

# Free Tech Tools to Reach Your People Online in 2021



Helping progressive leaders of spiritual communities share hope, healing, and light online.

[digivangelism.org](https://digivangelism.org) | [@digivangelism](https://twitter.com/digivangelism)

## Digital Ministry

### Inward

- Building/strengthening relationships
- Internal communication
  - Balanced listening and sharing
- Focused on platforms your people spend time on

### Outward

- Sharing your mission
- Inviting into next steps
- Not focused on advertising
  - Paying attention to analytics

## Internal Digital Ministry

### Finding your people online

- Create a technology poll
  - Ask them in conversation
- Try out new technology with select people first
  - Don't be afraid to try something new

Relationships • Listen and share • Focus where your people are

## Internal Digital Ministry

Google Form  
[forms.new](https://forms.new)

A screenshot of a Google Form titled "Untitled form". The form is currently in the "Questions" tab. It shows a "Form description" field and a "Question" field with a "Short answer" type. The "Responses" tab is also visible, showing a "Short answer" type. The "Settings" tab is also visible, showing a "Short answer" type. The form is currently in the "Questions" tab.

Relationships • Listen and share • Focus where your people are

## Internal Digital Ministry

### Free options for internal communication

- Facebook Groups
  - Marco Polo
    - Voxer
  - Slack
  - Zoom
  - Texting
- Direct Messaging
  - GroupMe

Relationships • Listen and share • Focus where your people are

# Internal Digital Ministry

GroupMe, Direct Messaging, Text Messages



Relationships • Listen and share • Focus where your people are

# Internal Digital Ministry

Slack



Relationships • Listen and share • Focus where your people are

# Internal Digital Ministry

Voxer & Marco Polo



Relationships • Listen and share • Focus where your people are

# Internal Digital Ministry

Zoom... duh.



Relationships • Listen and share • Focus where your people are

# Internal Digital Ministry

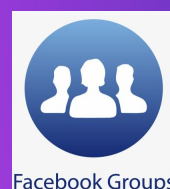
Facebook Groups



Relationships • Listen and share • Focus where your people are

# Internal Digital Ministry

Internal Communication



Facebook Groups



PRIVATE

HIDDEN (secret)

Relationships • Listen and share • Focus where your people are

# Internal Digital Ministry

## Internal Communication

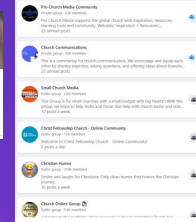
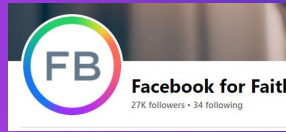


- Establish and plainly display rules and guidelines (and enforce them)
- Have more than 1 group admin or moderator
- When people join, welcome them in!
- Stay on topic
- Post regularly
- Encourage a safe space

Relationships • Listen and share • Focus where your people are

# Internal Digital Ministry

## Facebook Groups for Networking, Crowdsourcing, and Learning



Relationships • Listen and share • Focus where your people are

# Outward Digital Ministry

- Sharing your mission
- Inviting into next steps
- Not focused on advertising
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# Outward Digital Ministry

## Mission-Focused

- Know why you exist
- Make sure everyone else knows why you exist
  - This may require time/conversation

# Outward Digital Ministry

## Inviting others into Next-Steps/On-Ramps

# Outward Digital Ministry

## Possible Next-Steps/On-Ramps

- Subscribed to email list
- Followed on social media
- Attended Zoom office hours
  - Submitted prayer request
- Attended online worship/webinar
- Participated in small group activity
  - Volunteered time
  - Tithed or donated toward cause
- Participated in community endeavor in another way

# Outward Digital Ministry

## Possible Next-Steps/On-Ramps




Track the ways people live into your mission, not just attendance.

# Outward Digital Ministry

Analytics over advertising

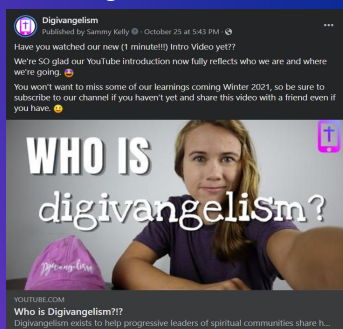
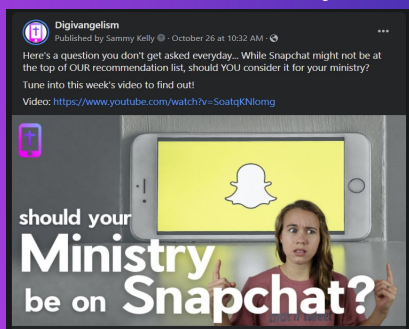
All Posts Published [Create post](#)

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/26/2021 10:32 AM	 Here's a question you don't get asked everyday... While	Image	Global	29	20	<a href="#">Boost post</a>
10/25/2021 5:43 PM	 Have you watched our new (1 minute!!!) Intro Video yet?	Image	Global	75	94	<a href="#">Boost post</a>
10/25/2021 5:29 PM	 @tompsoner is a super cool guy that we've been	Image	Global	41	10	<a href="#">Boost post</a>

# Outward Digital Ministry

Analytics over advertising



# Outward Digital Ministry

Analytics over advertising

## Possibilities:

- Personal content vs. teaching a niche topic
- Asked people directly to share it
- Linked the video directly to YouTube rather than just posting the link in the description
- Emojis in caption






# Outward Digital Ministry

Analytics over advertising

All Posts Published [Create post](#)

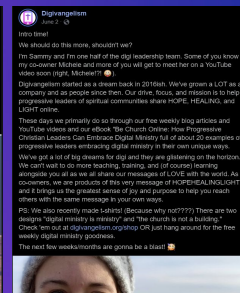
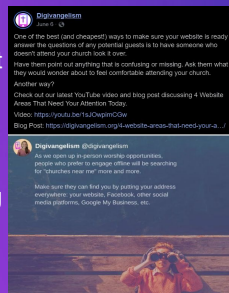
Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
06/06/2021 4:45 PM	 One of the best (and cheapest!) ways to make	Image	Global	38	00	<a href="#">Boost post</a>
06/04/2021 2:00 PM	 Is your church website helpful for potential new	Image	Global	46	31	<a href="#">Boost post</a>
06/02/2021 4:11 PM	 Intro time! We should do this more, shouldn't we? I'm	Image	Global	317	2531	<a href="#">Boost post</a>

# Outward Digital Ministry

Analytics over advertising

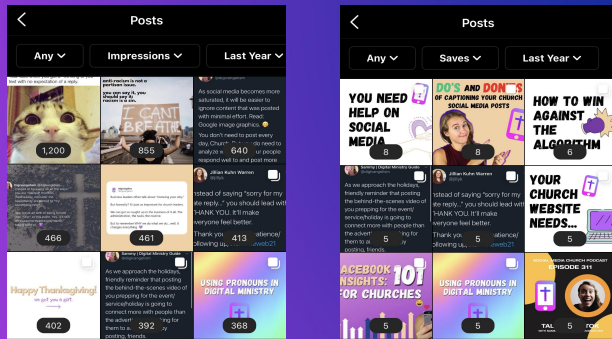
- Fancy graphic but no interaction
- Teaching post
- Advertising blog/video



- Introductory post
- High quality photo
- More personal copy
- Face of one of us in photo

# Outward Digital Ministry

Analytics over advertising



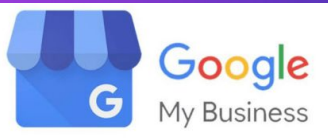
# Outward Digital Ministry

Analytics over advertising  
Provide value

Video	Views	
<input type="checkbox"/> Total	8,793	
<input type="checkbox"/> How to Set Up a Church Facebook Page with NEW FACEBOOK	1,152	13.1%
<input type="checkbox"/> ONLINE Advent + Christmas Ideas for Churches in 2020	763	8.7%
<input type="checkbox"/> Ultimate Guide for CHURCH INSTAGRAM REELS	430	4.9%
<input type="checkbox"/> TikTok Algorithm #SHORT	392	4.5%
<input type="checkbox"/> Ash Wednesday Ideas for 2021 - COVID-19 SAFE	272	3.1%

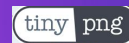
# Outward Digital Ministry

# Outward Digital Ministry



- “Claim” your church/organization
- Populate with essential info
- Use authentic photos/videos
- Website junior
- Google wants your “traffic”

Mission-focused • Next step invitation • Analytics over advertising



- Compresses PNG, JPG & WebP image files
- Smaller images will help web pages load faster
- Uses less bandwidth
- No loss of sharpness on images

# Outward Digital Ministry

Hosting Website Builders\*



\*not quite free - usually a hosting cost

# Outward Digital Ministry

Audio-Only/Podcast Distributor

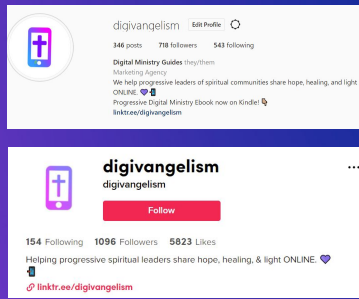


Relationships • Listen and share • Focus where your people are



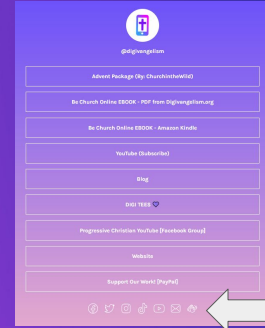
# Outward Digital Ministry

## Multiple Links



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# Outward Digital Ministry



Mission-focused • Next step invitation • Analytics over advertising

# Outward Digital Ministry

## Photo/Video Editing



InShot



DaVinci Resolve

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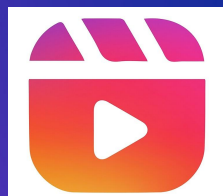
## Scheduling apps



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# Outward Digital Ministry

## Outreach like no other



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# Outward Digital Ministry

## Quick tips for TikTok/Reels

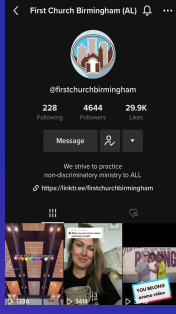
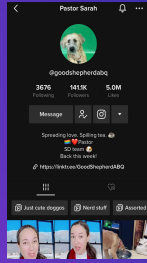
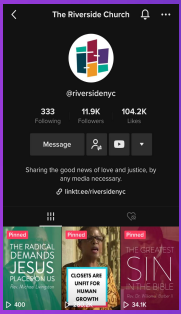


- Must be done intentionally
- Consume the content first
  - Participate in trends
  - Share your knowledge
    - Be consistent
- Recognize the outreach potential you have

Mission-focused • Next step invitation • Analytics over advertising

# Outward Digital Ministry

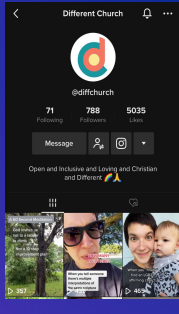
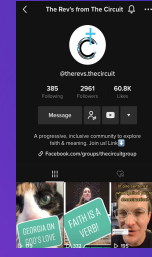
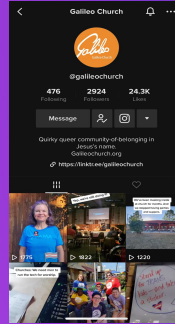
## Churches for Inspiration



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# Outward Digital Ministry

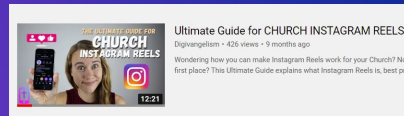
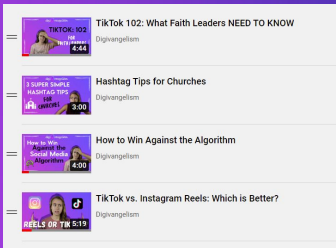
## Churches for Inspiration



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# Outward Digital Ministry

## TikTok/Reels



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# Bonus

## Sharing Advent/Christmas well

- Give your events a home (Website, highlights, cover photo)
- One text message isn't overkill
- Consider where questions should be sent and track who asks!
- A self-recorded recap video OR SERIES could be life-giving to those who miss it

Mission-focused • Next step invitation • Analytics over advertising

# More on Facebook

- Make sure you have a page
- Check your "About" section today and schedule when you'll do it next.
- Show behind-the-scenes content to create connection
- Pin a welcome video
- Use your cover photo to your advantage

facebook

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digivangelism@gmail.com  
Weekly free blog posts/YouTube videos

