



Maximizing Technology in the Church

A RESOURCE GUIDE

The Benefits Of Social Media Ministry

Social media can help you...

- ▶ BUILD COMMUNITY
- ▶ BE WHERE YOUR AUDIENCE IS
- ▶ EDUCATE, INFLUENCE, DISCIPLE
- ▶ IMPROVE YOUR MINISTRY EVENT ATTENDANCE
- ▶ CONVEY YOUR MINISTRY VISION & MISSION
- ▶ MAKE MINISTRY ANNOUNCEMENTS



Church Services Online

LIVE STREAMING

PLATFORMS TO CONSIDER

- FACEBOOK
- YOUTUBE

STREAMING APPS/TOOLS

- CHURCH ONLINE
- SWITCHER STUDIO
- STREAMYARD
- OBS

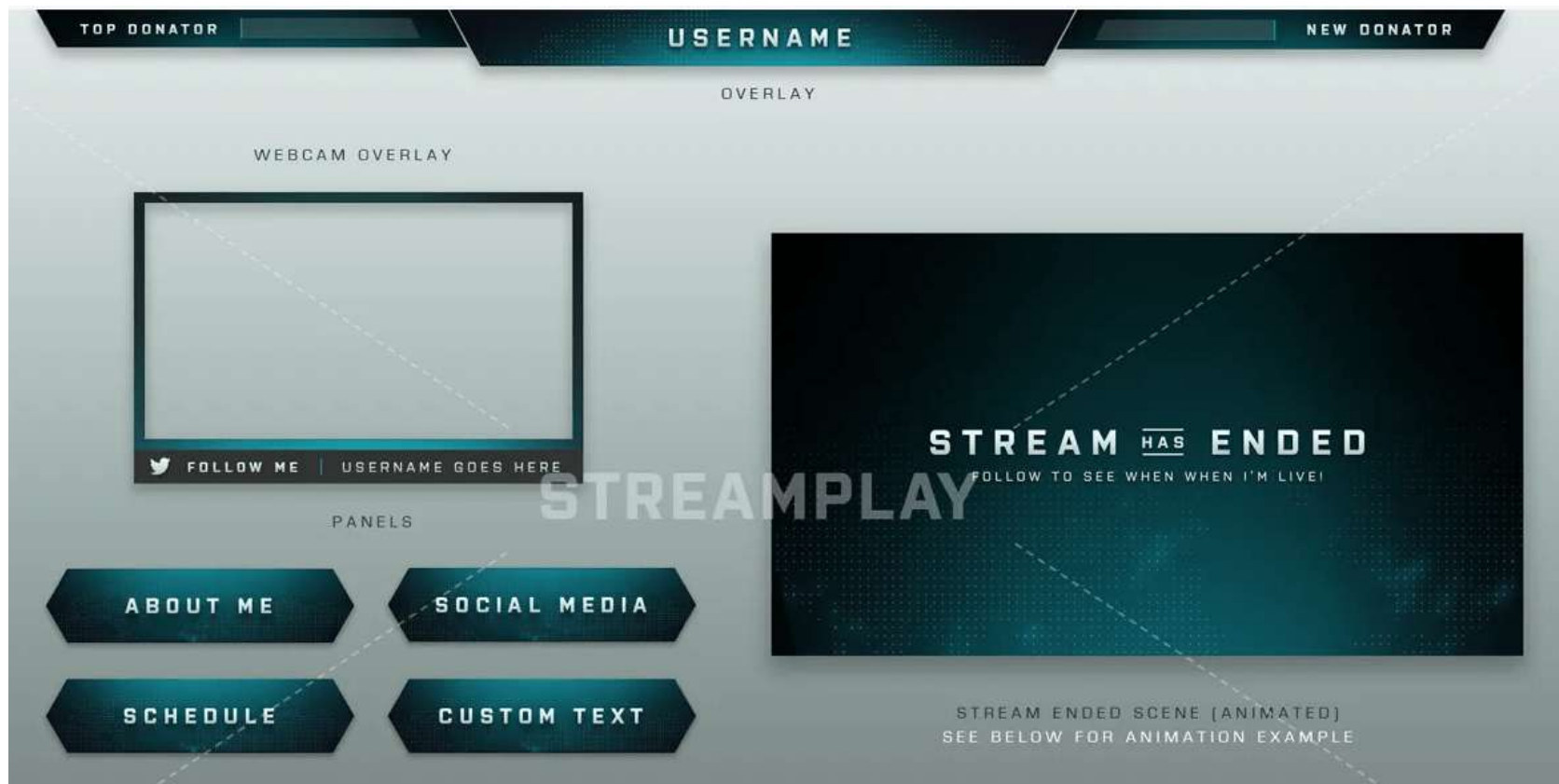
Church Services Online
**BRANDING YOUR
STREAM**

BRANDING YOUR STREAM

- USE OF LOGOS
- OVERLAYS
- LOWER THIRDS
- VIDEOS
- COUNTDOWN VIDEOS
- CUSTOM GRAPHICS/VISUALS

BRANDING YOUR STREAM

VISUAL EXAMPLE



ONLINE ENGAGEMENT

VIA APPS/SOCIAL MEDIA PLATFORMS

HOW?

- ▶ CHECK IN
- ▶ CURATED CONTENT FOR POSTING
- ▶ ZOOM (MEETINGS, HANGOUTS, SMALL GROUPS & MORE)

RESOURCE LINKS

SWITCHER STUDIO

<https://www.switcherstudio.com/>

CHURCH ONLINE

<https://churchonlineplatform.com/>

STREAMYARD

<https://streamyard.com/>

OBS STUDIO

<https://obsproject.com/>

PRE-MADE, EDITABLE VISUALS/GRAPHICS

<https://shiftworship.com/>

<https://www.sundaysocial.tv/>

<https://www.sharefaith.com/>



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THANK YOU!