

THE MACHINE BEHIND THE MEDIA

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ABOUT ME: MARC ANTOINE LAVARIN

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- DOCTOR OF MINISTRY CANDIDATE AT VIRGINIA THEOLOGICAL SEMINARY IN
 - EDUCATIONAL LEADERSHIP COHORT
 - ENGAGING THE BLACK CHURCH TO IMPROVE PUBLIC SCHOOLS
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ONLINE MINISTRY 101

- APOSTLE PAUL
 - TECHNOLOGY HAS ALWAYS BEEN USED
 - PAUL'S METHOD, WAS LETTERS, HOW MANY MORE PEOPLE WOULD HE HAVE REACHED WITH THE INTERNET?
- EVERYONE WHO HAS AN MINISTY HAS AN ONLINE FOOTPRINT... WHO DO YOU WANT TO BE?
- YOU'RE ONLINE FOOTPRINT IS YOUR BRAND?
- WHAT DO YOU HAVE THE CAPACITY OF BEING?
 - 3 CATEGORIES OF REACH
 - LOCAL
 - NATIONAL
 - GLOBAL

NUTS AND BOLTS OF ONLINE MINISTRY

- CONTENT – THE MESSAGE
- COMMUNITY – THE PEOPLE
- CREATIVITY – THE DIFFERENCE

CONTENT: COMPETITION

- CONTENT IS KING
- THE GOSPEL HAS ALWAYS BEEN IN COMPETITION
 - GALATIANS
- DO YOU BELIEVE IN YOUR MESSAGE ENOUGH TO WANT EVERYONE TO HEAR IT?
- DISTANCE ISN'T A FACTOR
 - THERE'S ALSO A BENEFIT; THE PLAYING FIELD BECOMES MORE LEVEL
 - LEAN INTO YOUR COMPETITIVE EDGE, WHAT DOES YOUR MINISTRY DO WELL?
- RESEARCH, RESEARCH, RESEARCH
 - THIS ISN'T FOR THE SAKE OF COPYING, THIS IS FOR THE SAKE OF INNOVATION!
 - I RESEARCH EVERYTHING CHURCHES ARE DOING, AND THEN ASK MYSELF, WHAT ISN'T BEING DONE? THAT'S WHAT I WANT TO DO!

CONTENT – 3 DIFFERENT TYPES OF CONTENT

- SERMON BASED CONTENT
 - COMPETITION, HOW TO ENHANCE
 - SOCIAL MEDIA CLIPS
 - TRAILERS
 - COMMUNITY INTERACTION
 - CAMERA ANGELS
- BIBLE BASED CONTENT
 - MOST ENGAGING WAY TO TEACH BIBLE IS BRINGING TEACHING INTO THE LIVING ROOM, THAT MEANS YOU NEED TO CHANGE UP THE STYLE OF
- MOTIVATIONAL CONTENT
 - TESTIMONIES
 - PEOPLE DRIVEN, AUDIENCE DRIVEN, WORKING YOUR COMMUNITY
- THE GOAL OF CONTENT IS FOR IT TO WORK FOR YOU, NOT FOR YOU TO WORK FOR IT!

CONTENT – PURPOSE/ACTION DRIVEN

- OVER SATURATION
 - EVERYTHING HAS MOVED ONLINE, INCLUDING PEOPLE'S WORK; WHAT MAKES YOUR CONTENT WORTH THEIR TIME?
 - TARGETED POST, NOT QUANTITY
- PURPOSE / ACTION DRIVEN
 - KNOW THE REACTION THAT YOU WANT FROM YOUR POST?
 - IS IT A POST FOR LIKES, SHARES, OR COMMENTS?
- KNOW THE DIFFERENCE BETWEEN, COMMUNITY POST AND MEMBER SPECIFIC POST, THIS CAN BE CRITICAL TO COMMUNITY ENGAGEMENT OR DISENGAGEMENT

CONTENT SUMMARY

- CONTENT IS KING, BUT THE RIGHT CONTENT IS MOST IMPORTANT
- TARGETTED POST; DO NOT OVER POST
- IS YOUR CONTENT WORKING FOR YOU OR ARE YOU WORKING FOR IT?
- 3 TYPES OF CONTENT
 - SERMON BASED
 - BIBLE BASED
 - MOTIVATIONAL

COMMUNITY – KNOW YOUR AUDIENCE

- DATA
 - WHY NUMBERS MATTER!!!!!!!!!!!!!!!
 - EVERYTHING NEEDS ANALYTICS
 - WHAT TYPE OF DATA MATTERS
 - CONTENT, WHEN TO POST
 - WHO IS WATCHING
 - HOW LONG PEOPLE ARE WATCH FOR?
 - TIME PEOPLE ARE LOGGING OFF
- MOST CONTENT FAILS BECAUSE IT DOESN'T SPEAK TO THE COMMUNITY OF WHO HEARS IT!

COMMUNITY - DATA

- SURVEY YOUR MINISTRY CONTEXT TO KNOW WHAT THEY WANT
 - EX. ASBC SURVEY MOVED US FROM NATIONAL-GLOBAL
- SPEND TIME LEARNING FROM THE NUMBERS
- THE MOST IMPORTANT ASPECT OF DATA IS CREATING CLUSTERS
 - CLUSTERS ARE WAY TO ORGANIZE YOUR ONLINE COMMUNITY
 - CREATING CONTENT SPECIFIC

COMMUNITY – FOLLOW UP METHODS

- WHERE DOES YOUR COMMUNITY GO WHEN THE LIVE IS OFF?
 - HOW DO YOU MINISTER WHEN THE PERSON BEHIND THE SCREEN TURNS THEIR CPU OFF?
- HOW DO THEY DISCUSS WHAT'S BEEN HAPPENING?
- ONLINE MINISTRY FAILS BECAUSE IT IS ONE WAY STREET, PEOPLE COME TO YOUR CHANNEL TO WATCH, AND THEN YOU CAN'T FOLLOW UP?

COMMUNITY – FOLLOW UP METHODS

- VIRTUAL SMALL GROUPS
- PRIVATE FACEBOOK GROUPS (FOR ONLINE MEMBERS ONLY)
- MONTHLY NEWSLETTERS
- ONLY MEMBER SPECIFIC ZOOMS

COMMUNITY - ENGAGEMENT

- HOW ARE YOU ALLOWING YOUR COMMUNITY TO SERVE DURING THE PANDEMIC?
 - E-GROUP FACILITATORS
 - CHAT HOST MODERATORS (AT LEAST TWO PER SERVICE)
 - SICK AND SHUT IN CALL VOLUNTEERS
- SURVEY THE COMMUNITY TO KNOW WHAT THEY NEED IN THIS MOMENT!
- QUESTIONNAIRES, POLLS ON SOCIAL MEDIA?
 - ALLOW MEMBERS TO PICK BETWEEN TWO SERMON TITLES

COMMUNITY SUMMARY

- NUMBERS DO MATTER
- DATA DRIVES CONTENT
- YOUR COMMUNITY NEEDS A PLACE WHEN YOUR NOT LIVE
- COMMUNITY ENGAGEMENT IS CRITICAL

CREATIVITY

- EVERYONE'S MINISTRY IS ONLINE, WHAT MAKES YOURS WORTH WATCHING?

CREATIVITY

- EXCELLENCE & INNOVATION
 - PEOPLE NOTICE THE MISTAKES, AND I DON'T WANT MISTAKES TO GET IN THE WAY OF SOMEONE SWITCHING THE CHANNEL
- SETS (UTILIZING ALL OF YOUR SPACES)
 - YOU DO NOT NEED A LOT OF SPACE, TO CREATE A SET
- WHAT HAS NOT BEEN DONE BEFORE?
- DESIGNED AND SHAPED BY THE MINISTRY AND COMMUNITY.
 - WHO THE CHURCH IS AND WHO THE PEOPLE ARE MAKES THE BEST CREATIVES CONTENT
 - THINK, WHAT COULD ONLY YOUR CONTEXT DO?
 - WHAT IS YOUR MINISTRY CONTENT SPECIFIC?

DO'S AND DON'TS OF ONLINE MINISTRY

- DO KEEP THE ESSENCE OF WHO YOU ARE
 - DO NOT TRY TO BE ANOTHER CHURCH BECAUSE THEY HAVE A LOT OF FOLLOWERS.
 - PEOPLE COME TO YOUR CHURCH/PAGE BECAUSE THEY KNOW WHAT YOU HAVE TO OFFER.
 - PEOPLE DON'T WANT TO SEE ASBC DOING WHAT ELEVATION IS DOING BECAUSE THAT'S NOT WHY THEY LOGGED ON
 - EX. GIVING HOST AT CONFERENCE
- DO NOT TRY TO REPLICATE EVERYTHING YOU DO ON SUNDAY MORNING
 - THIS WILL BE THE HARDEST THING, BUT THE FIRST THING YOU NEED TO REALIZE IS THAT ONLINE MINISTRY DOESN'T TRANSFER THE SAME AS IN PERSON WORSHIP
 - CUT THE FAT, NOT THE MEAT
- EXPERIMENT , EXPERIMENT, EXPERIMENT
 - PREACHING/WORSHIP FROM DIFFERENT PLACES IN THE CHURCH
 - ENGAGING DIFFERENT VOLUNTEERS
 - ASKING YOUTH TO GIVE YOU A LIST OF THINGS TRENDING ON SOCIAL MEDIA, ETC.

KNOW WHERE TO PUT YOUR RESOURCES

- NOTHING WORSE THAN A WELL MARKETED EVENT, WITH POOR TECHNOLOGICAL EQUIPMENT AND/OR PREPARATION
 - GET THE RIGHT EQUIPMENT FOR YOU CHURCH
 - GET THE RIGHT SOFTWARE AND/OR PROGRAMS TO HOST A VIRTUAL EVENT

CREATIVITY SUMMARY

- PEOPLE WILL WATCH YOUR CONTENT FOR WHAT YOU BRING TO THE TABLE AND WHAT SETS YOU APART
- INVEST IN THE RIGHT EQUIPMENT AND PEOPLE
- DO NOT ABANDON WHO YOU ARE AS A MINISTRY
- EXPERIMENT

LET'S CONNECT

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