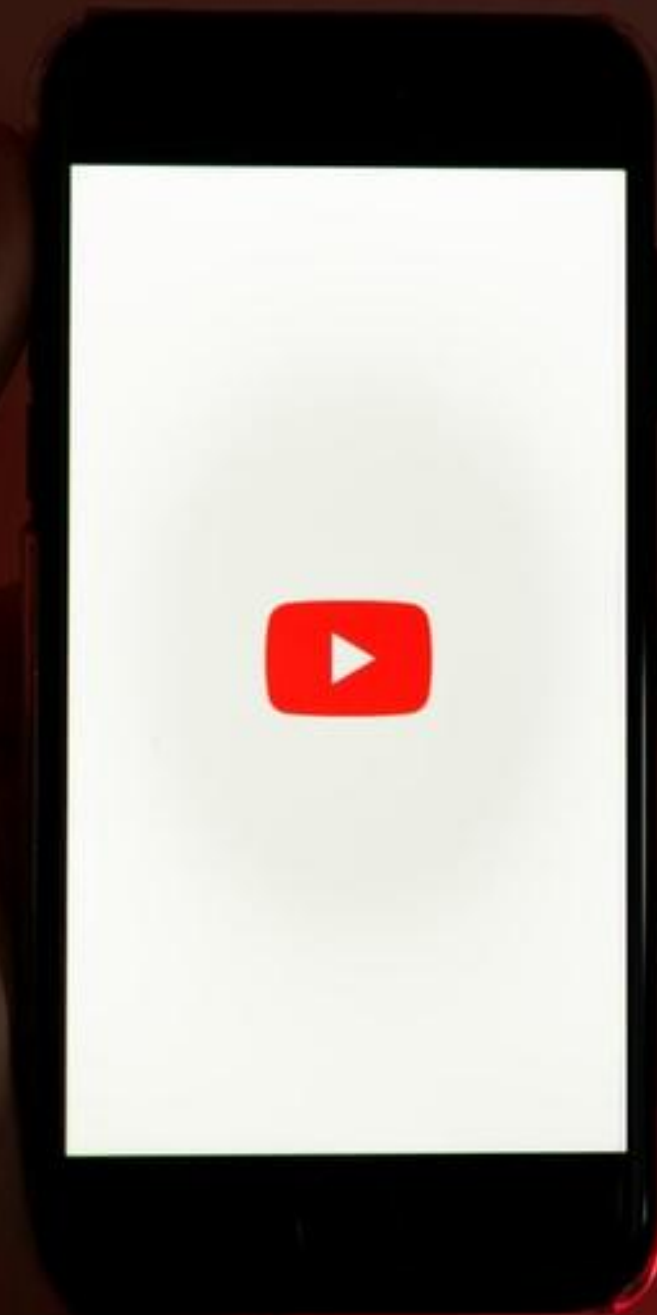


Using **YouTube** To Promote Ministry



#RethinkingChurch

Using YouTube To Promote Ministry



Monte Weaver

- Started in church media/IT in grade school with the classic **overhead projector & tape ministry**
- **Media/IT Lead** for 2 church ministries and consulted for **many more** in-person & virtually
- **S.E.R.V.E. Mastermind**
Strategy | Education | Results | Value | Evolve



WHO

SUBSCRIBED

T.D. JAKES During COVID-19 & Beyond
YOUR COMMUNITY IS HERE
 TDJAKES.ORG/CORONAVIRUS

T.D. Jakes
 1.15M subscribers

TRAUMA, TRIGGERS, AND TRIUMPH
 Bishop T.D. Jakes • 313K views • 3 days ago
 Nothing will ever be the way it was, and that positions people on two sides of the fence. One camp dances as the other weeps. In the text, the young men rejoice for experiencing God in a brand-new...

Messages ▶ PLAY ALL

Trauma, Triggers, and Triumph - Bishop T.D. Jakes
 God Knows When! - Bishop T.D. Jakes
 Living Off A Memory! - Bishop T.D. Jakes
 The Atmosphere of Change - Bishop T.D. Jakes
 The Way to More - Pastor Joel Tudman
 A Gift To The Giver!! - Bishop T.D. Jakes

A PLACE OF CHANGE MINISTRY
 JOIN OUR COMMUNITY
 www.facebook.com/apocministry/

Dr. Eric Thomas

Apoc Ministry
 4.91K subscribers

Committing to God Pt. 2
 Premieres 1/31/21, 11:00 AM
 SET REMINDER

Committing to God Pt. 1
 Premieres 1/24/21, 11:00 AM
 SET REMINDER

Intercessory Prayer
 1.1K views • 3 weeks ago

Prayer and Fasting
 1.2K views • 1 month ago

Power of Intimacy Pt 2
 1.2K views • 1 month ago

Power of intimacy Pt 1
 1.5K views • 1 month ago

IT GETS BETTER
 BETTER TO YOU. BETTER FOR YOU. BETTER THROUGH YOU.

High Calling Ministries_HCM
 180 subscribers

We Are High Calling Ministries
 474 views • 9 months ago
 At High Calling Ministries we are dedicated to helping you discover and deepen your relationship with Jesus and His wonderful creation, the church. We try to be as transparent as possible and we confess that we are not a perfect church, but we are laser focused at becoming a place and a people that reflects the greatness of our God and the Big plans He has for you. Contact us and let us know how we can best serve you and your family.

SUNDAY
 SUNDAY
 SUNDAY
 New Year's
 SUNDAY
 Christmas

DARE TO IMAGINE
 LIFE IS BETTER WHEN YOU
 JOIN US LIVE SUNDAYS AT 9AM, 11AM, 7PM, & 9PM

Lead Pastor Kevin R. Johnson, Ed.D.

Dare to Imagine Church
 556 subscribers

New Year's Eve Experience | Dare to Imagine
 371 views • Streamed 2 weeks ago
 New Year's Eve Experience | Dare to Imagine
 New to Dare to Imagine? Learn More: <https://d2ic.org/>
 Gave your life to Christ today? Click Here: <https://d2ic.org/join>
 READ MORE

Does Your Ministry Use
YouTube?

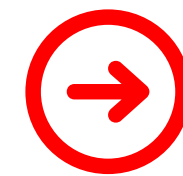
Agenda



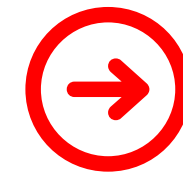
- YouTube
- Equipment
- Strategies
- Monetization
- Q&A (Questions & Actions)

Why YouTube ?

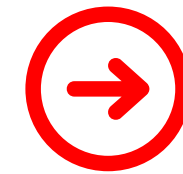
Why YouTube



FREE Platform To Use With Over 2 Billion Users

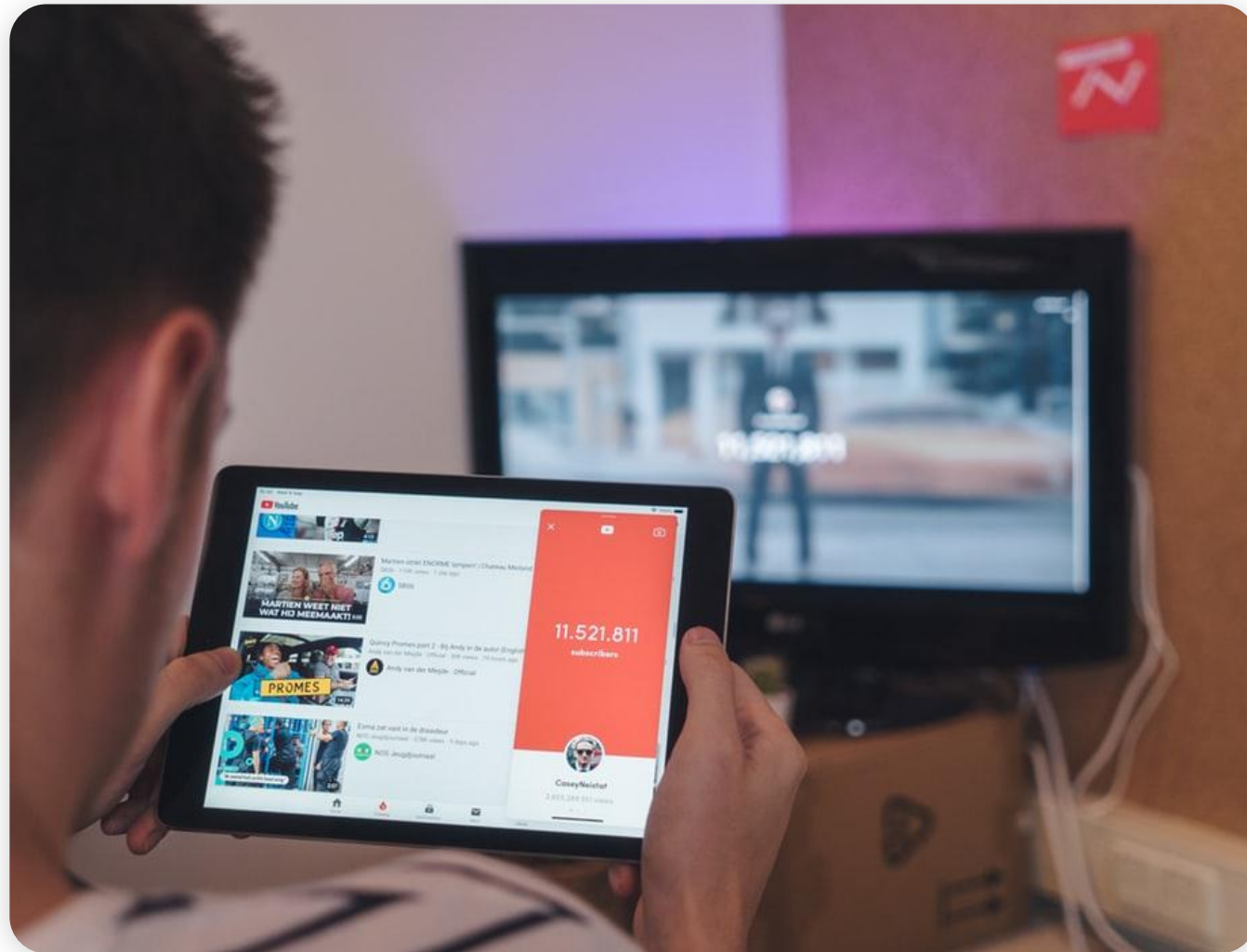


Easily Archive & Access Video/Audio Services



Reach existing and new audiences worldwide

Grow With YouTube



- ➔ **What** Are People Searching For Related To Your Message?
- ➔ **Upload Weekly** Videos To The Platform (Upload/Live)
- ➔ **Engaging Content** That People Want To Watch, Comment & Share

Do You Desire To
Reach More People?

LIVE-STREAMING
FOR CHURCHES
WITH FREE SOFTWARE



1.00

VALET MEDIA

2:16 / 20:39

Facebook Live Streaming For Churches - How To Live Stream With FREE Software

206,165 views · Mar 15, 2020

Monte Weaver
14K subscribers

Live Streaming For Churches Free - How To Setup Live Streaming For Worship Services - Free Software Software - Churches and Social Media

1,013 Comments SORT BY All comment threads (choose filter)

2:16 / 20:39

Facebook Live Streaming For Churches - How To Live Stream With FREE Software

206,165 views · Mar 15, 2020

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14K subscribers

Live Streaming For Churches Free - How To Setup Live Streaming For Worship Services - Free Software Software - Churches and Social Media

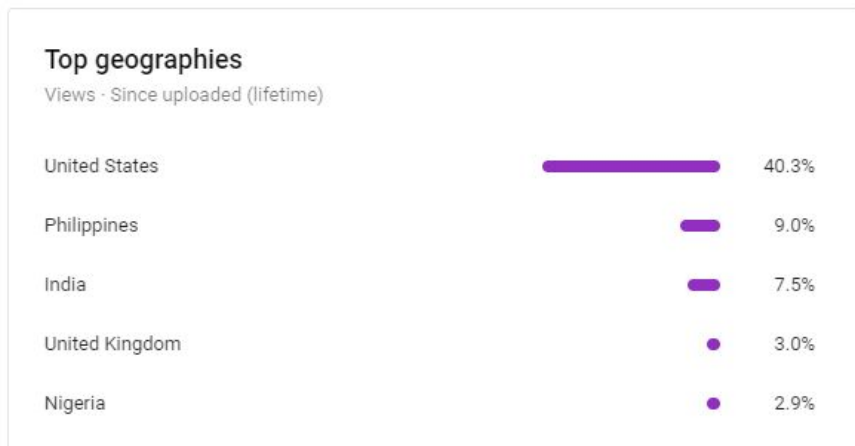
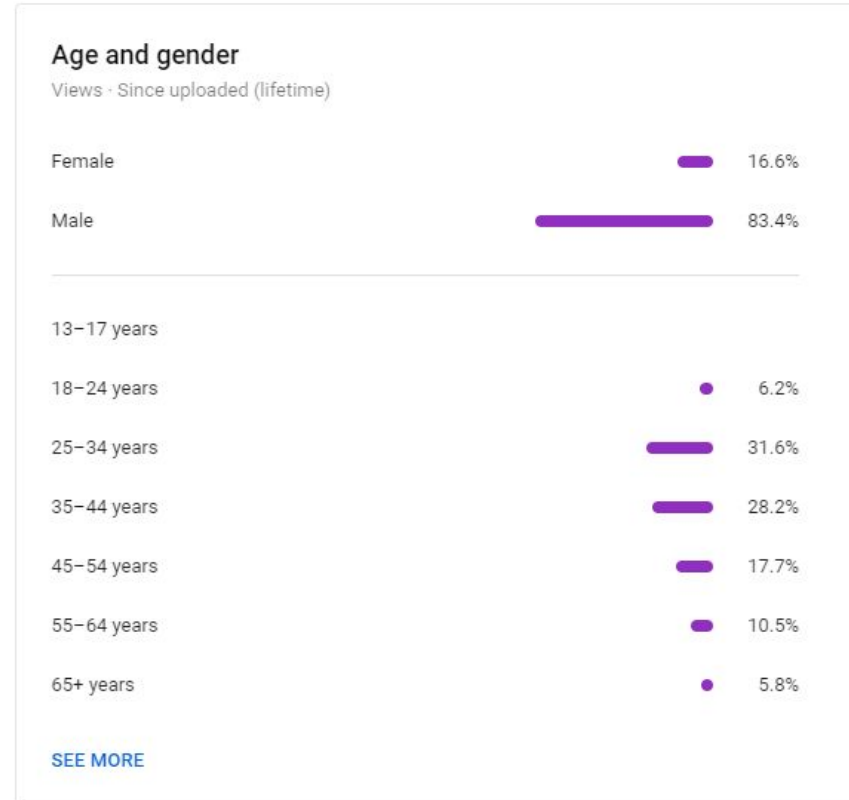
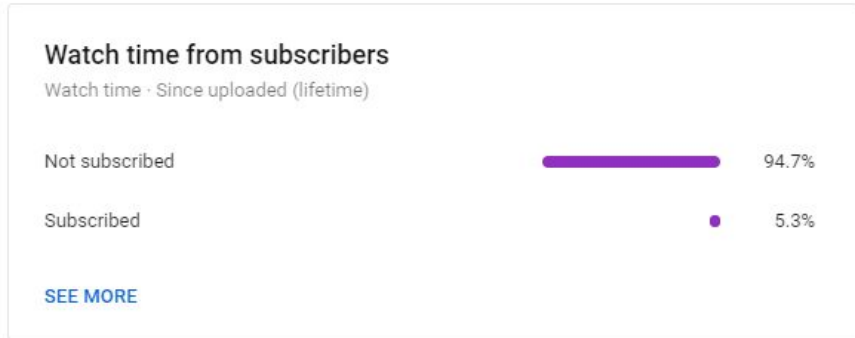
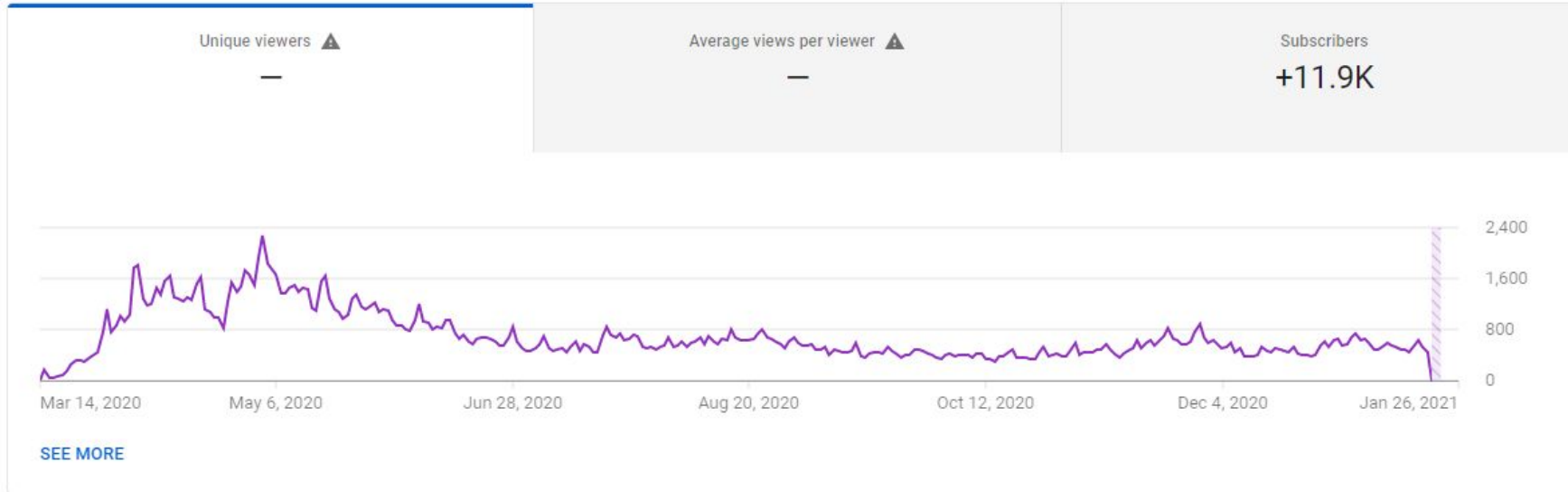


Your video
Facebook Live Streaming For Churc...

- Details
- Live Subscriber Count
- Analytics**
- Editor
- Comments
- Subtitles
- Monetization

Overview Reach Engagement **Audience** Revenue

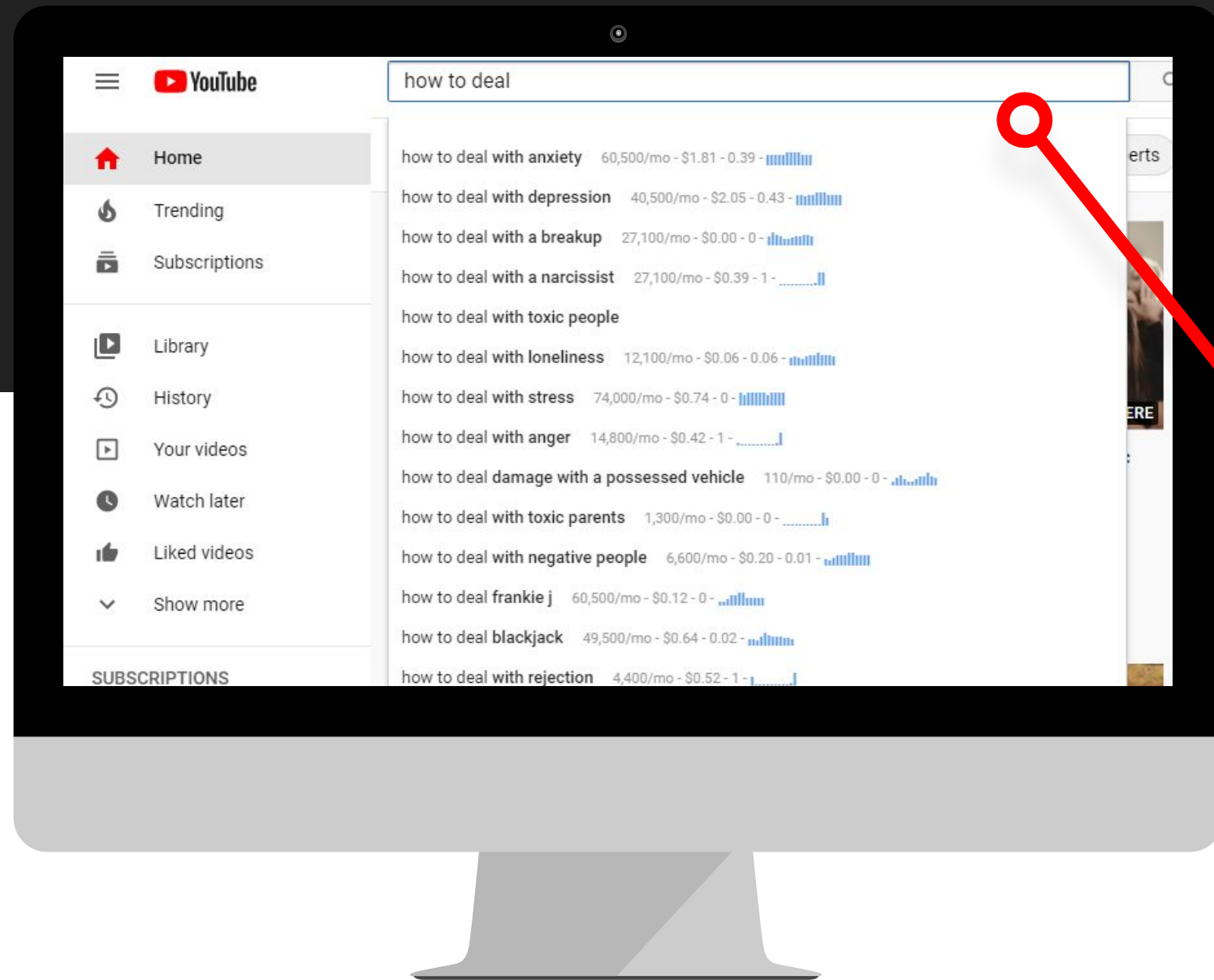
Mar 15, 2020 – Jan 21, 2021
Since published



Step 1 Titles



Creating Video Titles

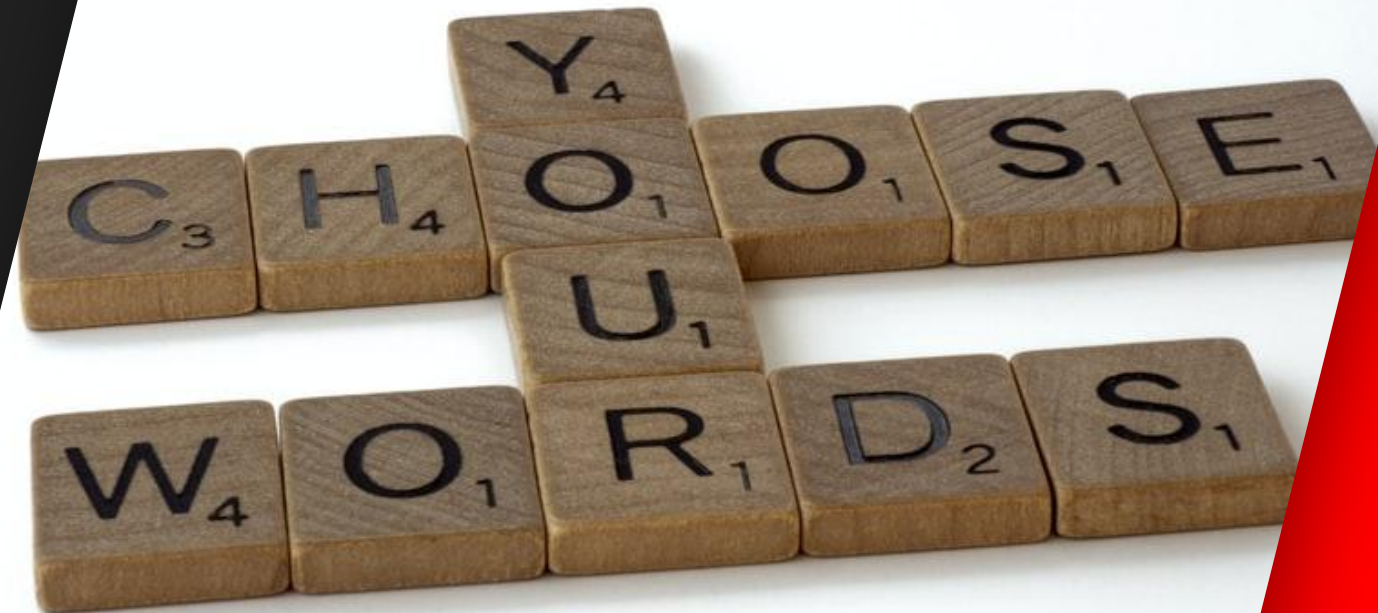


What are people searching for related to your message?

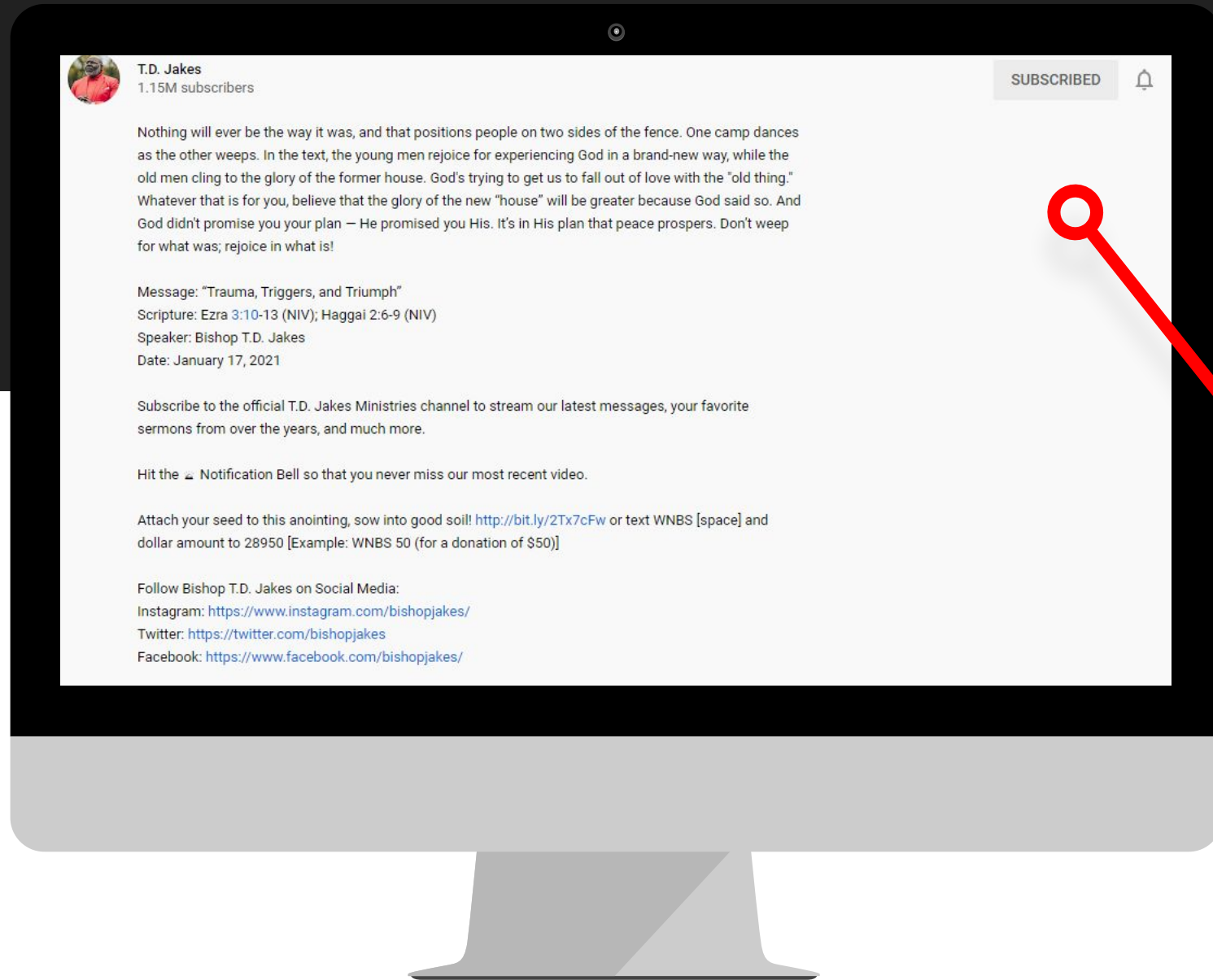
- Don't Get Creative
 - Speak The Right Language
- Use The Organic Search

Step 2

Descriptions



Writing A Description



How would you explain what your video is about?

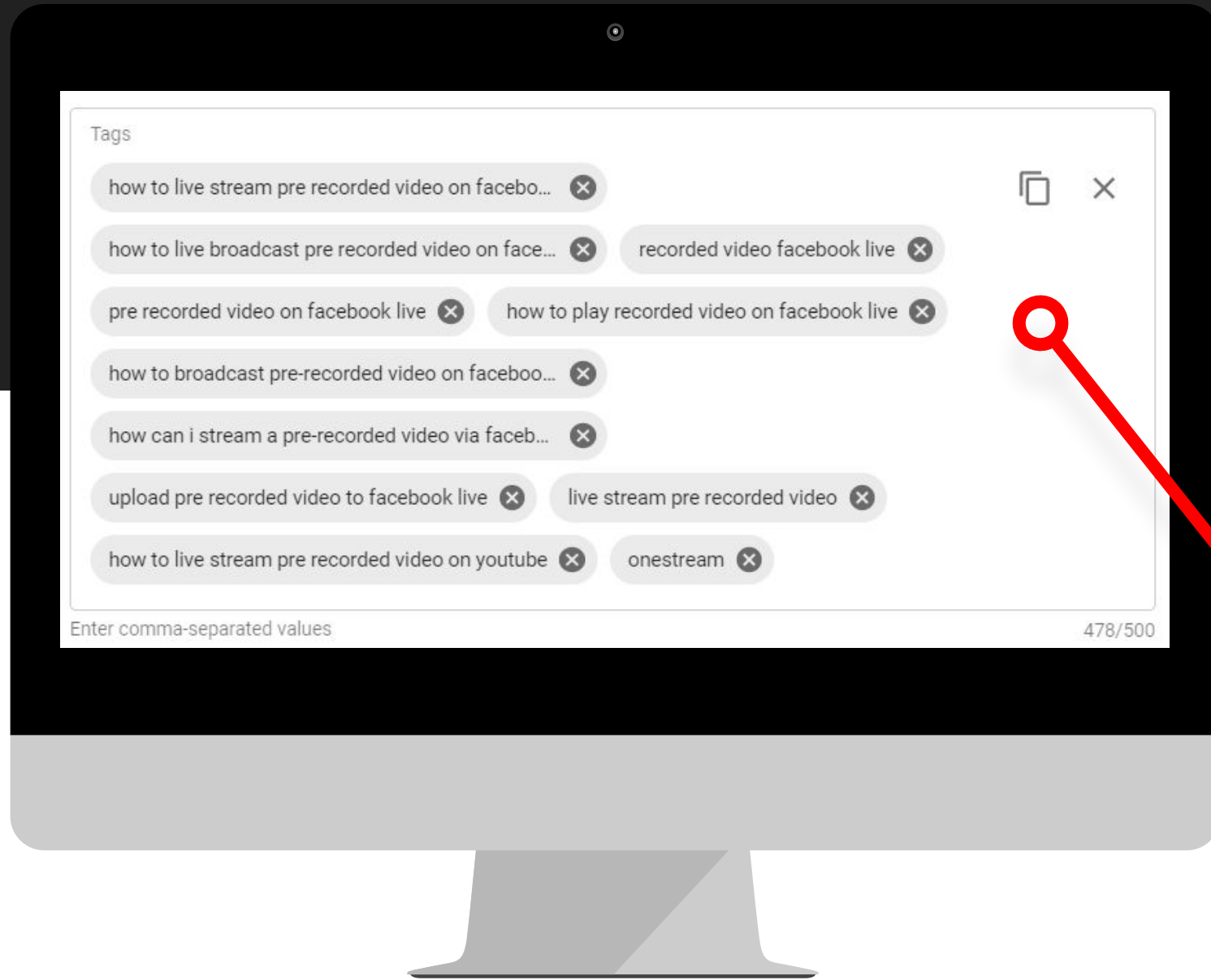
- Describe the video with keywords, scriptures, etc
- Add Related Keywords, Contact Info & Websites

Step 3

Tags



Maximizing Video Tags

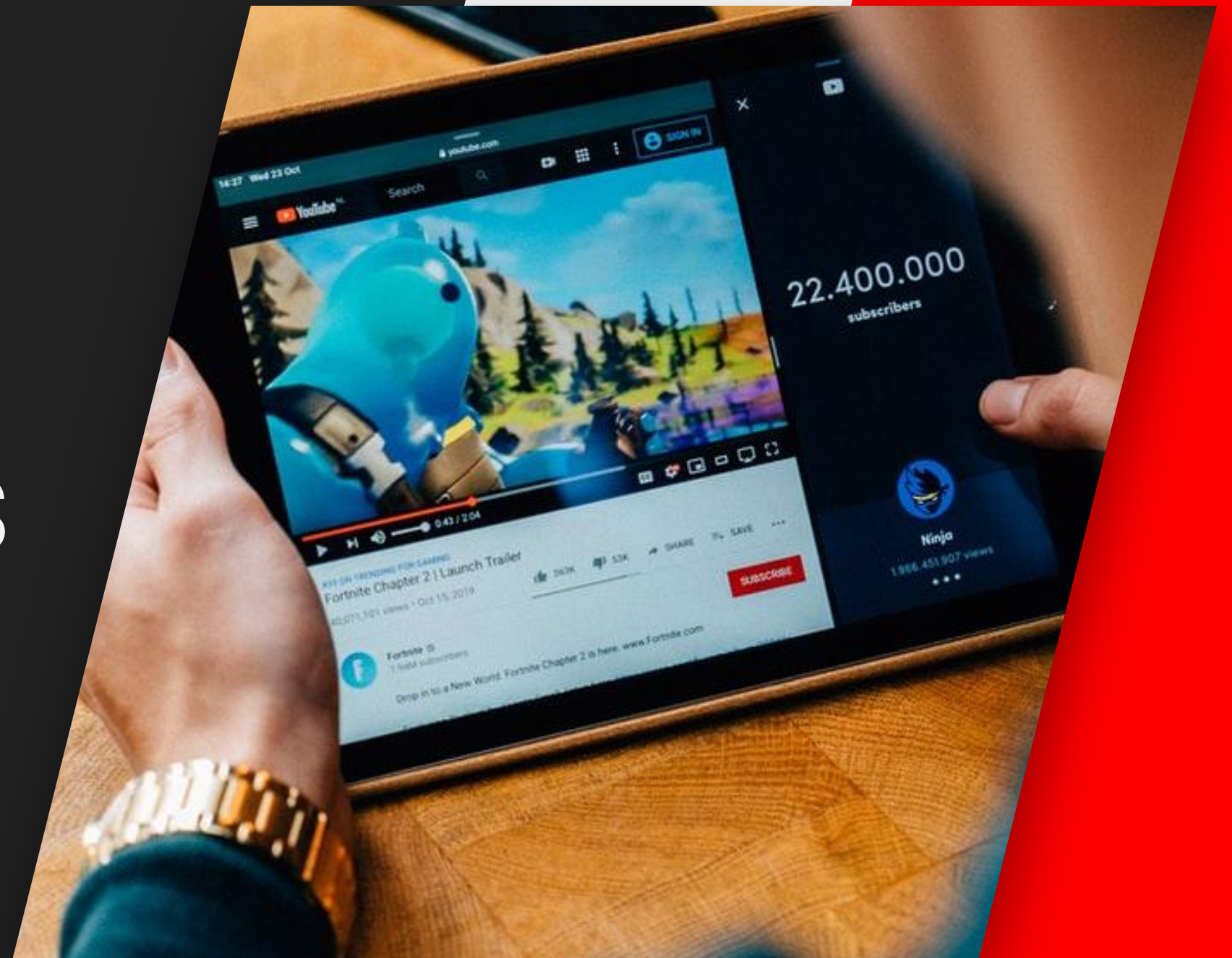


How many ways would your video be searched?

- Keywords & Phrases
- Use Multiple Variations
- Use All 500 Characters

Step 4

Thumbnails



Grab Attention Quickly



Does your image stand out amongst the crowd?

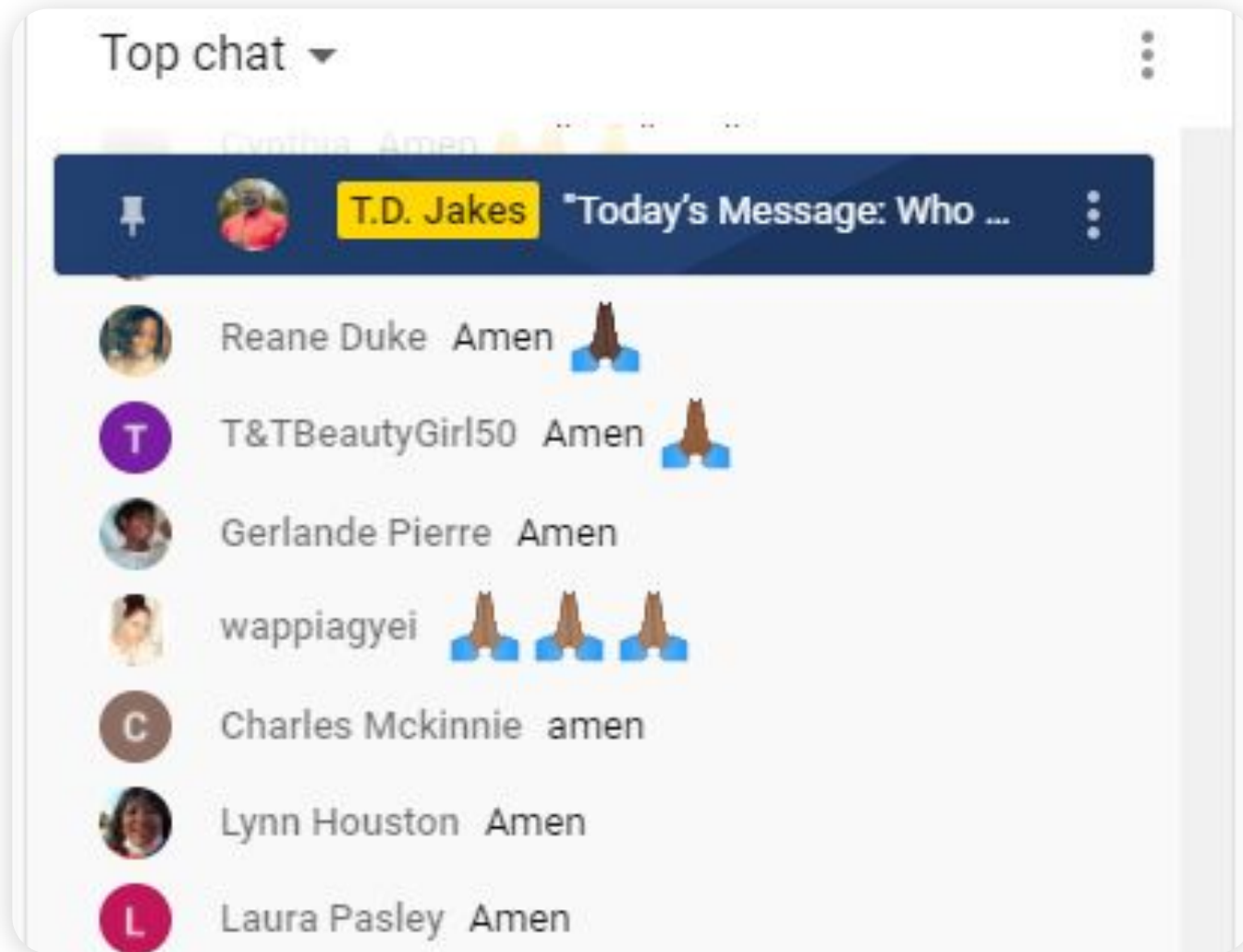
- Brand Colors | Unique Font Style
- Personalize – Facial Expressions

Call To Action

Encourage viewers to subscribe, click the like button & leave a comment



Digital Connection



➔ Real-Time Engagement

➔ Clickable Links & URLs

➔ Receive Feedback

Technology Has
Changed !!





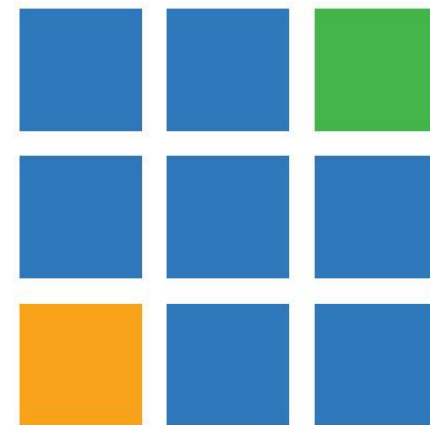




Restream



Wirecast



vMix

Strategies



- ➔ LIVE / Pre-Recorded
- ➔ Email List & Communications
- ➔ Use Portions of YouTube For Other Social Platforms

Monetization



- YouTube Ads / SuperChats
1,000 Subs - 4,000 HRS
- Amazon Affiliates (Books)
Merchandise
- Classes, Courses, Events



★★★★★

Strategy
Education
Results
Value
Evolve
Mastermind

VALET MEDIA



www.ValetMediaMastermind.com