

Digital Disciples

following Jesus, today

The Episcopal Diocese of the Central Gulf Coast

“ I LOVE JESUS. ”

BISHOP RUSSELL

#adventword | #love



The Episcopal Diocese of the Central Gulf Coast

What is
evangelism?

*It's God's work of
transformation*

Why digital
discipleship?

For what do we use
social media?

What's at stake?



Takeaways for the class

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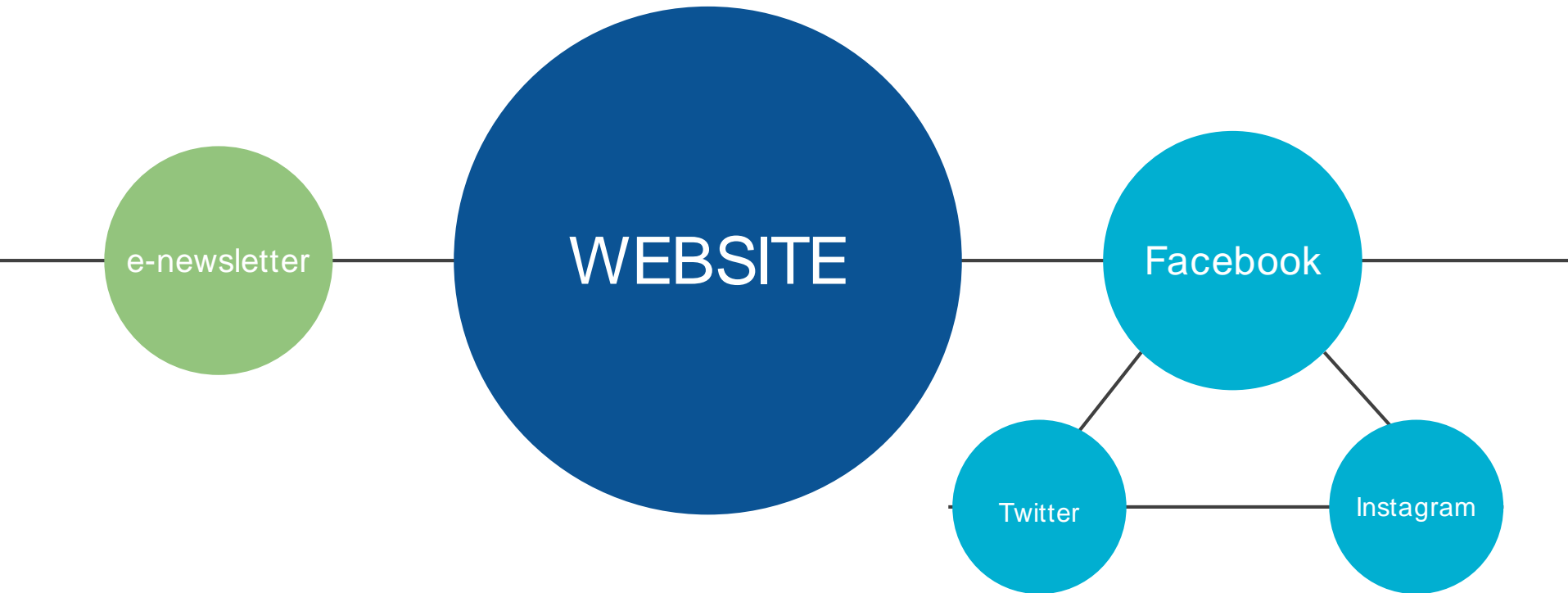
CHURCHES

- ❖ Evaluate current digital presence
- ❖ Church leaders to be inspired to create the space for a deeper digital presence
- ❖ Look for ways to leverage social media as a means to share the good news of the Good News

INDIVIDUALS

- ❖ Evaluate your engagement with church communications
- ❖ Evaluate personal digital presence
- ❖ Learn new ways to evangelize through social media
- ❖ Lovingly support our church leadership

Digital platforms - which ones are you using?



E-newsletters

Churches

- ❖ Format consistent with website/branding
- ❖ Post on website
- ❖ Subscribe button on website
- ❖ Send on consistent date
- ❖ Include social share buttons
- ❖ Have a process for content submissions

Individuals

- ❖ Subscribe to e-newsletters
- ❖ Share on your social media
- ❖ Ask how you can contribute information
- ❖ Read the e-newsletters
- ❖ Offer words of encouragement
- ❖ Subscribe to other newsletters

This is evangelism

E-newsletter Resources

— — —

- ❖ ActiveCampaign – starts at \$17/month
- ❖ *Constant Contact – starts at \$20/month
- ❖ Emma – starts at \$89/month
- ❖ *Mail Chimp – free option available

*most commonly used

some website plans also include e-newsletter capability



The Episcopal Church of the Central Gulf Coast

Search Site



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PUBLICATIONS

FAITH MATTERS

Faith Matters is a quarterly, digital magazine sharing our life of discipleship, discernment, and development as followers of Jesus Christ. Each issue is posted on our website at www.diocgc.org/faithmatters, and the link is emailed to our newsletter subscribers. Since *Faith Matters* is a new venture for our diocese, feedback is encouraged to help us make the publication the best that it can be. For all questions, comments or suggestions, OR if you would like to contribute an article for publication consideration, please send an email to Jenn at communications@diocgc.org.

Read Now

THE COASTLINE

The Coastline is our twice monthly e-communication sharing church events, the latest news, and special interest features from the faithful, wonderful people and ministries of our diocese. Feel free to share and celebrate these stories in your own church newsletters. We email *The Coastline* to all subscribers and post each new edition on Facebook.

quick links

submit a Coastline article

submit an event

submit a job posting

publication archives

style guide

get connected, stay informed

SIGN-UP NOW

receive our e-publications



A diocesan newsletter for everyone, to keep you up-to-date on the latest news, events, and announcements; celebrating the vibrant life of our faith communities, connecting all disciples of Christ.

DIOCGC

THE GREEN SHEET



A newsletter for clergy and church leadership

VOLUME XXVI

MARCH 2017

ISSUE #3

The **Green Sheet** is continuously updated and available 24/7 at www.diocgc.org/green-sheet.

The Green Sheet is exported and emailed to church leadership and Green Sheet subscribers at the

www.diocgc.org/publications-1

www.diocgc.org/green-sheet

Websites

MY ST. DAVID'S

NEWSLETTER SIGNUP

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301 E 8th Street, Austin, TX 78701, (512) 610-3500

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Get to Know St. David's

Attend our newcomer classes and welcome dinner.

— LEARN MORE —



 **GROW DEEPER**

 **UPCOMING EVENTS**

 **LATEST SERMON**

Rebuilding: A Divorce Recovery Group

[Get the details.](#)

SXSW @ St. David's

March 15-17 | [Get the details.](#)



MARCH 12, 2017

"How to See in the Dark"

WORSHIP WITH US

St. David's offers 8 services each Sunday and prayer services during the week. Find one that's right for you!


— LEARN MORE —



GROW DEEPER In Faith

Take advantage of our small groups, lectures, retreats, and special workshops.

— LEARN MORE —



Your church website is most likely the first stop for new visitors

MAKE IT COUNT

Churches

- ❖ Name, address, phone #
- ❖ Leadership contact info
- ❖ Service times
- ❖ UP-TO-DATE information
- ❖ Consistent with church identity
- ❖ Current Photos
- ❖ Include social share buttons

Individuals

- ❖ Visit your church's website

This is evangelism

Website Resources

— — —

- ❖ Ekklesia 360 – starts at \$60/month+\$500 initial setup
- ❖ Professional design service – pricing varies, can be expensive
- ❖ Squarespace – starts at \$12/month
- ❖ Wix – starts at \$5/month (www.diocgc.org was built using Wix)
- ❖ Weebly – free option available
- ❖ Wordpress – starts at \$3/month

Social Media

Social media

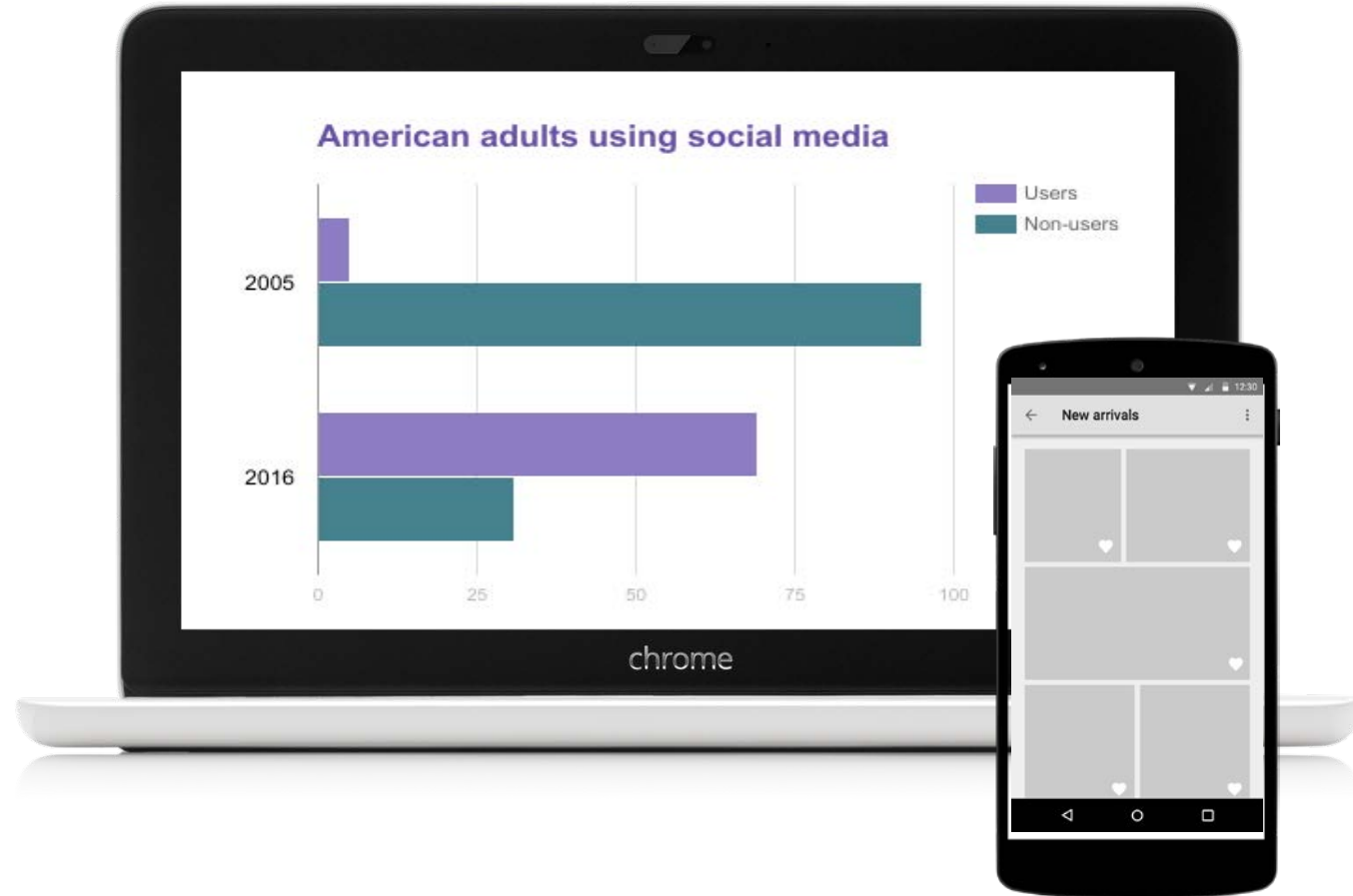
— — —
GENDER

RACE

INCOME

EDUCATION

LOCATION



Social Media Resources

— — —

- ❖ Facebook - www.facebook.com
- ❖ Twitter - www.twitter.com
- ❖ Instagram
- ❖ Snapchat
- ❖ Pinterest
- ❖ YouTube
- ❖ Vimeo
- ❖ Blogs
- ❖ Linked In

Facebook

— — —

Facebook is a social networking site that makes it easy for you to connect and share with your family and friends online.

Facebook is the powerhouse of all social media platforms, followed by Instagram which is now owned by Facebook.



Churches

- ❖ Invite people to church
- ❖ Post sermons
- ❖ Events!
- ❖ Pose a question
- ❖ Post a pic & comment
- ❖ Share stories of faith
- ❖ Create ads for broader reach

Individuals

- ❖ Check-in at church
- ❖ Take a selfie, share it.
- ❖ Post a pic & comment
- ❖ Share an event/sermon
- ❖ Invite someone/everyone
- ❖ Share your worries, joys...

This is evangelism




Facebook

— — —


LIKE

SHARE





COMMENT



 **Presiding Bishop Michael B. Curry** at  St. Stephen's Spokane.
March 19 at 3:23pm · Spokane, WA · 

Introduction and text for today's sermon at St. Stephen's.
"The key to the fruit is always in the root."




2.1K Views


 Like  Comment  Share 




   85 Chronological ▾

21 shares

View 5 more comments

 **Linda Drummond** Bless you Bishop Curry.
Like · Reply · March 19 at 10:54pm

 **Holly Chick** Rev. Harry Walton, Adam Dawkins, and Lloyd Spiegel might be interested in hearing what the PB had to say this am at St. Stephen's in Spokane WA.
Like · Reply · March 20 at 12:14am

 Write a comment...  

We all have to start somewhere...



Vanessa Riutta ▸ Jennifer Drake Johnson

April 20, 2016 · 🌐

What is this world coming to????!!! You have a FACEBOOK PAGE!!!

— 😄 feeling excited.

👍 Like 💬 Comment



Jennifer Drake Johnson It's the end!...or just the beginning! Not sure which yet

Like · Reply · 🌐 1 · April 20, 2016 at 6:29pm



Write a comment...



Jennifer Drake Johnson

April 20, 2016 · 🌐

Yes, this just happened...

👍 Like 💬 Comment ➦ Share



Write a comment...



Jennifer Drake Johnson added 2 new photos.

April 21, 2016 · 🌐

Just heard PB Curry preach. Let's all be a part of #jesusmovement



More Facebook

Promote Local Business

AUDIENCE

Target Location
201 N Baylen St, Pensacola, Florida

Radius
2 miles

Potential Reach
23,000 People

Map showing the target location in Pensacola, Florida, with a 2-mile radius. The map includes labels for various neighborhoods like Englewood Heights, Fricker Estates, Kuperian Park, Oak Point, and the Seville Historic District. A "Report" button is visible on the map.

Age
18 - 65+


Gender

By clicking Promote, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

DESKTOP NEWS FEED **MOBILE NEWS FEED** **INSTAGRAM**

The Episcopal Church in the Central Gulf Coast
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Sharing God's reconciling love in the Central Gulf Coast



The Episcopal Church In The Central Gulf Coast [Get Directions](#)

Like Comment Share

Promote

Ads & Promotions:

Using a Facebook Ad or Promotion is a very effective way to broaden your reach.

Both are fee based, but you are able to target who sees these.

More Facebook

Groups:

Groups are perfect for ministries within your church.



Facebook Resources

— — —

- ❖ www.facebook.com
- ❖ www.facebook.com/blueprint
- ❖ YouTube videos

Accounts to Follow

DioCGC
The Episcopal Church
Your church
Surrounding churches

Instagram

Instagram is a popular photo-sharing social network. It's second only to Facebook, and new members are joining every day.





Instagram

Search



saintjameseyc

Follow



...

160 posts

74 followers

66 following

St. James Fairhope EYC



5
posts

27
followers

16
following

Following



St James Fairhope

Followed by jslover, pee1970 and lloydearlysmith

Churches

- ❖ Pics and graphics
- ❖ Informal glimpses
- ❖ Behind the scenes at church
- ❖ Outreach
- ❖ No links please
- ❖ Use relevant hashtags

Individuals

- ❖ Pics and graphics
- ❖ Informal glimpses
- ❖ Behind the scenes at church
- ❖ Outreach
- ❖ No links please
- ❖ Use relevant hashtags

This is evangelism

Instagram Resources

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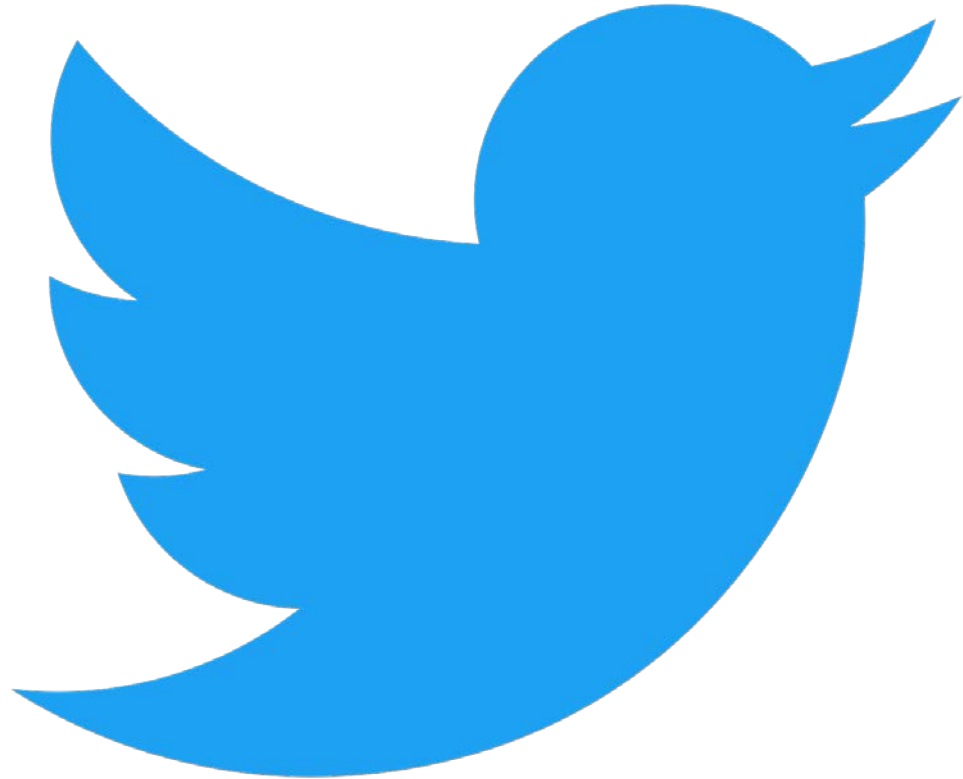
❖ www.instagram.com

Accounts to Follow
DioCGC
The Episcopal Church
Your church
Surrounding churches

Twitter

“Twitter is a real-time social media tool for finding and sharing interesting content as well as participating in conversations.”

...limited to 140 characters





Russell Kendrick @CGCBishop · Jul 23

Sounds like prayer is more than I thought.
Looks like I'm gonna have to get off my
knees now.

Prayer and Worship

Q. *What is prayer?*

A. *Prayer is responding to God, by thought and by deeds,
with or without words.*



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Churches

- ❖ Post sermons
- ❖ Pose a question
- ❖ Highlight a ministry
- ❖ Spotlight on a member
- ❖ Create a prayer series
- ❖ Post short videos from special events
- ❖ Post a pic of the congregation, say we are insert church name

Individuals

- ❖ Share a thought about why you follow Jesus
- ❖ Start a conversation
- ❖ Tweet the sermon
- ❖ Share events

This is evangelism

Twitter Resources

— — —

❖ www.twitter.com

Accounts to Follow

DioCGC

The Episcopal Church

Your church

Surrounding churches

Graphic Design Resources

— — —

- ❖ Canva - www.canva.com
- ❖ Be Funky - www.befunky.com
- ❖ Creation Swap - www.creationswap.com
- ❖ Creative Market - www.creativemarket.com
- ❖ Graphic Stock - www.graphicstock.com
- ❖ Adobe Creative Suite
- ❖ The Stocks - www.thestocks.im

Graphic Design Best Practices

— — —

- ❖ Templates are your friends
- ❖ Limit #fonts
- ❖ Create a recognizable 'brand' or style
- ❖ Use graphics across all platforms
- ❖ Clarity over clutter/cut the fluff
- ❖ Leave some space
- ❖ Know your audience

Additionally

— — —

- ❖ What are some of the challenges we face?
- ❖ What are ways we can overcome those challenges?
- ❖ www.episcopalchurch.org/posts/evangelisminitiatives/evangelism-resources

Contact me:

— — —

Jenn Johnson

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