

A top-down view of a wooden desk. On the left, a portion of a silver laptop is visible, showing the keyboard and trackpad. On the right, a white coffee cup filled with dark coffee sits on a bright orange saucer. The text is overlaid on the wooden surface.

Welcome to...

Everyday Growth

What's the best thing we can be doing **online** in order to strengthen our ministry **everywhere**?

2 key learnings from lockdown

(reported nationally as well as locally)

We noticed that we can connect people **into Sundays** who perhaps would not or could not have accessed them before

We also noticed that we can speak to people **every day**, no matter where they are or how much time they have

How do we take this forward?

In this workshop...

We'll share **three easy steps** for speaking to people throughout the week online

We'll give you some **rhythms and templates** you can follow in your context

We'll tackle some of the **obstacles** to a good social media presence



PART 1

Using social media to
strengthen a congregation*

Shifting thinking...



- **Social media often becomes a space for INFORMATION**

‘On Sunday we’re meeting at 10 o’clock’

- **But social media was designed to be a place of INTERACTION**

‘Sundays are better with you in them! We’d love to share this Sunday’s service with you at 10am online. **Who do you love to share your Sundays with?**’

3 Easy Steps

- 1) Looking back at Sunday*
- 2) Looking ahead to Sunday
- 3) Creating a midweek rhythm

1- Looking back at Sunday

R

REMINICE

REMIND

REMINICE

**How can I
celebrate
Sunday, and
make it sound
unmissable?**

**Celebrate how great it was
to be together on Sunday!**



REMIND

How can I **solidify**
Sunday's message?

Post a highlight from the
talk, or remind them of
the challenge you gave
out this week/a theme
for them to reflect on

2- Looking Ahead to Sunday



I NTEREST

I NCLUDE

I NVITE

INTEREST

How can I *peak somebody's interest* for what's happening on Sunday?



- **Tease** don't tell
- Share why you're looking forward to Sunday

INCLUDE

How can I help others feel that they are part of this?

Ask a question that gets people thinking about Sunday's theme, or start a conversation about where they'll be 'tuning in' from, or who they'll be watching with?



INVITE

**How can I help my congregation
invite their friends?**



- Create a graphic to invite others to watch/come along
| You can even use the same one every week!

Creating midweek rhythm



Invite your
community into a
rhythm with you

How can I use the daily opportunity
to speak to my community in order
to help them with whole-life
discipleship?

Midweek rhythm

Monday

Reminisce

Tuesday

Pray

Wednesday

Remind

Thursday

Interest and Include

Friday

Serve /
Connect

Saturday

Invite

REPEAT!



Monday

REMINISCE



HTB Church

18h · 🌐



Today at HTB at Home we were joined by Nai Bradish - "We can experience God's love and faithfulness in ways we could have never expected. "

'It was great to be together'



Tuesday

Pray

Take a moment out
of your day today
to pray this...



Wednesday

REMINDE

'How have you
been putting this
into practice this
week?'



Finchampstead Baptist Church

28 July at 11:22 · 🌐



When God seems silent in the midst of our disappoint. We can do what Asaph did...

if you missed last weekends message you can catch up on our youtube or Facebook channels now! That's also the best way to share the message with a friend!



**Remember
that God
might be
working
upstream in
ways we
can't see.**

DUNCAN BANKS

Thursday

INTEREST - INVOLVE

'This coming Sunday we're looking at a powerful set of lyrics from the Book of Psalms...
What are your favourite song lyrics?'



St Augustine's Ipswich

15 August at 12:00 · 🌐

We love Sundays! Join in the fun tomorrow at 10:30am on Facebook and YouTube! [#FocusSundays](#)



Saturday

INVITE

Do you want to come to church
with me?
Do you want to watch church
online with me?



Waterfront Churches Ipswich

15 August at 12:13 · 🌐



Everyone welcome tomorrow for communion. Check out our pinned post video for how it will all work within the current guidelines.



Online...in the
room...midweek...it's a lot!

**What are *your* initial
thoughts on the capacity
you have to do this?**



Where can we share?

Where can we repackage?

Where can we train?

Key Tools



Free Graphic Design Software

(Comes with templates so you can just add your text)

1-1 social media rhythm development with me!

Making 'commemoration' a habit

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Optional Workshop

Thinking back and thinking ahead...

What deserves celebrating?

What do people need reminding of
to live out their faith this week?

How can I prepare and excite people
for what's happening next time?