

NWIM, MKE, and AK Synods
September 10, 2020

Tech Talk #1
**Getting Started with
Online Worship
& Community Building**

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GRACE AND GIGABYTES

BEING CHURCH
IN A
TECH-SHAPED
CULTURE

RYAN M. PANZER



September 10th:

Online Worship
& Community

September 24th:

Virtual Faith
Formation

November 5th:

Next-Level
Online Worship

TechTalk series

Learning goals

- Pause to reevaluate how you are doing church online
- Evaluate the advantages and disadvantages of streaming and recording, synchronous and asynchronous church
- Consider how best to reinvent faith formation for online learners
- Implement next-level tactics for doing church online
- Develop a long-term framework for online worship



My background

- Career in tech industry, including Google
- Author of *Grace and Gigabytes: Being Church in a Tech-Shaped Culture*, coming out this December from Fortress Press
- Researcher, speaker, and consultant on digital ministry, church leadership, and faith formation
- Based in Madison, WI

About 13,500,000 results (0.64 seconds)

Steps:

1. Sand the entire **table** removing all stain from edges and legs. ...
2. Carefully remove all sanding dust with a tack cloth.
3. Apply stain with a brush, following the wood's natural grain. ...
4. Apply at least two coats of stain.

[More items...](#) • Aug 27, 2015[www.hgtv.com](#) > ... > [Make and Celebrate](#) > [Handmade](#) ▾[How to Refinish a Dining Room Table | HGTV - HGTV.com](#)

Cherry

Oak

Pine

 About Featured Snippets Feedback

People also ask

How much does it cost to refinish a dining room table? ▾

How long does it take to refinish a dining table? ▾

How do you strip and Restain a dining room table? ▾

[Feedback](#)



● Church
Search term

+ Compare

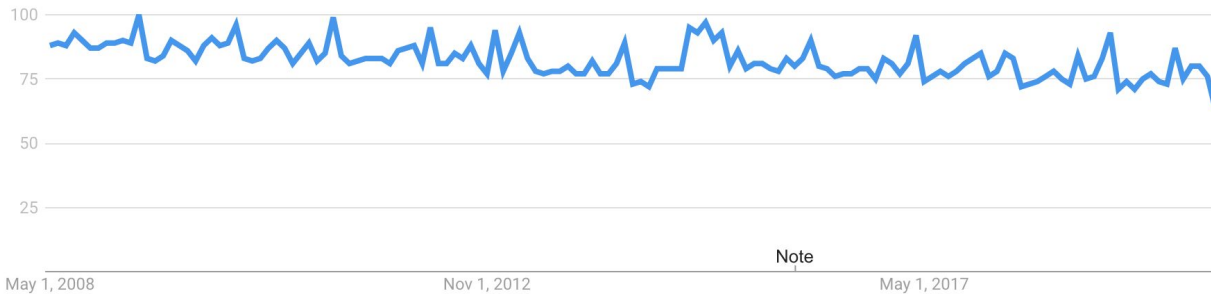
Worldwide ▾

5/1/08 - 5/15/20 ▾

All categories ▾

Web Search ▾

Interest over time ?

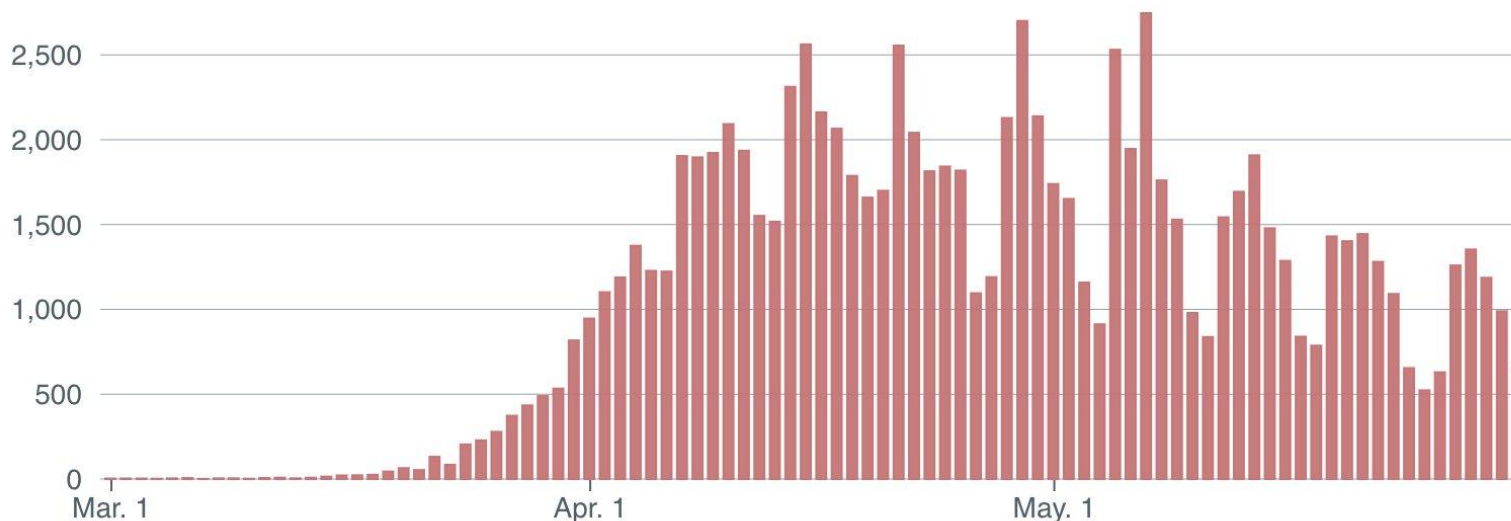


Note



U.S. Daily COVID-19 Deaths

Numbers reported by state authorities as of May 31, 4pm ET



Note: Chart does not include 4,721 probable COVID-19 deaths reported by NYC but not New York State

Source: The COVID Tracking Project



Proclamation



Questions

Hierarchy



Collaboration

In-Person

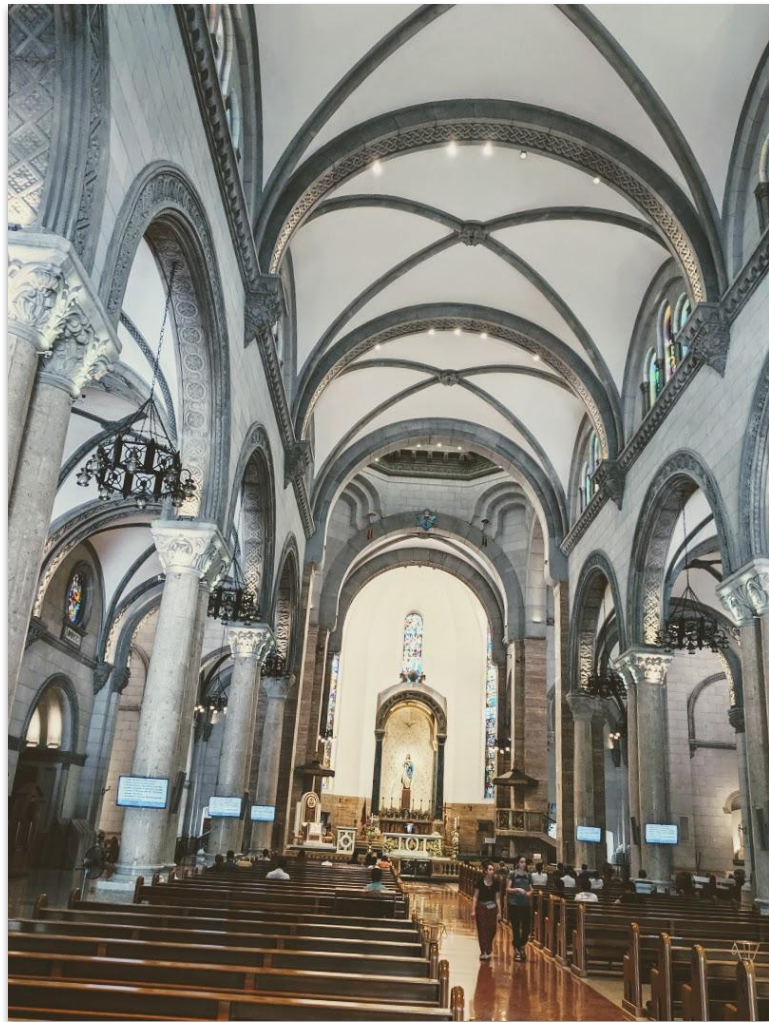


Hybrid Connection

Passivity



Creativity



Today's Agenda

- Where we've been since March
- What we've learned about online worship and community
- Deciding where to go next
- Worship and community after the pandemic

Where we've been

March through September

55.7%

Churches with a
website prior to
COVID-19

Source: [Ourchurch.com](https://ourchurch.com)

68%

Churches with
WiFi-equipped
buildings prior to
COVID-19

Source: [Capterra Blog](https://capterra.com/blog)

51%

Churches using social
media prior to
COVID-19

Source: [Mashable](https://mashable.com)



March 6th



March 8th



Good Shepherd
LUTHERAN CHURCH

eNews

March 12, 2020 Edition | [View Archive](#)

Worship Update from Pr. Chris Enstad

Thanks to everyone who is staying connected to Good Shepherd despite the changing nature of the COVID-19 outbreak. In light of recent public health developments and recommendations, we are making some changes to how Good Shepherd will observe worship this week.

As of now, we will be holding all our worship services on Sunday. Church School classes and nursery care *will* be available.

If You are Part of a Vulnerable Population, Please Stay Home

If you are sick, elderly or have medical conditions that put you at risk, please feel free to stay home this week. We don't want you to feel like you are putting yourself at risk to attend church. Please consider watching Good Shepherd worship services from the comfort of your home – or anywhere for that matter! Visit gslewi.com/live for details.

Communion Will Not Happen this Sunday

After much consideration, we have decided to not have communion this Sunday to reduce risk.

March 12th



New Worship Update from Pastor Chris Enstad, Staff and Board

"God is our refuge and strength, an ever-present help in trouble." – Psalm 46:1

We will read Psalm 46 in church this Sunday. It reminds us that in times of trouble, God is with us, and is our rock in troubled times. Please keep that in mind as we make some changes to our worship plans this weekend due to the changing nature of the COVID-19 outbreak.

1. We will not hold services at either campus this weekend, but we will be holding worship Sunday online.

We will stream a 30-minute service from Verona at 10:30 a.m. Sunday on [YouTube](#), with a link to the service on [Facebook](#). You can also connect to our service through [our website](#). You can also use your smartphone and connect to the service through the [Good Shepherd App](#). All other programs at Good Shepherd Lutheran Church will be postponed through this Sunday.

March 13th

27%

Increase in Facebook usage since March 2020. Currently used by 170M users/day.

16%

Increase in Netflix usage since March 2020. Currently used by 22M users/day.

15%

Increase in YouTube usage since March 2020. Currently used by 180M users/day.

What we've learned

**About online worship and
community**

Platforms: Facebook, YouTube, and Zoom



Most opportunity for social engagement

Widespread usage as church communications platform

Broadcast worship by "Going Live" on church page



Best control over broadcast quality

Easy to share with those not on social media/Facebook

Broadcast worship by broadcasting live on church page



Most built-in interactivity

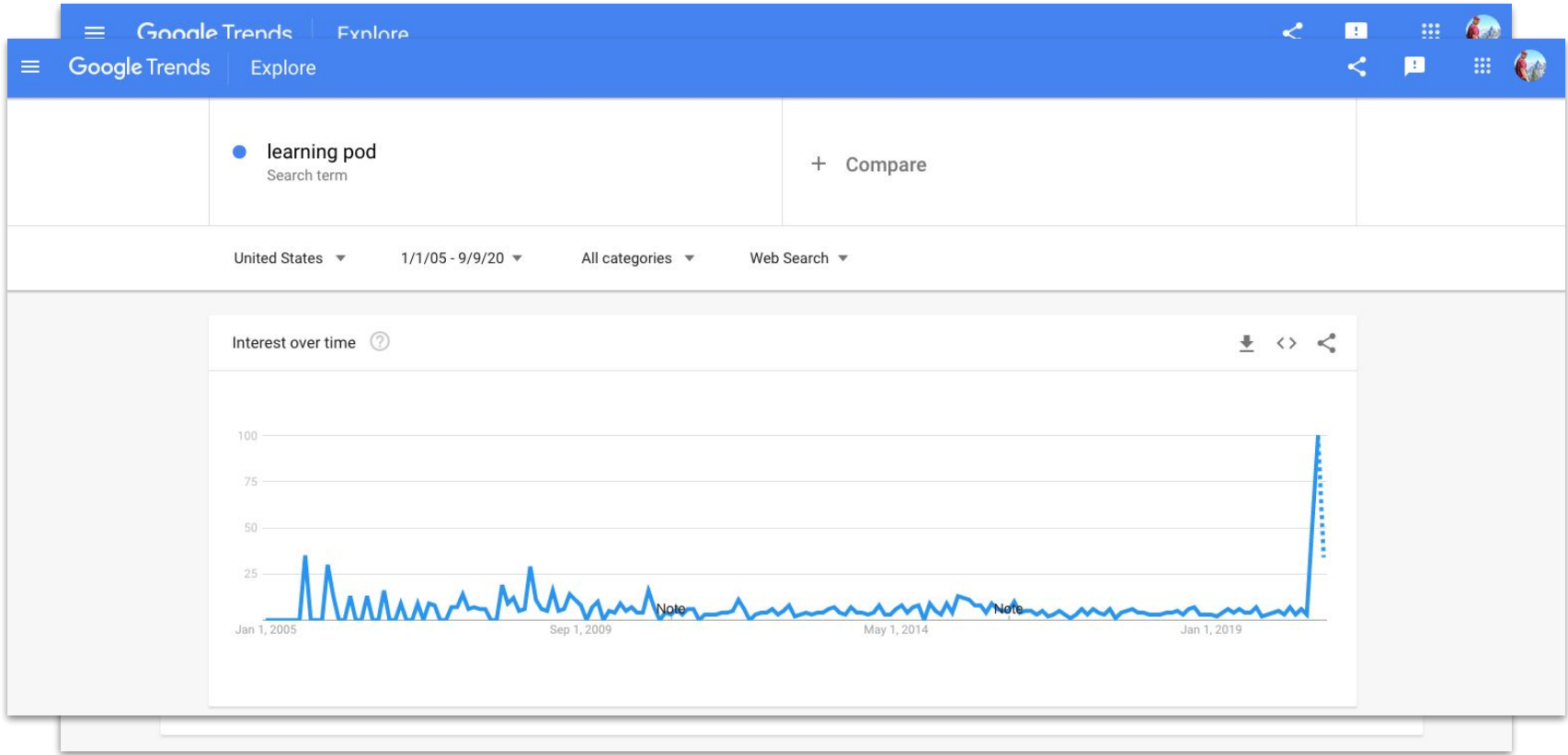
Widespread adoption as a business communications tool, free/easy access

Broadcast worship by starting a Zoom call, sharing URL

Distribution: Livestream or Recording

| | Benefits | Technology |
|------------|--|--|
| Livestream | <ul style="list-style-type: none">● Affords real-time involvement● Spirit of togetherness● No editing necessary● “Forgiveness” on content quality | <ul style="list-style-type: none">● Facebook, Zoom, or YouTube● Internet-connected device● Optional software: Switcher Studio, Vimeo Livestream● Optional hardware: MeVo Camera |
| Recording | <ul style="list-style-type: none">● “Stitch together” community contributions● Ease of access for busy families● More polish | <ul style="list-style-type: none">● YouTube or Facebook Premieres, YouTube channels● Basic video editing software: QuickTime, iMovie, Camtasia |

Community: Difficult to cultivate



Community: Difficult to cultivate

Time:

Work from Home,
Virtual School

Workdays now 3 hrs.
longer than
pre-COVID

[Source: Bloomberg](#)

Energy:

Zoom Fatigue,
Mental Health
Issues

73% of Americans
experiencing
anxiety > 2x/week

[Source: Pew Research FactTank](#)

Motivation:

No Social
Reinforcement,
System Support

43% of Americans
experiencing
isolation > 2x/week

[Source: Pew Research FactTank](#)

Discerning where to go next

**Worship and community in the
near-term**

Where do we go from here?

Purpose

What is our mission, and how has it changed during COVID?

What is God up to in our community?

Engagement

Have views, attendance, and participation increased, decreased or remained the same?

Strengths

What are we doing really well?

For the live-streamers



Facebook Watch Party or YouTube Party

For the recording broadcasters



Live posts to Instagram and Facebook

For the Zoom users

A screenshot of the Godly Play website homepage. The header features the "Godly Play wonder..." logo on a purple-to-orange gradient background. To the right are social media icons for Facebook, Twitter, YouTube, and RSS, and a yellow "ORDER MATERIALS" button. A purple navigation bar contains links for HOME, STARTING, TRAINING, RESOURCES, THE CENTER, THE FOUNDATION, DONATIONS, and MEMBERSHIP. The main content area is split: on the left, a photo shows a woman kneeling on a tiled floor, surrounded by children in a circle, engaged in an activity. On the right, a dark purple box contains the heading "What is Godly Play?" in gold script, followed by a paragraph of text.

Godly Play
wonder...

f t YouTube RSS

ORDER MATERIALS

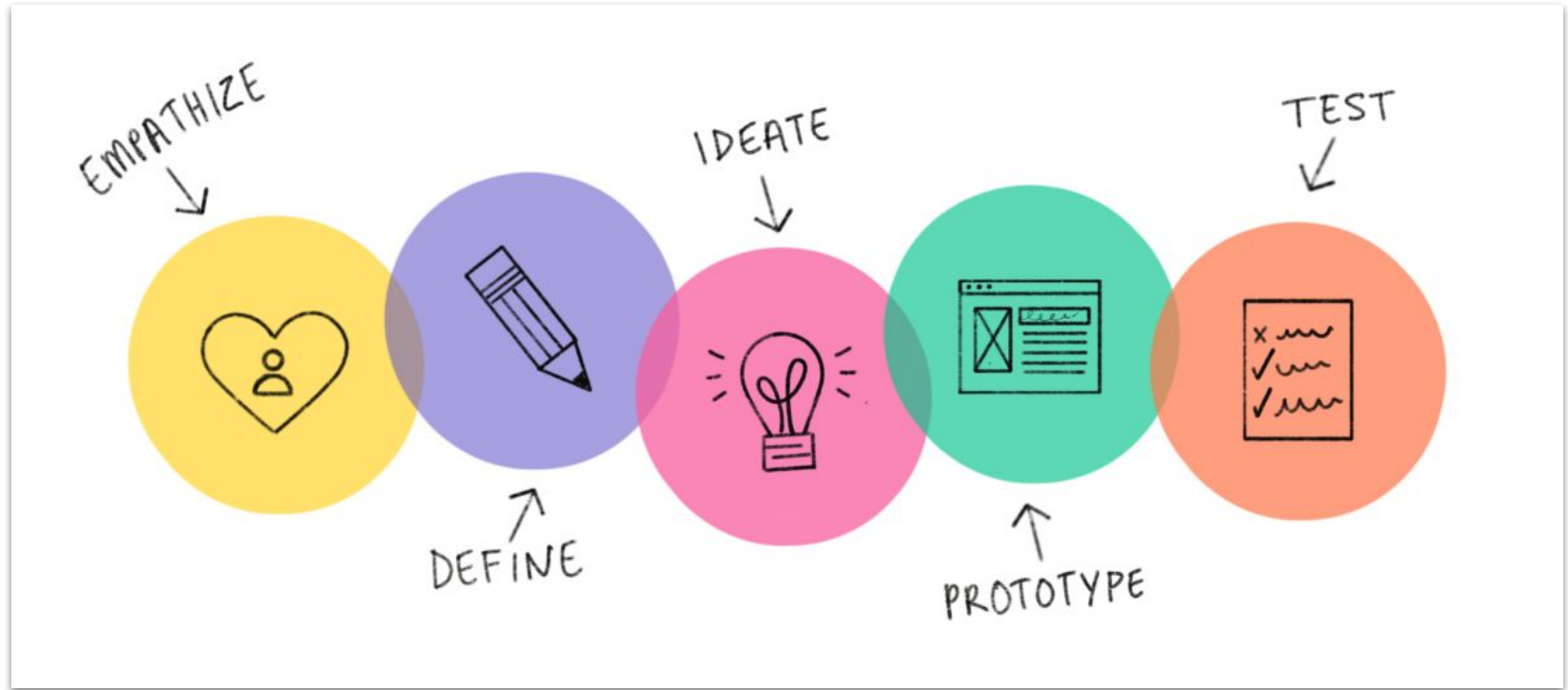
HOME STARTING TRAINING RESOURCES THE CENTER THE FOUNDATION DONATIONS MEMBERSHIP

What is Godly Play?

Children have an innate sense of the presence of God. The Godly Play approach helps them to explore their faith through story, to gain religious language and to enhance their spiritual experience through wonder and play. Based on Montessori principles and developed using a spiral curriculum, the Godly Play method serves children through early, middle and late childhood and beyond. Come join us!

Shared Leadership, "Equipping Hour," test YouTube

For the Community Builders



Answer the “Why,” Craft Micro-Moments
Become Fluent in Design Thinking: [IDEO U](https://www.ideo.com/learn/ideo-u)

Online church after the pandemic

Worship and community in the far-term



Three likely scenarios:

Stopping “online” church

Continuing to livestream worship as an “alternative”

Building a bridge between offline and online

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NC, VA, and SE Synods
September 14, 2020

Ministry in a Digital Age Newsletter:

www.ryanpanzer.com

Free preview chapter from my book:

<https://bit.ly/2YqBSek>

Pre-order:

<https://amzn.to/2CLUKh2>

ryanpanzer@gmail.com

[@ryanpanzer](https://twitter.com/ryanpanzer)

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