

CHURCH BROADCAST SCHOOL

A Communication Ministry of the Michigan Conference of The United Methodist Church

EPISODE TWO: Quality Online Worship

Again Jesus said, "Peace be with you! As the Father has sent me, I am sending you."

John 20:21

KEY IDEAS

- The techniques, equipment, and approaches discussed in this series are just a few possible paths to achieving solid online worship.
- Online worship does not need to be expensive or difficult.
- The most important part of online worship is creating solid content.
- Online worship falls flat without great content that moves, touches, and inspires.
- Good online worship requires basic quality, but a church of any size can achieve great online worship and discipleship on a limited budget when the message is solid.
- Focus on doing what your church does best and not try to do everything at once. Instead of producing a weekly online worship service, maybe start with a short weekly devotion, a bell choir concert, a praise band, or maybe a great adult Bible study group.
- We can learn about quality worship by watching [Hyde Park UMC](#) in Tampa Bay, Florida.
- Note what you could do in your own worship. Approach over technology.
- This service was clearly designed just for online worshippers.
- They explained what would happen during worship in a language that un-churched people can understand.
- They look directly into the camera and speak directly to the online viewer.
- They invite those online to connect with them in person for a church tour and to meet the pastor.
- That's the goal, to create new relationships that begin online but move to a face-to-face relationship.
- During the baptism their camera position was able to bring you right up to the baptismal, so you become a part of this family's special moment.
- Consider shooting some segments outside your church especially if you have beautiful spaces around you.
- The pastor is taped in the pews, not the pulpit.
- She made a point after the sermon to invite everyone to the offering.
- They offered offerings online, through the mail, and by texting.
- Give people easy choices for giving and becoming part of your ministry and mission.
- Remember to include the people on the other side of the camera.
- Hyde Park added an element called a prayer engagement; the pastor says a little bit about what the sermon was about that week and a reflective question so people can reply in the chat.
- They use a QR code so that people can scan and go online to the Next Steps pages.

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- Preachers and communicators need to think about double-barreled preaching and communicating for both in-person and the online audience.
- Andy Stanley coined the term years ago to talk about preaching to a Christian and a non-Christian audience. But now has reimagined that language for preaching to an online and an in-person audience. Mat Hotho: (09:10)
- Worship online needs to be condensed. Get to the essential parts of worship.
- Online worship viewers have shorter attention spans. Instead of an hour, think 20-40 minutes.
- Keep in mind you have multiple audiences.
- You're likely to connect with members of your own congregation who are snowbirds, traveling, homebound, or just pressed for time but want to stay in connection. That's a different audience from someone who's experiencing your worship for the very first time. You need to care for both groups.
- The primary goal is not to have viewers but online members of your community. Ultimately, you need to create a direct connection. Plan how you will get from viewership to relationship.
- It is nothing short of a miracle that a small rural church can share the Gospel around the world. That's what online worship offers.
- There are no limits on how far your ministry can reach.
- The challenging part of that good news is your local online worship service now also competes for the attention of everyone else online, which includes members of your own congregation.
- Grow slowly and intentionally with your online presence.