



ONE CHURCH
ENCOUNTERING JESUS
EQUIPPING DISCIPLES
LIVING MERCY

Conversation Guide: Digital Church

Take these questions to your team and discuss the possibilities that open up when you do Church online.

1. What is our outreach strategy?
 - a. What role does in person relationship building play?
 - b. What role might online outreach play?

2. People tend to be more engaged and honest as a part of online groups. How can online ministry further or even deepen our efforts to make disciples?

3. What does it look like for us to preach the Gospel online? What are the opportunities for us to build relationships online?

4. Who from our parish or ministry could help us build relationships with people online?

5. What small steps can we give participants in order to help them transition from passive viewers to active parishioners?
 - a. Are any of the suggested steps too big? Can we make them more incremental?

6. What metrics can we use as a real indicator that we are reaching people online?
 - a. What goals should we set around these metrics?

This Conversation Guide is a result of [EquipCast 15: Digital Church](#). To listen to this episode, visit [Equip.Archomaha.org](#). Below are some tips from the podcast.

Should we plan for Church to return to normal or should we keep investing in was to improve our online ministries?

Answer: It will be harder than ever to get people back into our buildings or into them for the first time. Online ministry will continue to serve as a “front porch” for our Churches. Through online media, provide small incremental steps to help people move from anonymous internet users to individuals in relationship with Jesus.

Tip: Our online ministry strategy should align with our in-person strategy. Once you know your in-person ministry strategy, you can define your online strategy.

How do we know whether we’re winning in an online ministry world? Which metrics matter?

Answer: Only the numbers that help you make decisions about your big picture ministry goals are relevant numbers. Focus less on number of views and more on conversion rates (the number of people who followed through on the next step). Views tell you that you piqued someone’s interest, but online conversion rates tell you if someone was compelled to take the next step.

Tip: Ask yourself, “What is the next step I want a family/individual to take?” Then measure how many take that step.

There’s so much noise online. How do we reach those who are unconnected and unchurched online?

Answer: The hard truth is that you can’t. You probably will not get the unchurched to randomly stumble upon your website. But, your parishioners can! Ask them to share and invite others, and give them something they would be excited to share with people.

Tip: The ministry or next step that you ask your parishioners to share with others doesn’t always have to be churchy. Give your parishioners something easy to invite others into like a session on money or communication skills. These helpful events can still give a taste of redemption by showing how Christians deal with everyday issues.

How should we be interacting with people online? What kind of engagement really matters?

Answer: Wherever possible, start conversations. Be social on social media! Through conversations, you can build relationships, and through relationships, you can invite people into the next step of the journey.

Tip: Every comment is an opportunity for a conversation, but don’t answer with another comment. Ask a question! Questions keep the conversation going.