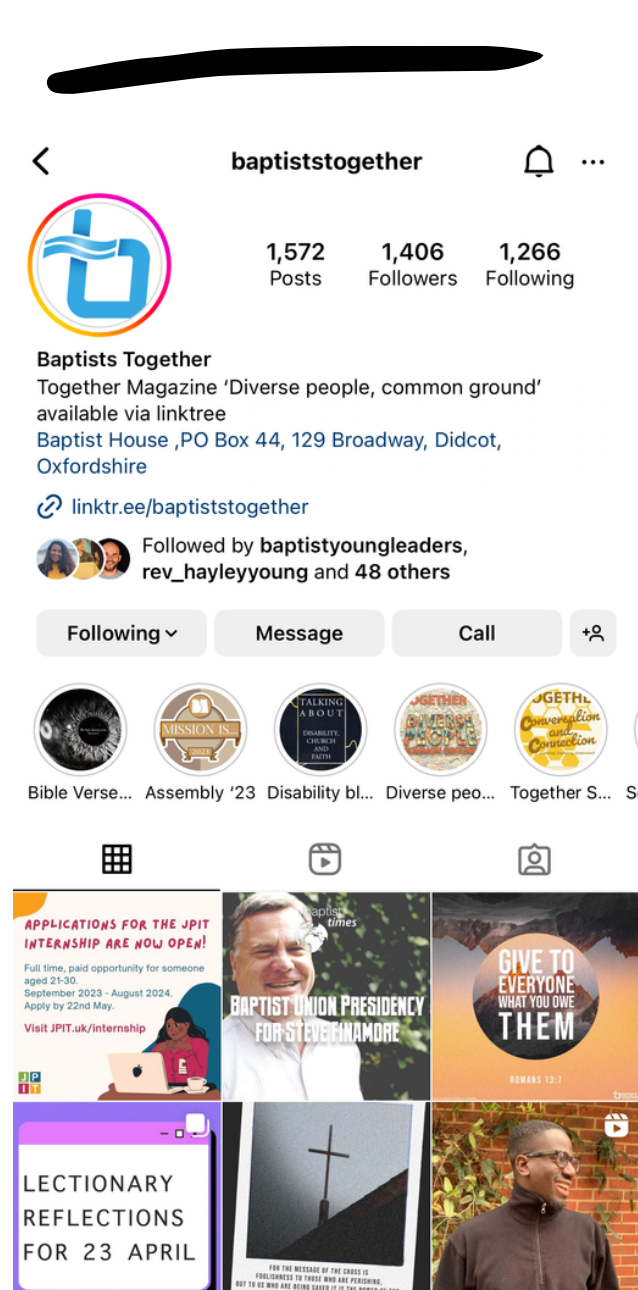
Don't repeat posts too often

Use stories to share behind the scenes, 'cafe/kids group/church open'

Best images posted square

Hashtags in comments

posts/stories/live/reels



INSTAGRAM CONTENT

Photo dumps - events, meetings

Behind the scenes - who are you, what do you do

Team photos

Takeovers from different people

Reels for entertainment



Hannah Fleming-Hill

Digital Missioner

rediscoverchurchexeter Message

3,165 posts 1,378 followers 704 following

Rediscover Church
Sunday 9.30am & 11.30am
Church Online | Come in Person
Revealing the Glory of God to the South West & Beyond
linktr.ee/rediscover_church

Followed by bridgebookshopexeter, masterpiececreativdesign, ashleightonplom +29 more

26th June ... Sunday 20... Carols Qu... 9th May 2... 25th April ... 18th April ... Life Tables

POSTS REELS VIDEOS TAGGED

Rediscover church WE'RE HIRING

IN MY WEAKNESS GOD IS ABLE

BAPTIST ASSEMBLY

WELCOME BACK

WELCOME!



TWITTER



Short form, quick content

Use to connect with local businesses, council, national organisations and individuals

Visual is important

Lists



TWITTER CONTENT



Engagement with other creators - be a part of the conversation or start one

Community events, local group gatherings

Encouraging words, Bible verses


Quotes, clips from events

Interviews with teams

Share partner organisations

Hannah Fleming-Hill

Digital Missioner

 **@MichaelShaw@climatejustice.social**
@Urbanmonk73

I don't think people are looking for a church experience.

We don't need louder music, great production, sound and smoke machines

What people want is a Jesus experience

They want simplicity, mystery and integrity

People want Spirituality not entertainment

08:54 · 11/04/2023 · 1,497 Views

2 Retweets 1 Quote 30 Likes

 **Rev Hayley Young**
@revhayley

It was a real privilege to share in worship this morning with Spurgeons Baptist Church in Milton Keynes: shared about Building a Bigger Table & how hospitality is key to how church relates with its community.

Thanks for the warm welcome and encouragement
[#oneteam](#) [@baptistuniongb](#)



 Baptist Times Retweeted
 **Andy Goodliff** @andygoodliff · 23h
Over the last few years I've offered some reading suggestions for the summer in [@BaptistTimes](#). Here's this year's [baptist.org.uk/Articles/63835...](#) with recommendations to read [@_BenMyers_](#) [@krishk](#) [@fiddes_paul](#) [@VicAnneTurner](#) [@NWirzba](#) [@dr_lina_toth](#) and Nicola Slee



baptist.org.uk
Suggestions for your summer reads
In his regular offering at this time of year, Andy Goodliff selects seven books that will help us think about our Christian faith - and there's ...


4 7 12

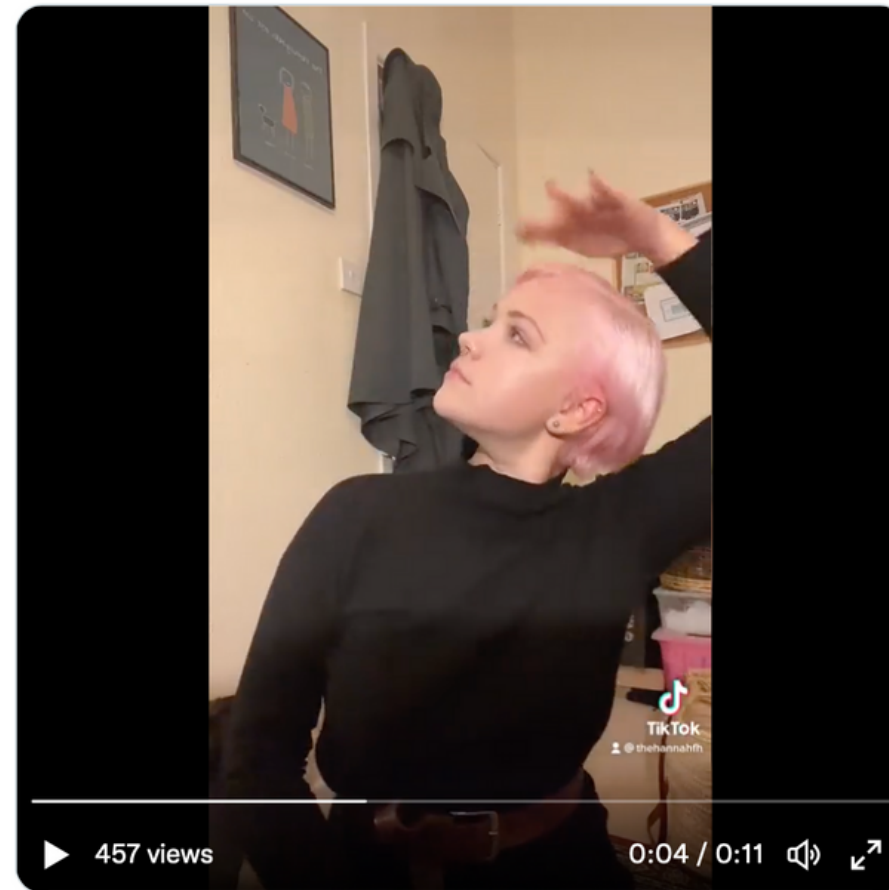
 **SWBA** @swbaptists · 29 Jun
We love this story from Halwill BC, Devon of hope and wholehearted commitment to welcoming all from their local community... and seeing the baptistry open for business! Take 2 mins to read it and be blessed & inspired here > [buff.ly/3OkDMVQ](#)

[@baptistuniongb](#) [@BaptistTimes](#)




1 2 6

 **Hannah Fleming-Hill** @TheHannahFH · 6 Nov
The candy floss is baaaacckkkk! 🍷🍷🍷🍷



3 17

 **LICC** @liccltd · 28 Jun
(Most of) Team LICC on our first annual away day in three years! 🥰

We've loved hanging out together, eating, worshipping, quizzing, praying, and getting inspired for the next phase of our work.


We're excited to see what God does next!



1 6

 **LICC** @liccltd · 28 Jun
Thanks also to [@MrDavidStroud](#) of [@ChristChurchLDN](#) for a brilliant morning exploring what the Bible has to teach us about engaging in our culture in a transformative way! 🙌

3

 **LICC** @liccltd · 28 Jun
Accountants, our [#FrontlinePrayer](#) is for you this week! Money makes the world go round (they say) and your good work is essential to help keep people's finances in order.

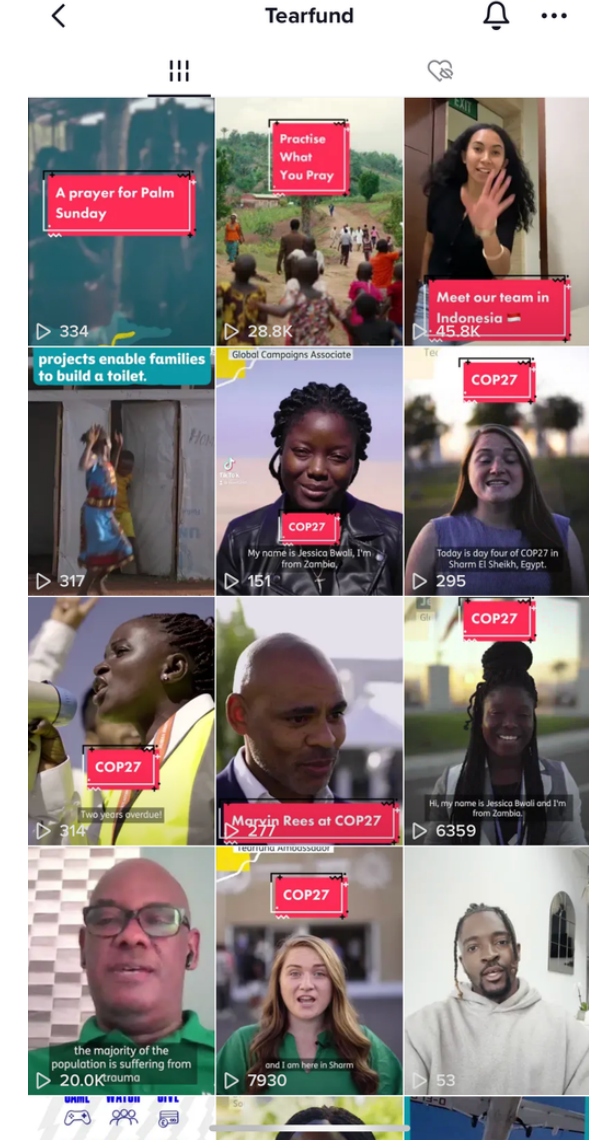
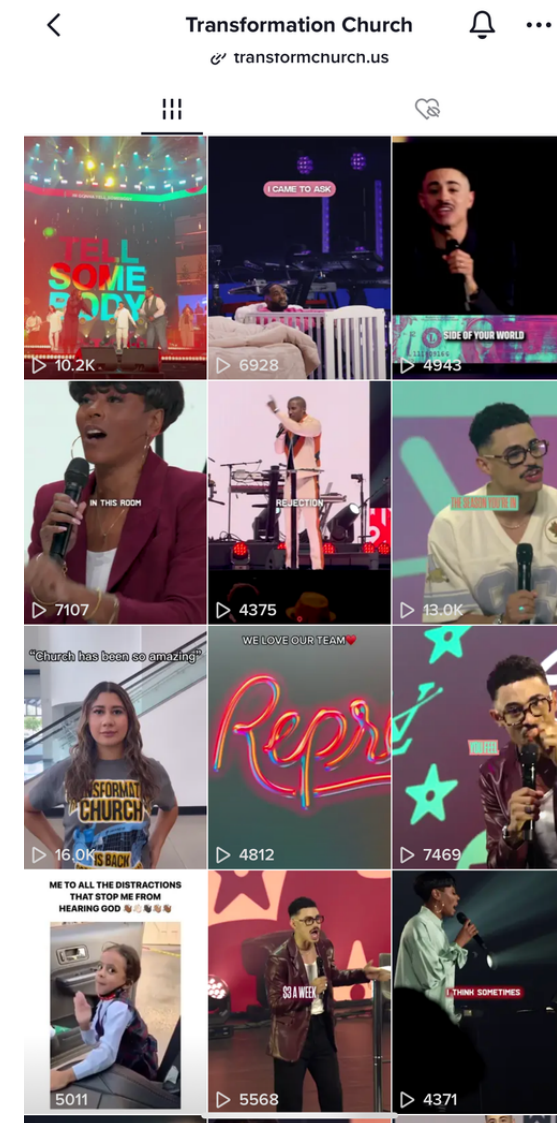
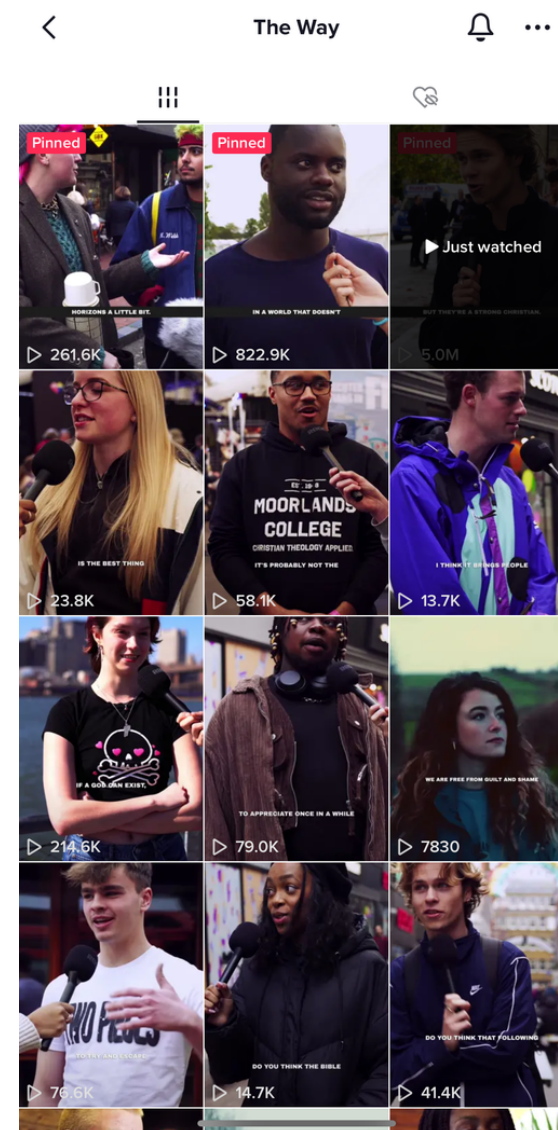
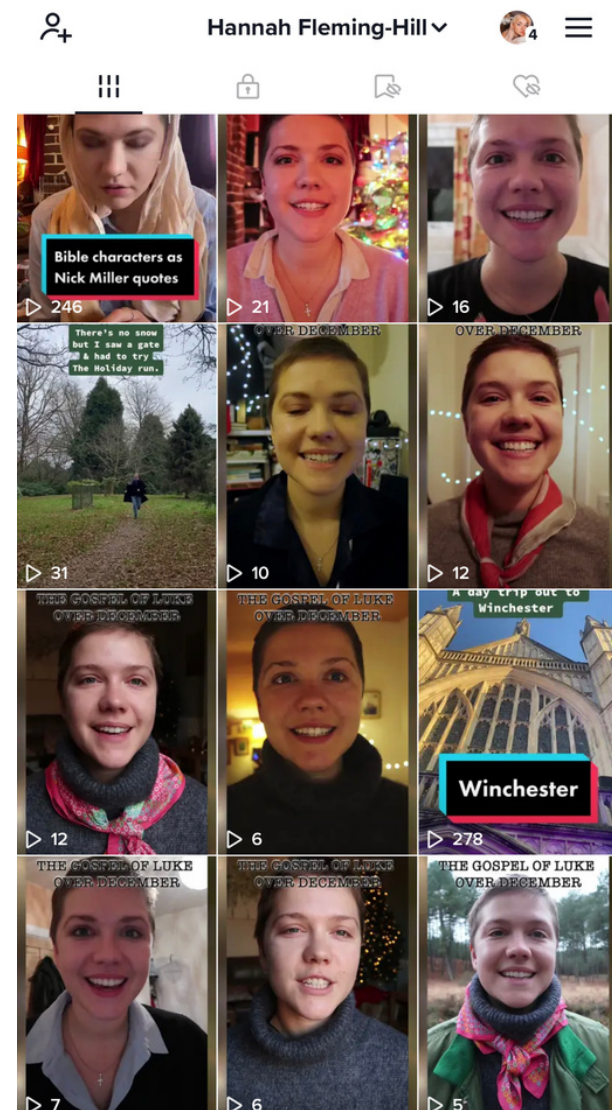
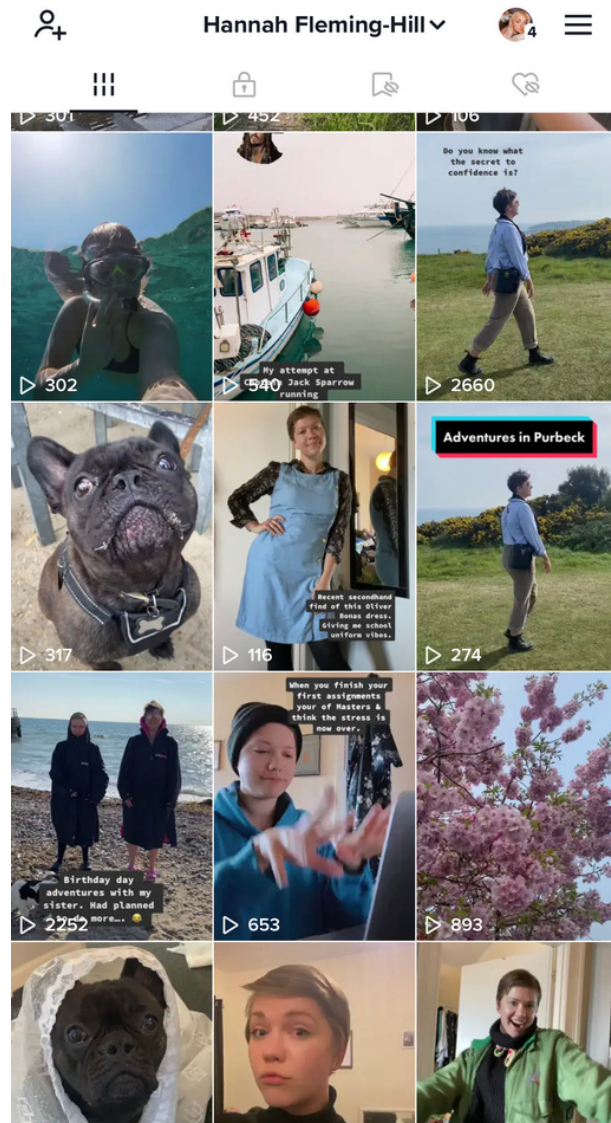
May you model God's wisdom and generosity as you analyse spreadsheets, balance books, and crunch numbers.



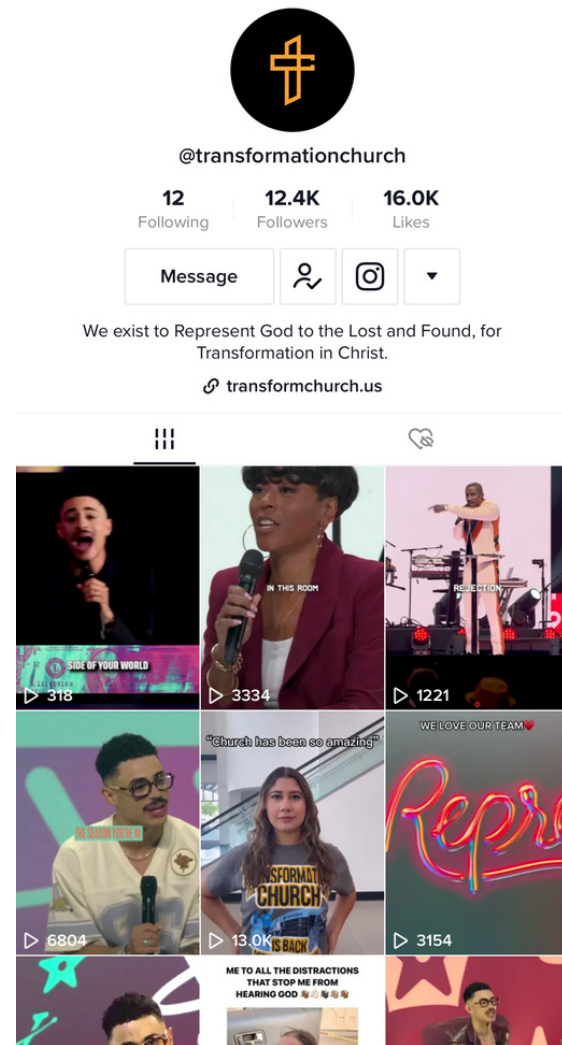
TIKTOK



Younger generations but not exclusively
Be creative
Shorter video content
Remember portrait orientation



TIKTOK CONTENT



Bible stories

Introduction to team

Explaining organisation

Entertaining - fun, silly dances in your context

Educational

YOUTUBE CHANNEL

Header and profile image

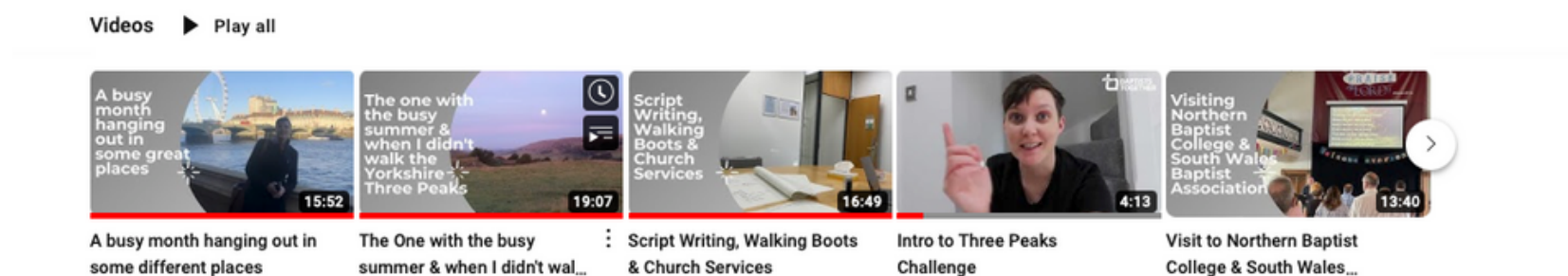
Logo

About

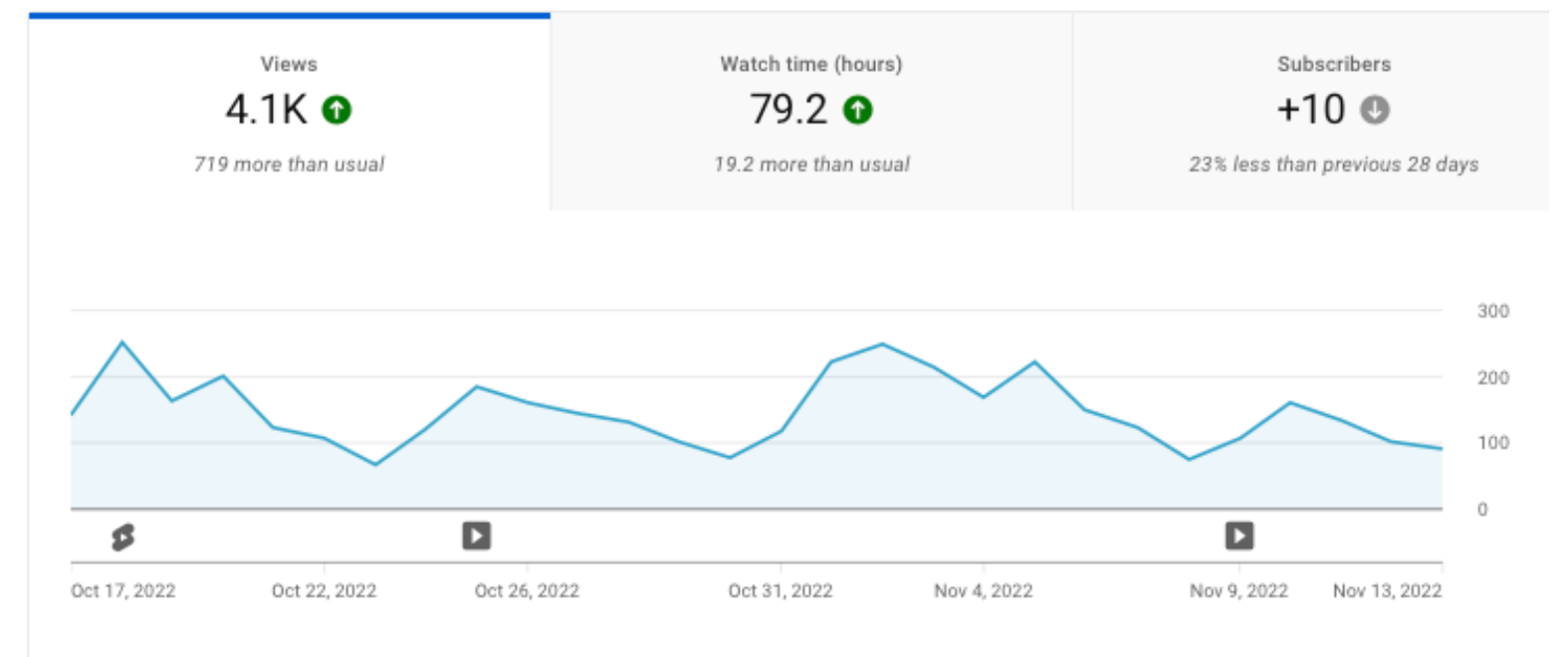
Links for website and social media

Utilise playlists

Look at analytics



Your channel got 4,119 views in the last 28 days



YOUTUBE VIDEO



Title them properly! Answer a questions people are searching. Utilise keywords

Thumbnails

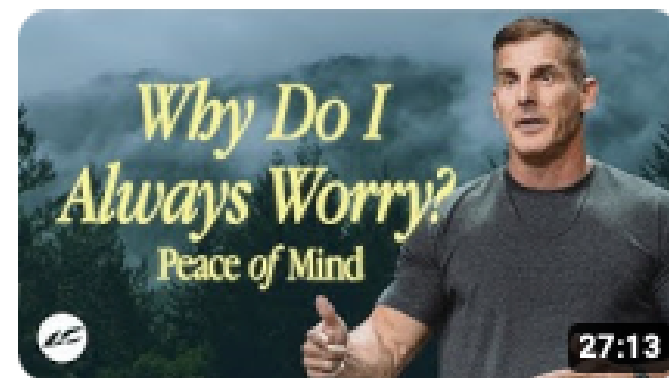
Descriptions. Bible verse links, who is speaking, consistent context details

Tags, Closed captions, File names

Cards during videos and end



Finding Hope in Grief | You've Heard
It Said Podcast



Why Do I Always Worry?
89K views • 2 months ago



Learning to Rest | You've Heard It
Said Podcast

YOUTUBE CONTENT

Talks - different audiences, topics, styles

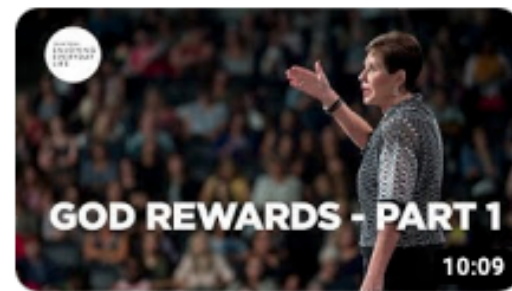
Behind the scenes set up for events

Interviews with team - why they are Christians, favourite bible verses, worship songs, how they serve

Shorts



The Seasons of Life-Part 1 | Joyce Meyer | Enjoying Everyday Life...
17K views • 10 days ago



God Rewards - Part 1 | Joyce Meyer | Enjoying Everyday Life Teaching...
12K views • 10 days ago



Taking Care of Yourself | Joyce Meyer | Enjoying Everyday Life...



Who Is God? Part 1 | Joyce Meyer | Radio Podcast



God: "Where Are You?"
15K views • 2 months ago



The BEST Bible Reading Plan
16K views • 2 months ago



Christians: the Most Inspiring People Ever
12K views • 2 months ago



Don't Befriend Your Monsters
20K views • 2 months ago



HTB Church
57.2K subscribers

SUBSCRIBED

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT



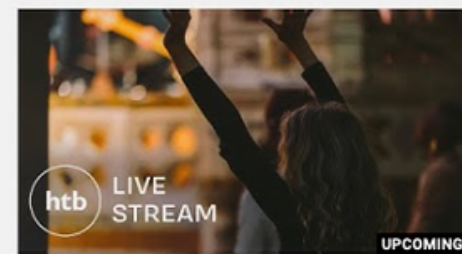
HTB Live Stream | Sunday Service 26th June 2022

7,441 views • Streamed 3 days ago

If something in this week's talk has affected you, please visit <https://www.htb.org/further-support>.

Welcome to the HTB Live Stream. Join us this week as we come together to worship and pray for our world. You can join us online every Sunday at 11.30 am GMT or come along to our in-person services throughout the day. We can't wait to see yo...
[READ MORE](#)

Upcoming live streams



Join Us LIVE | HTB Live Stream | Sunday Service 3rd July 2022

Scheduled for 7/3/22, 11:13 AM

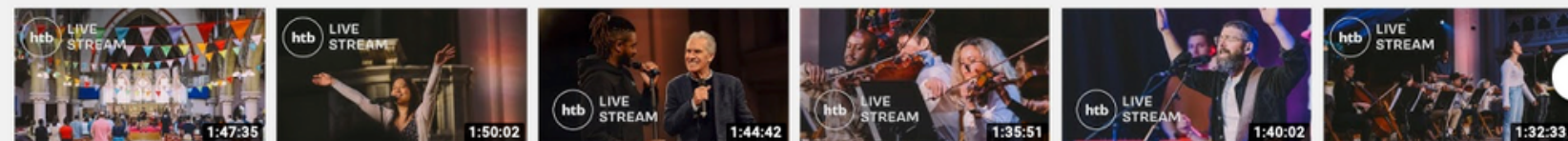
HTB Church

Welcome to the HTB Live Stream. Join us this week as we come together to worship and pray for our world. You can join us online every Sunday at 11.30 am GMT or come along to our in-person services...

NOTIFY ME

HTB Live Stream On Demand [▶ PLAY ALL](#)

Available every Sunday at 11.30 am BST or join us as we watch together on YouTube.



HTB Live Stream Sunday Service 26th June 2022 HTB Church 7.4K views • Streamed 3 days ago	HTB Live Stream Sunday Service 19th June 2022 HTB Church 8.6K views • Streamed 10 days ago	HTB Live Stream Sunday Service 12th June 2022 HTB Church 12K views • Streamed 2 weeks ago	HTB Live Stream Sunday Service 5th June 2022 HTB Church 13K views • Streamed 3 weeks ago	HTB Live Stream Sunday Service 29th May 2022 HTB Church 10K views • Streamed 1 month ago	HTB Live Stream Sunday Service 22nd May 2022 HTB Church 11K views • Streamed 1 month ago
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Rediscover Church
4.23K subscribers

SUBSCRIBED

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Uploads

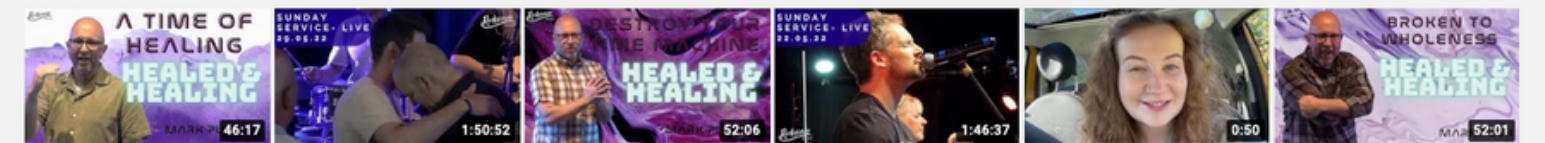
SORT BY



DIE Daily & Communion with Joy and Steve Dunne 19 views • Streamed 9 hours ago	Welcome to Die daily and communion 37 views • Streamed 1 day ago	DIE Daily & Communion with Shaun Hornsby 17 views • Streamed 2 days ago	Shaun Hornsby Through the Waters Fear, Faith,... 25 views • 3 days ago	DIE Daily and Communion with Jason Ham 27.06.22 26 views • Streamed 3 days ago	Sunday Service 26th June 124 views • Streamed 4 days ago
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Mark Pugh Movements Family Movement 33 views • 10 days ago	Sunday Service 19th June 140 views • Streamed 11 days ago	Mark Pugh Movements An Unshakeable God Movement 35 views • 2 weeks ago	Sunday Service 12th June 166 views • Streamed 2 weeks ago	Mark Pugh Movements Pentecost 65 views • 3 weeks ago	Sunday Service 5th June 198 views • Streamed 3 weeks ago
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Mark Pugh Healed & Healing A Time of Healing 50 views • 1 month ago	Sunday Service 29th May 168 views • Streamed 1 month ago	Mark Pugh Healed & Healing Destroy your time... 74 views • 1 month ago	Sunday Service 22nd May 216 views • Streamed 1 month ago	You're invited to Life Tables 24 views • 1 month ago	Mark Pugh Healed & Healing Broken to... 88 views • 1 month ago
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Sunday Service 15th May 252 views • Streamed 1 month ago	Mark Pugh Healed & Healing Addicted to Busy 91 views • 1 month ago	Sunday Service 8th May 201 views • Streamed 1 month ago	Mark Pugh Healed & Healing Healing of the... 153 views • 1 month ago	 Baptism Sunday Service 10th April 242 views • Streamed 1 month ago	Anna Harris, Reuben Smith, Owen Bradley A Moment... 92 views • 2 months ago
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HTB Live Stream | Sunday Service 26th June 2022
7.4K views • Streamed 3 days ago

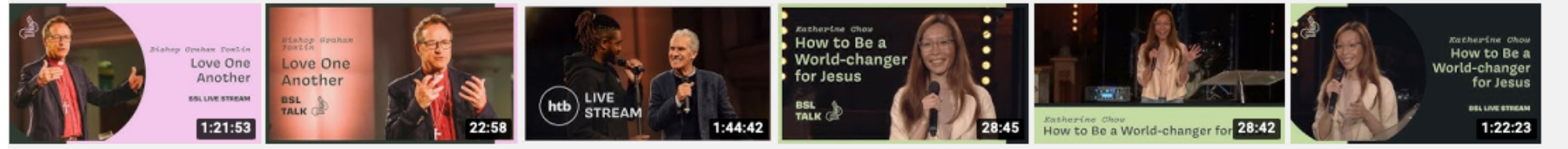
The Radical Inclusion of the Holy Spirit - Ben Bryant | HT...
1K views • 9 days ago

[BSL] The Radical Inclusion of the Holy Spirit - Ben...
166 views • 9 days ago

British Sign Language Version - HTB Live Stream | ...
115 views • 9 days ago

HTB Live Stream | Sunday Service 19th June 2022
8.6K views • Streamed 10 days ago

Love One Another - Bishop Graham Tomlin | HTB Live...
1.8K views • 2 weeks ago



British Sign Language Version - HTB Live Stream | ...
254 views • 2 weeks ago

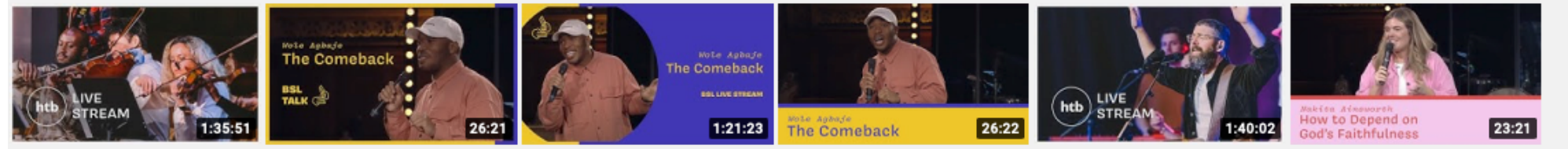
[BSL] Love One Another - Bishop Graham Tomlin | HT...
205 views • 2 weeks ago

HTB Live Stream | Sunday Service 12th June 2022
12K views • Streamed 2 weeks ago

[BSL] How to Be a World-Changer for Jesus - ...
621 views • 3 weeks ago

How to Be a World-Changer for Jesus - Katherine Chow ...
1.2K views • 3 weeks ago

British Sign Language Version - HTB Live Stream | ...
241 views • 3 weeks ago



HTB Live Stream | Sunday Service 5th June 2022
13K views • Streamed 3 weeks ago

[BSL] The Comeback - Wole Agbaje | HTB Live Stream
411 views • 4 weeks ago

British Sign Language Version - HTB Live Stream | ...
202 views • 4 weeks ago

The Comeback - Wole Agbaje | HTB Live Stream
468 views • 4 weeks ago

HTB Live Stream | Sunday Service 29th May 2022
10K views • Streamed 1 month ago

How to Depend on God's Faithfulness - Nakita...
1.2K views • 1 month ago



British Sign Language Version - HTB Live Stream | ...
304 views • 1 month ago

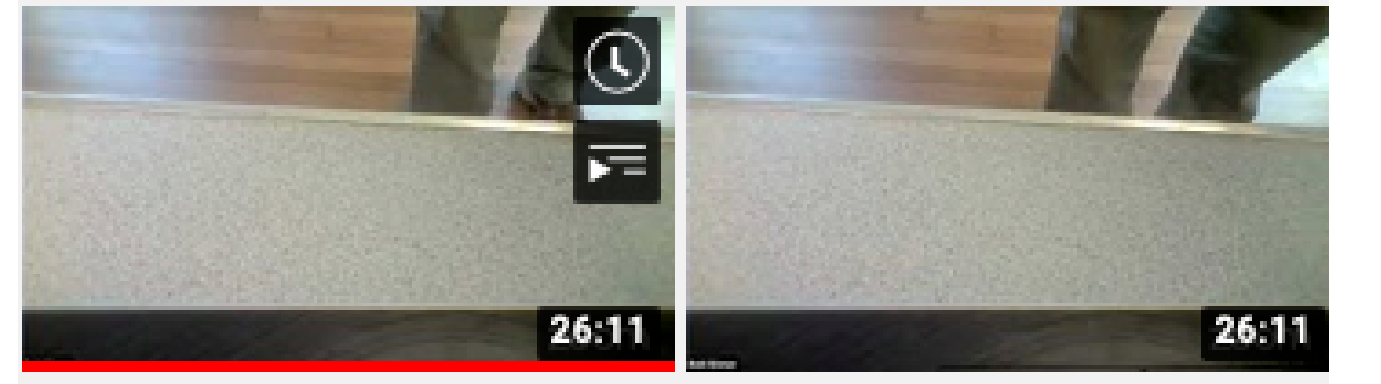
[BSL] How to Depend on God's Faithfulness - Nakita...
198 views • 1 month ago

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RESOURCES



IDEAS
→

Your own feeds, Pinterest, Lectio360, Bible App, PrayerMate, #365Grateful

CONTENT CREATION
→

Unsplash, Pixabay, Pexels, Coolors, Canva,

SOCIAL MEDIA MANAGEMENT
→

Buffer, Hootsuite, Co-Schedule

ME
→

Webinars, templates, consultancy



Today's link and resources

→
FINALLY

→ TRY THINGS

→ GIVE YOURSELF GRACE

→ DO A FEW PLATFORMS WELL

→ BE CONSISTENT

→ IT'S SOCIAL

→ CHURCH - THE BODY OF CHRIST

**IN THE SAME WAY, LET YOUR
LIGHT SHINE BEFORE OTHERS, SO
THAT THEY MAY SEE YOUR GOOD
WORKS AND GIVE GLORY TO YOUR
FATHER IN HEAVEN**

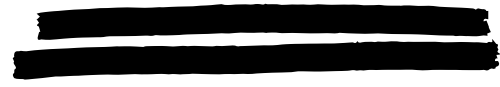
MATTHEW 5:16

Hannah Fleming-Hill

Digital Missioner



DO YOU HAVE
~~ANY~~ **QUESTIONS?**



THANK YOU FOR LETTING ME SPEAK TODAY

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