

JAMIE DOMM - MARCH 6, 2021

The Model Part I - Creators & Engagers



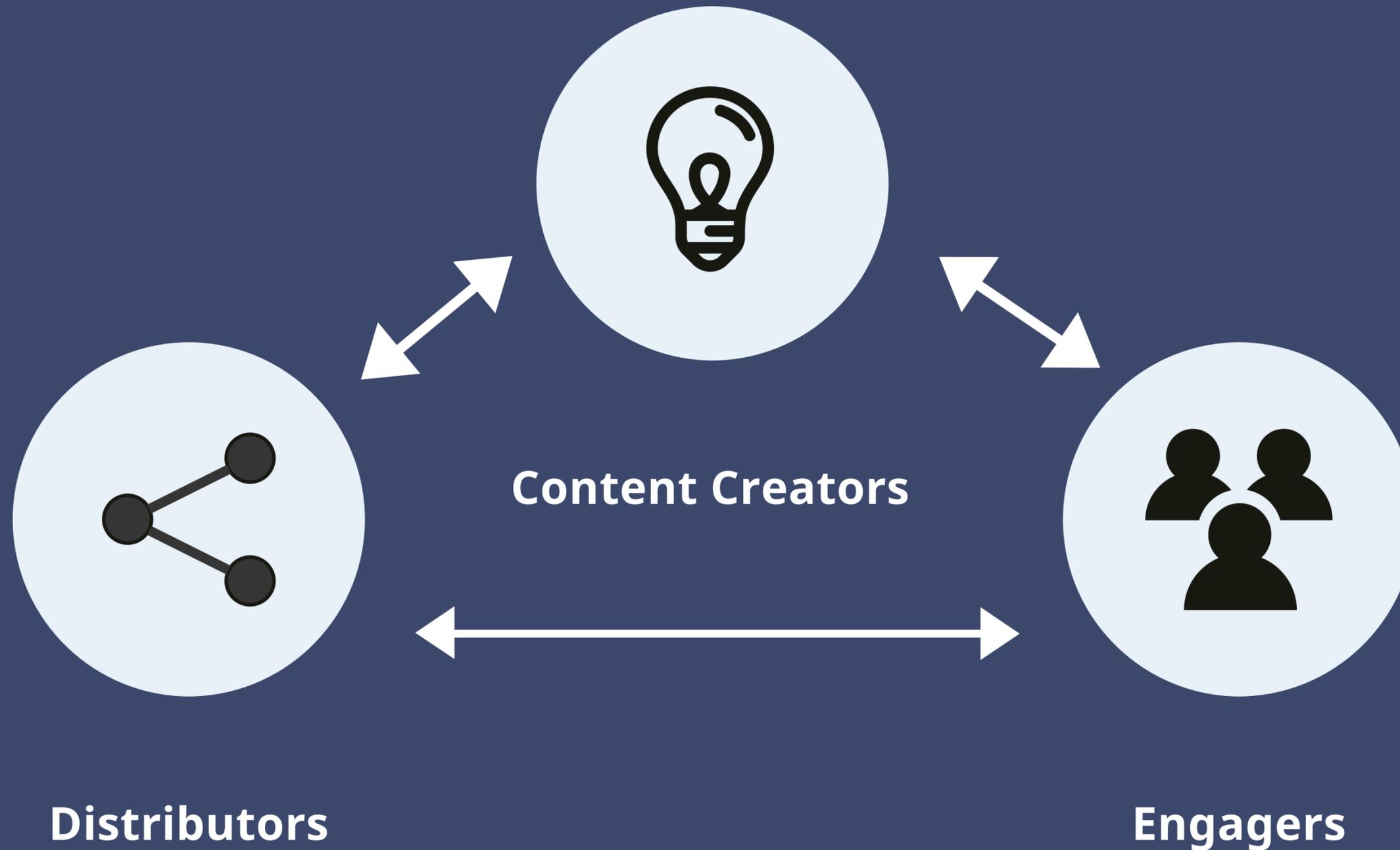
Discussion Outline

Topics to be Covered

Content Creation (Creative Role)
Community Building (Engager Role)
Q&A



The Model





What Role Do Content Creators (Creatives) Play?

People search online for answers to their problems. What better place for the church to share our message of hope and wholeness?

Our message is the gospel. It's the role of creatives to package it in ways that connect with our audiences by using the platforms, tools, language, and mediums that are culturally relevant and accessible to them.



Content As Mission.

Think Differently

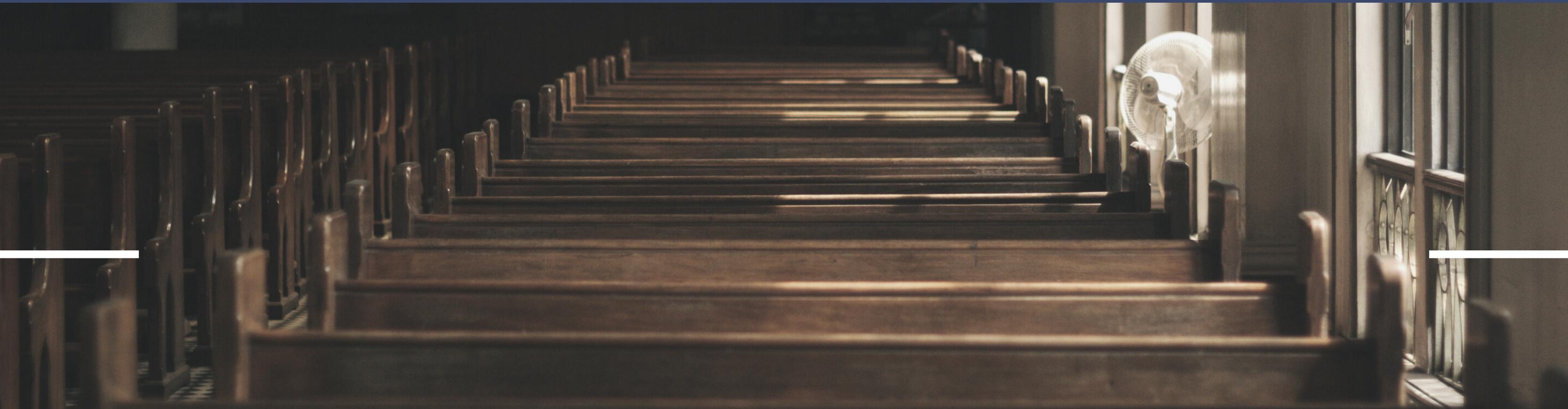
Go beyond promoting events, create content that is meaningful and relevant to community member's daily lives and challenges.



Some People May Never Come

But, we can still touch their lives.

What would you post if your church service, events,
and Bible studies did not exist?





Put Jesus/God
on Display



Jesus sought first to fulfill people's
needs, He then invited them to follow.

Focus on the mental, physical, and spiritual needs first. Then invite them to "taste and see that the Lord is good." (Psalm 34:8)

What content did Jesus create/share?

During His three-and-a-half-year ministry, Jesus:

- shared stories
- shared Godly (and scripture-based) wisdom
- attended to people's needs, physically and spiritually
- answered people's questions regarding spiritual matters and everyday challenges
- gave them hope
- created community
- developed an engaged/active church body
- lead people to wholeness
- equipped people to be disciples and to replicate the model He developed



Create Shareable

Content share online:

- To improve the lives of others.
- To define themselves.
- To grow and nourish relationships.
- Self-fulfillment.
- To get the word out about causes they believe in.

Almost all participants (94 %) said they share because they feel the content will improve the lives of their followers/friends (NYT).

As digital evangelists and disciples, it's important to create helpful content that will do something to make your audience (and their audience's) lives better.



Don't just create content: ASK

“How will your audience change as a result of your [article/letter/post/video]?”

—Seth Godin, marketing guru

How will their attitude and perceptions of God change because of your [article/letter/post/video]?



Empathy: Think like a seeker



Consider who might engage with your content.

- What questions might they have that you can answer?
- What questions could they have about your church or beliefs?
- What questions might they have about God?
- What would encourage them to attend a church or reach out to a Christian to better understand Jesus, salvation or the Bible?
- What issues are they facing?
- What could encourage or help them in hard times?
- What are their barriers to faith or barriers to entry in your church?



Tell Stories

Follow Jesus' example of parables: Create content that provokes spiritual thought and practice.

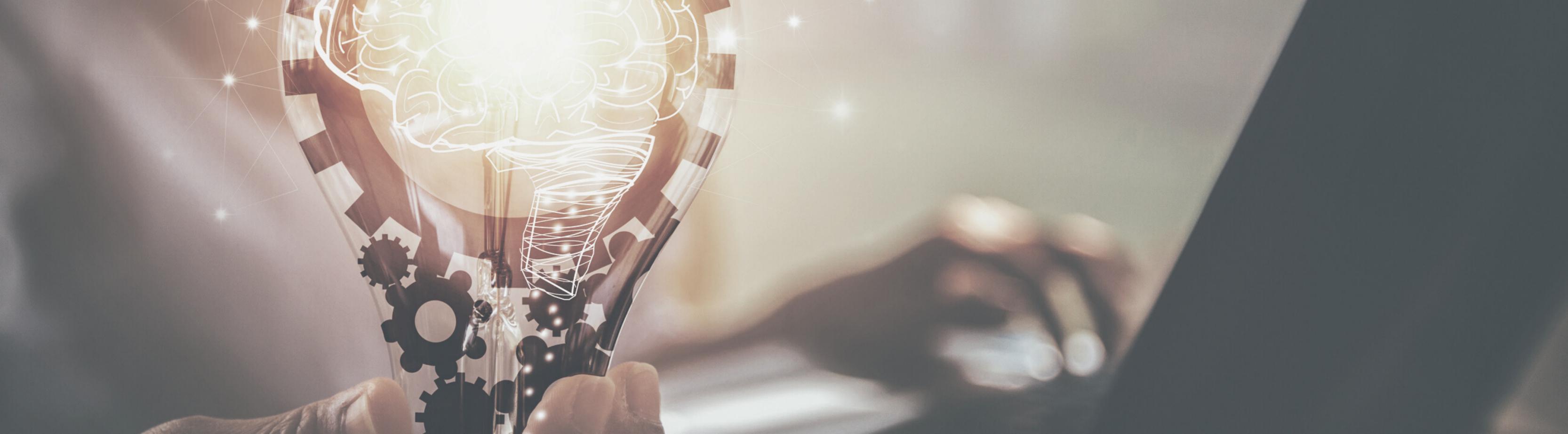
Stories never tell us what to think,
they give us something to think about.

Stories don't tell us what to feel,
they cause us to feel.



We Should Be Expert Storytellers.

To “win” souls, we must connect with
people’s experiences.



Content Evangelism

The currency of content marketing (or in our case, evangelism) is ACT:

Authority, Credibility, and Trustworthiness (though we should also add “Empathy” to this list, especially when dealing with spiritual topics and life lessons).

SDAdata.blog/contentevangelism

Sources of Content

ULTIMATE SOURCE

Bible/God

NOT LIMITED TO THE PASTORS/TRAINED THEOLOGIANs.

Empower professionals or aspiring young people
in design, video, communications, writing,
technology, etc.

OTHER ADVENTIST/CHRISTIAN MINISTRIES

Curation is an important component of your
content evangelism strategy



Repurpose What You Produce

WORK SMARTER

You may already be doing a good chunk of the work. Packaging it for the digital space and publishing online enables you to grow your potential audience exponentially, beyond the worship service.

Examples:

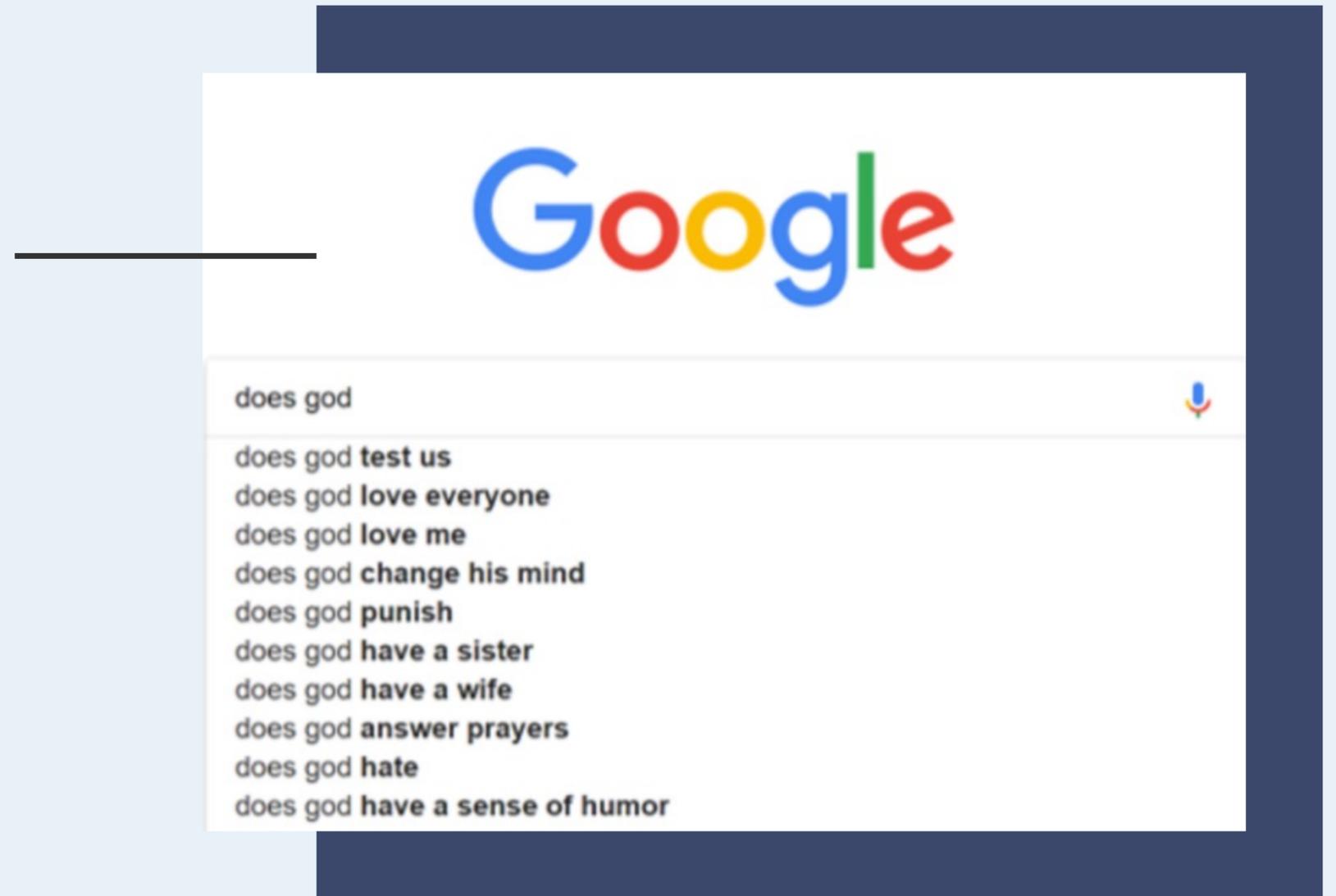
- Sermons (live-streamed too)
- Studies for small groups
- Blog posts
- Messages from the pastor
- Videos
- Pictures from events
- Testimonials

Use Top Google Searches for Inspiration

Find content, write content, and curate content related to top google searches. Frame your posts accordingly to pique curiosity, and answer people's questions that meet their deepest longings.

More information:

SDAdata.blog/contentstrategy





Additional Content Tips & Ideas

CROWD SOURCE (CURATE)

Share content from your church community (members, other churches, conference, union, division etc.). Inspirational passages, health nuggets, practical advice for day-to-day challenges, marriage and parenting tips, community alerts, resources relevant to community issues, etc.

PUT YOUR CHURCH CULTURE ON DISPLAY

Champion your ministries, team, and member achievements. Give them a glimpse of the events, spiritual life, and friends they might make. Share what it's like to be a part of your faith community (behind-the-scenes etc.) and demonstrate how non-members can fit in.

TRY NEW THINGS

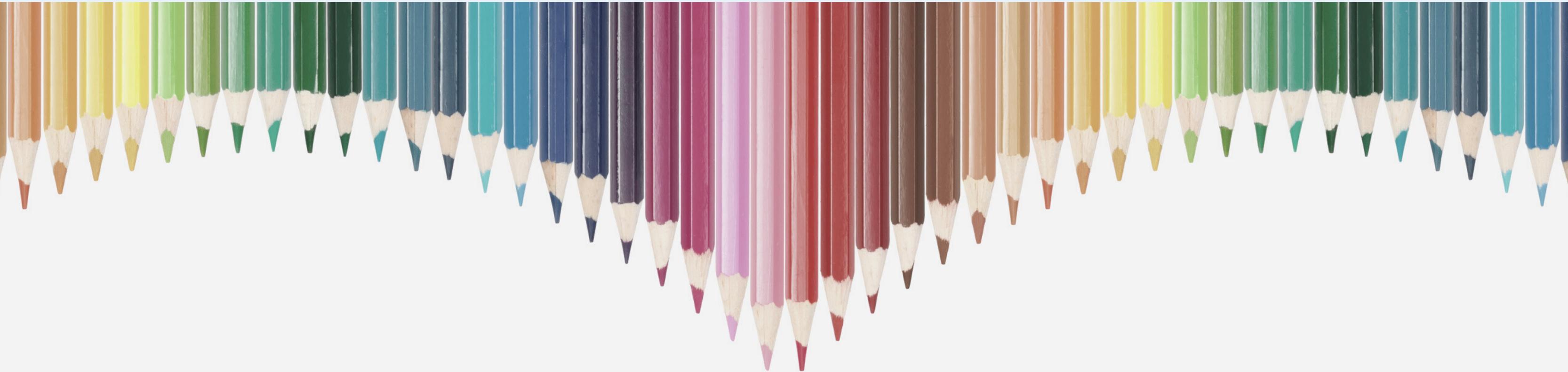
Break the scroll, let youth explore their creativity, see how your audience responds. Utilize multi-generations teams. Allow for innovation and failure.

BUILD PREDICTABILITY

Build predictability/expectation for when new content will be released (like blogs/podcasts) but don't be so predictable it's boring.

USE A DIVERSITY OF CONTENT TO

engage your audience and
improve SEO



KEEP
YOUR
CONTENT
FRESH

Types of Content

- website copy
- blogs
- emails
- testimonials
- ebooks
- social media posts
- checklists
- podcasts
- video
- livestreams
- webinars
- images
- infographics
- animated images
- quizzes
- polls
- courses
- transcripts for podcasts or videos

More information:

SDAdata.blog/contentevangelism

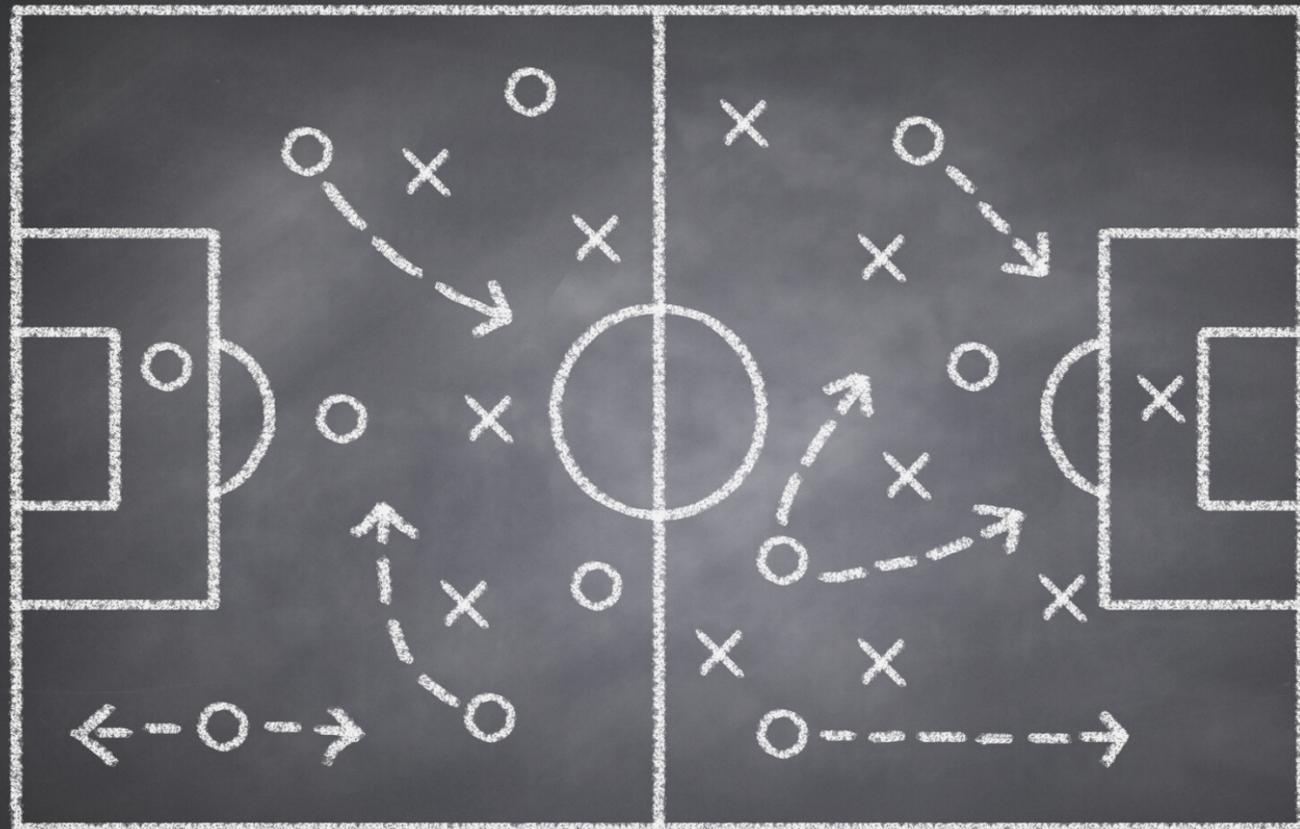
Organize Your Creative Team by Skill Sets or Areas of Focus

platform, age, ministry, expertise, design skills, type of technology, etc.

Then:

- Determine roles and responsibilities.
- Organize and plan content via a shared content calendar
- Plan across multiple platforms at once.
- Content calendar template:

[JDIM.digital/post/contentcalendar](https://jdimm.com/digital/post/contentcalendar)





Done is Better Than Perfect

People are drawn to authenticity in communication, not perfection.



More Than Content Out, Bodies In

Create content that moves people through
their spiritual journey.



Social Media Grants the
Community the
Immediate Ability to Get
to
Know the Church

WRITING EFFECTIVELY FOR ONLINE AUDIENCES

SDAdata.blog/writing

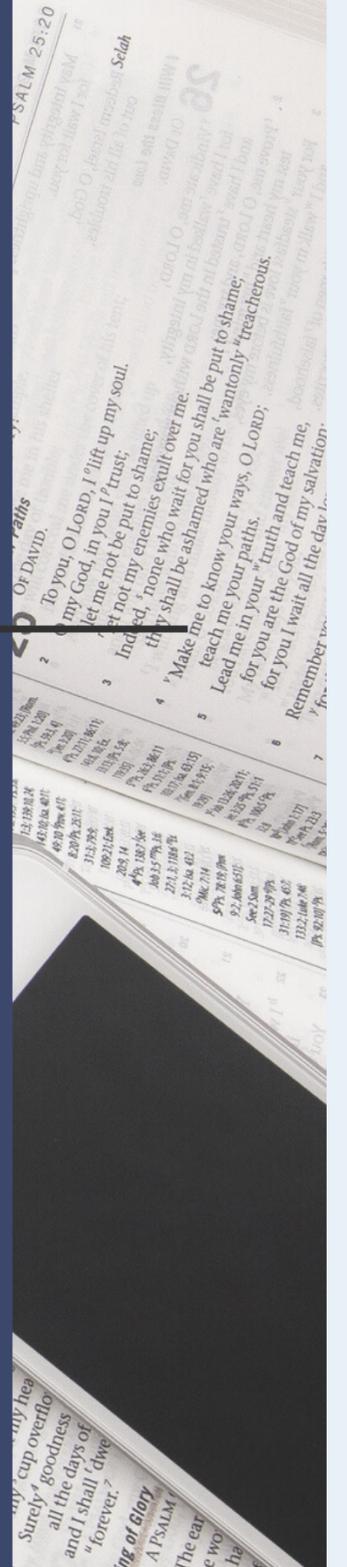
TIPS FOR CREATING SOCIAL MEDIA POSTS

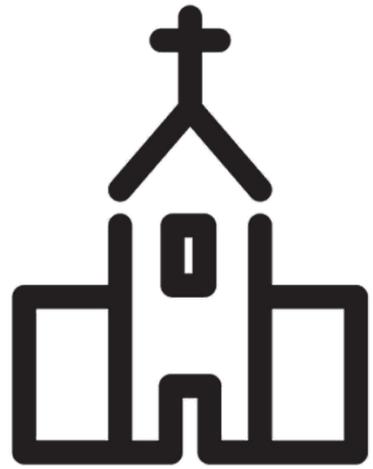
JDIM.digital/publications

UNDERSTANDING YOUR AUDIENCE FOR EFFECTIVE COMMUNICATION

JDIM.digital/publications

Additional Resources





What's The Role of Engagers?

The front lines of mission; a mechanism for community care

Every opportunity to connect is an opportunity to advance the kingdom of God. Do not waste your digital influence. Social media provides a unique opportunity for continuous people care that can enhance and strengthen the relationships you cultivate with members, as well as the community, your ministry serves.





Why Needed?

“Being listened to is so close to being loved that most people cannot tell the difference.”

–David Oxberg (Augsburger)

Suicide

10 Leading Causes of Death

Cancer

2016 Florida Hospital Center for Community Health Ministry

9 Contributing Factors

Illicit Drug Use

Diet & Activity Patterns

Kidney Disease

Stroke

8 Root Causes

External & Internal Stress

Low Self Esteem or Self Worth

Anger & Frustration

Motor Vehicles

Meaningless Existence

Economic Disparity

Alcohol & Substance Abuse

Lack of Information or Education

Loneliness & Social Isolation

Helplessness & Emotional Despair

Influenza & Pneumonia

Chronic Lung Disease

Sexual Behavior

Firearms

Pollutants & Toxic Agents

Tobacco Use

Infectious Agents

Diabetes

Heart Disease

Alzheimer's Disease

Accidents

THE CURIOUS CASE OF ROSETA, PA

"There was no suicide, no alcoholism, no drug addiction, and very little crime. They didn't have anyone on welfare. Then we looked at peptic ulcers. They didn't have any of those either. These people were dying of old age. That's it."

"Virtually no one under 55 had died of a heart attack or showed any signs of heart disease...death rate in Roseto was roughly half that of the US...the death rate from all causes...was 30-35% lower than expected."

- Malcolm Gladwell, *Outliers*



What made the
difference, and how is
this relevant to what the
church can do?

HEALTH IN TERMS OF COMMUNITY

beyond the individual





A Ministry Example

#Gorgeous2God

*Online blog with community
driven content and a system for
engagement.*

TESTIMONIALS

This resonated with me on a such a deep level.
It's as if this question and response was written just for me. Please keep me in prayer too as I struggle with the same temptations."

"This post popped up on my feed at just the right time in my life.
It's almost as if you knew my life exactly.
Thank you for writing this. Truly, thank you."



What if every church offered a safe place to ask without judgement?

When we offer a place where people can share without fear of condemnation, where we listen more than we talk, where our advice stems from understanding and compassion rather than moral judgments, they find that the Church--faith--is relevant. It is a privilege and a great responsibility when people come to us for answers. Let's give them a safe place to land.





Church communities can extend beyond the building by being a 24/7 support system by utilizing a mix of digital tools and technologies.

Community building begins with investing in relationships

Be intentional with making connections

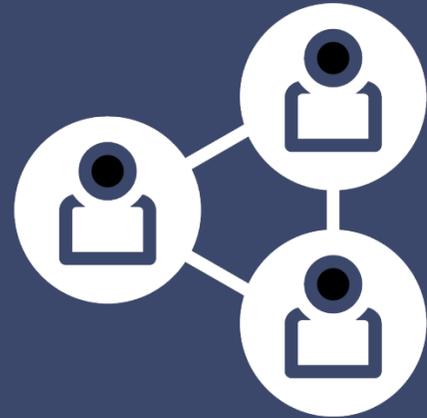
create a network using text, email, messaging apps and social media platforms (church members + broader community)

Increase friendship evangelism

digital tools and technologies allow us to scale up friendship evangelism by allowing us to listen more and follow up easily.

Pay attention and take action

we can be there when people need us.





360 Member Care Strategy

**STARTS WITH LISTENING
AND TAKING ACTION ON
A DAILY BASIS**

To build community you must be active and responsive online and in person.

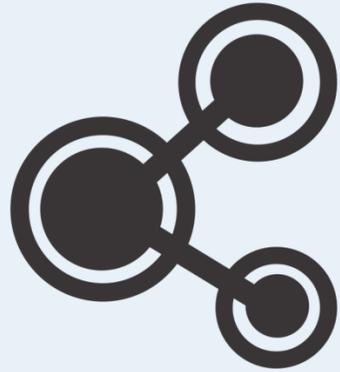


When people
pour out their
hearts online,
are they getting
a timely and
meaningful
response?

When you invest in building relationships, you can better recognize warning signs, and know how to respond.

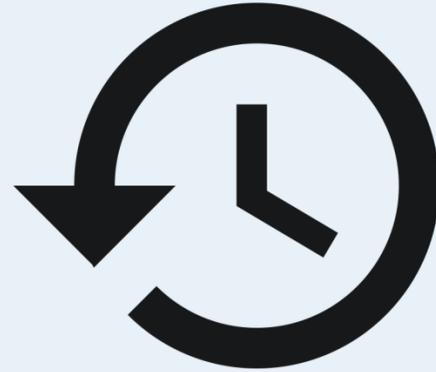
ACTION STEPS FOR CHURCHES & INDIVIDUALS

- Pay attention to community member posts and notice changes
- Take action/reach out (text, call, in person, email, etc.)
- Ask questions, listen, never assume, assess the situation
- Encourage and uplift
- Pray for and with the person
- Ask them: what can I do to help? Act upon the request.
- Continue to follow up week after week as long as necessary
- Continue to assess the situation and find ways to help/encourage



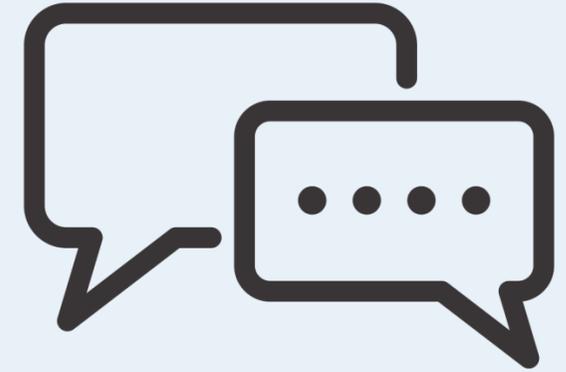
GIVE OPTIONS

Text, DM, email, phone number, Snapchat, even snail mail or a simple "like this post" for prayer, no strings attached and easy.



CHECK DAILY

Develop a habit of checking your comments, messages and emails at least once a day. Keep your inbox tidy.



RESPOND QUICKLY

Even if it's just acknowledging that you received their message. Download relevant apps for on the go engagement.

TIPS FOR BEING ACCESSIBLE WHEN PEOPLE REACH OUT



INTERNAL: People dedicated to connecting with church members online and responding to their needs.



EXTERNAL: People dedicated to responding to comments, questions, and needs directed to the church in the digital space.



OUTREACH: Trained digital disciples who intentionally build relationships with non-members online and look for opportunities to serve. See Part 2

Three Groups or Teams

THE CHURCH SHOULD BE A CLEAR LEADER
IN PEOPLE CARE.

Major corporations know that customer service is the key to long term growth. Loyalty comes when organizations (brands) help people solve problems and address their felt needs.



Brands are communicated, not just created.

A brand is based entirely
on a person's experience.
Think holistically.





There should not be a disconnect between how a person is nurtured in the pews and how they are treated online, or vice-versa.

Relationship First, Empathy First, Social Media Strategy

Requires redefining success.

Instead ask:

- How many times did you share the love of Christ?
- How many conversations did you start or engage in on social media?
- How are you painting a more authentic picture of yourself, faith or church?
- Are you building relationships?
- Do you better understand the needs of those who are connecting with online?
- Have you found meaningful ways to help people?



Our digital voice may be the only opportunity some people have to see Christ's love demonstrated in their life.



WHAT DOES COMMUNITY IN THE DIGITAL SPACE LOOK LIKE?

SDAdata.org/digital-evangelism-blog/what-does-community-in-the-digital-space-look-like

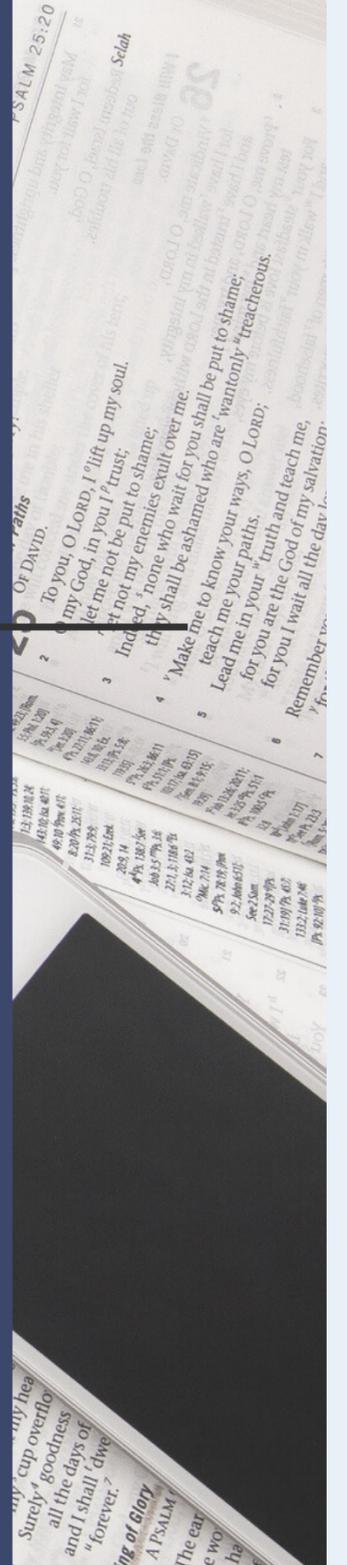
WHAT DOES A 360 COMMUNITY CARE STRATEGY LOOK LIKE?

SDAdata.org/digital-evangelism-blog/what-does-a-360-community-care-strategy-look-like

TIPS FOR ENGAGEMENT

SDAdata.org/digital-evangelism-blog/practical-tips-for-digital-discipleship-and-engagement

Additional Resources



Coming Up Next!

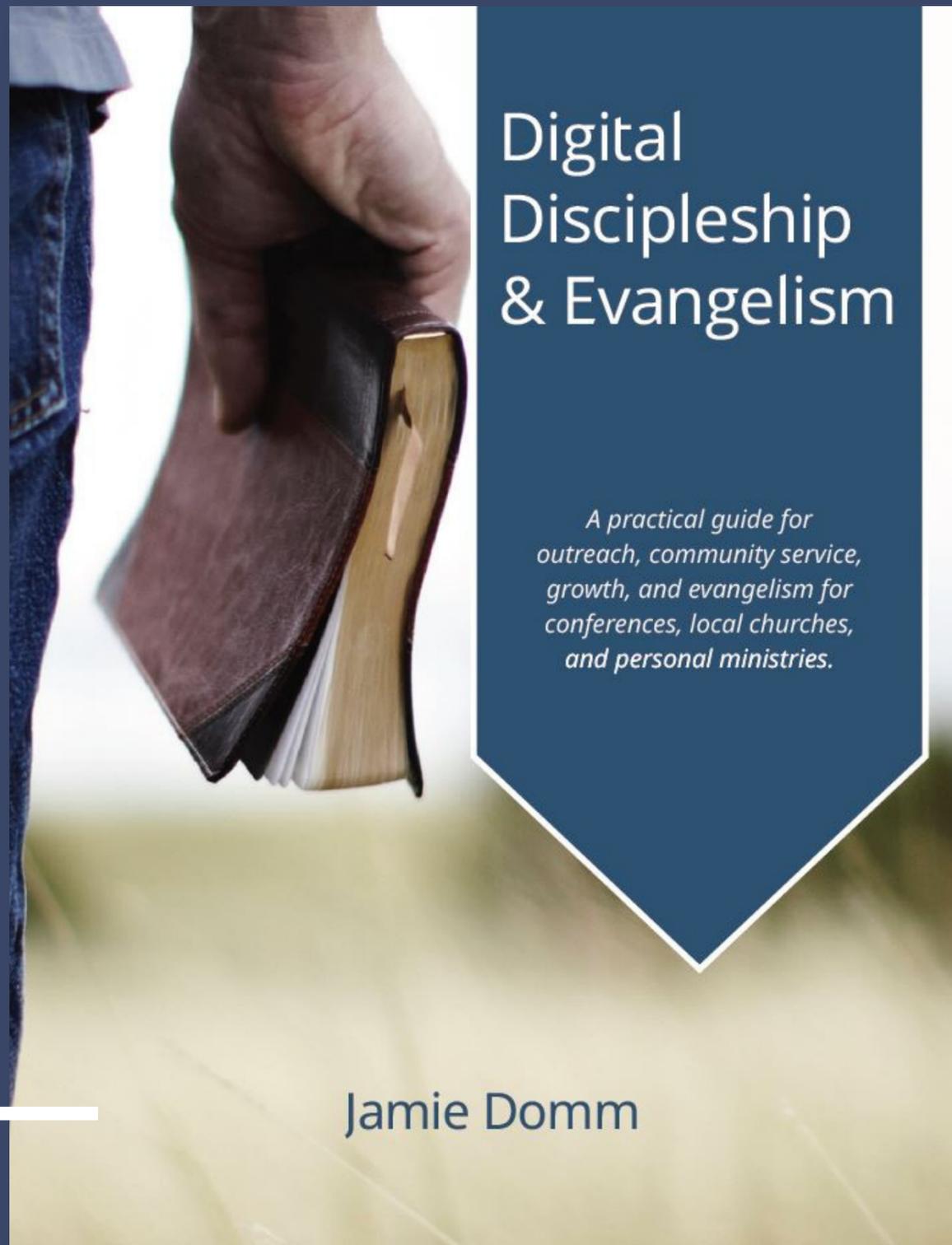
- **Sunday, March 7 @ 10:00 am MST/12:00 pm EST**
Roles of the Digital Discipleship and Evangelism Model Part 2



SDADATA.ORG
JDIM.DIGITAL

FOR FREE RESOURCES





Digital Discipleship & Evangelism

*A practical guide for
outreach, community service,
growth, and evangelism for
conferences, local churches,
and personal ministries.*

Jamie Domm

The Digital Discipleship & Evangelism Guide

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JDIM.digital/book



Q&A