

UNITED



# BUILDING THE DIGITAL CHURCH

JOSHUA CUNNING

# WHAT IS THE DIGITAL CHURCH

SPREADING THE GOSPEL AND GOD'S LOVE THROUGH ANY DIGITAL MEDIUM

# WHAT WE WILL TALK ABOUT

- Different Media
- Video
- Web
- Social Media
- Resources
- Q&A

# DIFFERENT TYPES OF MEDIA

**Multi-Media** - Moving/Static media typically displayed on a screen

**Print Media** - Typically items from a press (Brochures, Flyers, Banners, etc)

**Web** - Items viewed and distributed via the internet

**Social Media** - Media that is consumed and shared with friends on the internet

# MULTI-MEDIA

- Videos can tell a story much more than print
- Multi-media and videos can hold an audience longer
- Quick turn-around
- Very simple, very complicated
- Usually more cost effective

# PURPOSE & TARGET AUDIENCE

- Define the purpose of the video - don't create a video just to have a video
- Define a target audience - more defined the audience is the better you can reach them with your message
- Select style, look, and feel
- AD Industry - Creative Brief
- Other factors (Budget, time, resources, talent)

# EFFECTS, FONTS & MUSIC

## FONT vs TYPEFACE

- Typeface is a single style/set of characters
- Font is a collection typefaces

## EFFECTS

- Have a purpose
- Don't go overboard

## MUSIC

- Drives the video (Foundation)

# RESOURCES FOR MULTI-MEDIA

- Templates - use when time is sensitive, low resources
- Usually predictable - do research when picking out template
- Use stock photos/video to fill in gaps

## PLACES FOR TEMPLATES/PICTURES/VIDEOS

- Videohive.net
- Audiojungle.net
- Istockphoto.com
- Digitaljuice.com
- Artbeats.com



# BASIC FOR WEB

- GET A WEBSITE

Anyone the wants to promote a church/business needs to have a site of their own

- Get a name, hosting \$50
- Compatability
- Look/feel
- Updating
- Analytics

# RESOURCES FOR WEB

- Website templates/full service hosting
  - Wordpress
  - Wordpress Templates ([themeforest.net](https://www.themeforest.net))
  - Clover Sites
- Analytics
  - Google analytics (FREE)

# ON-DEMAND & LIVE STREAMING

- DO IT
  - You want control
  - Compatibility
  - Ads
  - Reach
- 
- Sermon.net
  - Streaming Faith
  - Vimeo
  - YouTube

# THE WORLD OF SOCIAL MEDIA

- There are so many social sites
- What happened to myspace
- Facebook and Twitter
- New start-ups

# POSITIVE AND NEGATIVE

- Cheap
  - Wide reach
  - Instant
  - Analytical
  - Versatile
- 
- Control
  - Change
  - Time
  - Age (Target Audience)
  - Unknown

# TWITTER

## WHAT IS IT

- microblogging service that enables its users to send and read text-based posts of up to 140 characters, informally known as “tweets”
- Connect with friends, people, businesses
- 200 Million Users
- Tag who you are talking about
- Topics using #
- Goal to get retweeted

**SOCIAL MEDIA**

# TWITTER

- Person vs organization/business
- External links
- Follow people
- Conversations/meet-ups
- Analyze retweets and mentions

## IDEA

- Pull key phrases & quotes from messages
- Tweet excerpts from Book



**SOCIAL MEDIA**

# FACEBOOK

- 800 Million active users
- More rounded way of sharing thoughts, video, pictures and more
- Profile vs Fanpage
- Likes and friends
- Pictures
- Video
- Facebook vanity URL

**SOCIAL MEDIA**

# FACEBOOK

- FRIENDS
  - 5,000 Friends limit
  - Unlimited likes for Fanpage
- Terms & Conditions
- Create a Fan Page under a profile
- Control admins
- Conversion Tool
- Have for multiple areas
- Monitor

**SOCIAL MEDIA**

# FACEBOOK

- Target Posts
- Be Consistent
- Use mobile apps
- Analyze number of likes and impressions

**SOCIAL MEDIA**

# SOCIAL MEDIA RESOURCES

- HOOTSUITE
- Flip Cameras
- Online Ads
- Facebook Ads



**VIDEO**

**WEB**

**SOCIAL MEDIA**

# CONNECT WITH ME

- [Facebook.com/joshcunning](https://www.facebook.com/joshcunning)
- [Twitter.com/joshuacunning](https://twitter.com/joshuacunning)

[Joshuacunning.com](https://www.joshuacunning.com)

[josh@joshuacunning.com](mailto:josh@joshuacunning.com)

(419) 740-0755

Look for my videos on [sermonspice.com](https://www.sermonspice.com)





# CORNERSTONE CHURCH

[cornerstonechurch.us](http://cornerstonechurch.us)

