CCC IN THE DIGITAL AGE

Improving & Leveraging the "**Celestial**" Advantage

Connect :: Communicate :: Convert

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CCC IMAGES ON SOCIAL MEDIA

CCC BABALOLA PARISH HARVEST 2016

12s & 4:02

CELESTIAL "PEPEREMPE"

CCC - THE MEDIA ROADMAP

Focus Areas	Before Year 2000	Year 2000 & Beyond
Media Visibility	Print, Radio & Occasional TV	Added Internet & Social Media
Membership	Growing	Shrinking
i-Footprint	Scanty	Unstructured, uncoordinated & highly fragmented
Reputation / Stereotype	Admiration (Spiritual, Powerful)	Trending Negative in many ways

We must harness digital communication tools and platforms to drive membership growth, inform, educate and to improve the church image

YOUR CHURCH & YOUR WEBSITE (1ST IMPRESSION)

"IN THE LAST 12 MONTHS, OVER 17 MILLION AMERICAN ADULTS WHO DON'T REGULARLY ATTEND WORSHIP SERVICES VISITED THE WEBSITE OF A LOCAL CHURCH OR PLACE OF WORSHIP"

Recent study by Grey Matter Research

DIGITAL STRATEGY

- **Intentional** in the way you use your digital tools to minister to your congregation and share Jesus with your community.
  - Effective, communication focused, mobile-ready digital presence (website and app),
  - Great content generation strategy for things like blogs, podcasts and e-newsletters (content is king),
  - Solid portal into your online giving and store revenue generation
  - Variety of media to capture new visitors (email opt-ins), connect with your members (ChMS) and communicate your message through email, social, SMS and push notes.
- Your church's digital strategy is a **full time communication** and **creative ministry**! It isn't a checklist of things you need to set then forget. It is the catapult for creating and maintaining a successful digital campus: your church online.

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WHAT THE STRATEGY LOOK LIKE & WHY CARE?

- Does it communicate your beliefs and values?

- Does it match the experience that people have when they come in the door?

- Is it Visitor-Focused? Does it Communicate & Connect?

- Is it something that gives you credibility in a modern culture or does it make you look dated and out of touch?

- Is your content up-to-date?

- Can they find what they are looking for?

- Does it include plan for Mobile?

- Does it integrate Social media?

- And most importantly - does it tell people about Jesus?

THE MODERN "TOWN SQUARE"

- In the same way that Jesus went to people where they were, it is up to us to **spread the good news where people gather** (Social Sites, Email, SMS).

- Like print, radio and TV before, it's up to churches to figure out how social media can be used as a medium to share the great story they have to tell.

- It isn't only the church who can use social media as a powerful tool. For our members who use social media it is a massive, new mission field. They are there every day, sharing their lives and interacting with their friends and family.

- **We need to figure out how to encourage and equip them with the ability to use it to spread the gospel.**

DIGITAL FOOTPRINT (DERAILERS)

- Amateurish Websites without substance
- Lack of control for Parish Proliferation
- Nonexistent Controlled Messaging
  - Only negative news is heard
  - Contradictory Messaging
- Counterproductive Online Videos
  - Money spraying & Vulgar Conduct
  - "Lagbo Lagbo" Singing
  - Noncompliant Dress Codes & Fetish-looking Practices
- Non-Friendly and Non-Responsive Websites

TAKING ACTION: DIGITAL FOOTPRINT (ENABLERS)

- Guidelines to parishes that establish web presence
- Guidelines on vetting Videos, Sermons, News & pictures (Websites & Social Media)
- Validated Central Registry for **Parishes** (USA & Global)
- Validated Central Registry for **Members** (USA & Global)
- Defined Communication Channels & Authority
  - Key announcements, Upcoming events, News, Harvests, Appointments, etc
  - Coverage of pastoral trips, revivals, anointment exercise, etc
- Official CCC email addresses
- Donation e-gateway for key projects, disaster relief, etc
  - With visibility & accountability

CONNECTING & COMMUNICATING

- SMS, WhatsApp & EMAIL
  - **Capturing** - Getting email addresses from potential visitors/ members is a great way to keep in touch with them and encourage them to come along again
  - **Segmentation** - break it up into smaller groups ('visitors', 'website contacts', 'existing members', 'church workers', 'Prophet/esses', 'choir'
    - Facilitates sending tailored and targeted messages, invitations, prayers, sermons, etc
  - **The Message** – Be mindful of what you send (Relevance & Substance)
    - Just remember that people don't like to be spammed
    - Message must engage the readers and gets them to respond in some way by giving them something to click on and take action (Call to Action)

ESSENTIAL FEATURES

- **Shareable Content** (Sermons, Bible Study Guides, Photos, Songs, etc.)
- **Online Giving** (Electronically paying Tithes, offering and donations)
  - Anyone can do it, anywhere, and people tend to give more consistently and spontaneously)
- **Effective Communication** (Latest updates, e-Newsletters, SMS News flash, etc.)
- **Connecting & Engaging** (Facebook, Twitter, YouTube, Instagram, Livestream)
- **Directions & Contact Information** (Current information needed to connect with you)

Let your conduct at church embody the image of Christ!

QUESTIONS?