

Welcome to
Creative content

MacBook

digital
LABS



THE CHURCH
OF ENGLAND

What are we going to cover today?

- Systems for content creation
- Content ideas and inspiration



Why should we have an online presence?



¹⁹ Therefore go and make disciples of all nations
Matthew 28:19

We are called to make Disciples, not
passive consumers

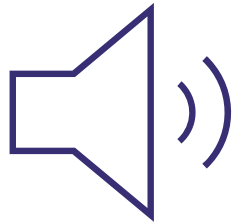
What do you struggle with when creating content?



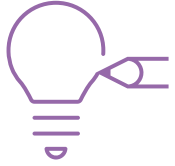
Take 2 minutes and write your answer in the chat box



What are the challenges we face?

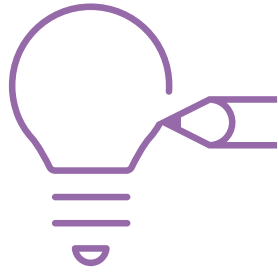


- Over saturation of content online
- Stuck for ideas of new ways to do things
- Not getting much engagement
- Time
- Skills



Creativity is defined as the tendency to **generate or recognise ideas, alternatives, or possibilities** that may be useful in solving problems, **communicating with others**, and entertaining ourselves and others.

In order to be creative, you need to be able to **view things in new ways** or from a different perspective. Among other things, you need to be able to generate new possibilities or new alternatives.



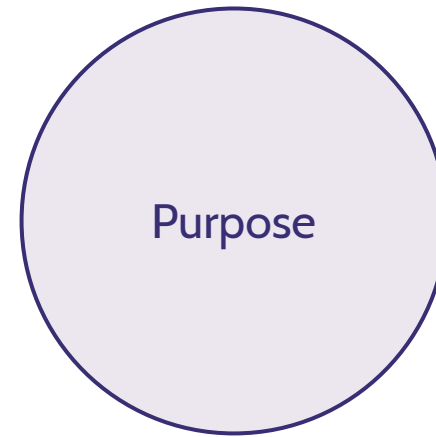
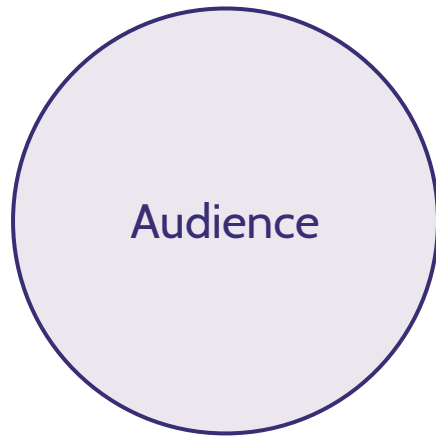
Creativity does not mean

Complex

Time consuming

Expensive

Two key things to start with



Who is your audience?



Picture a few different groups of people you are communicating with on social media

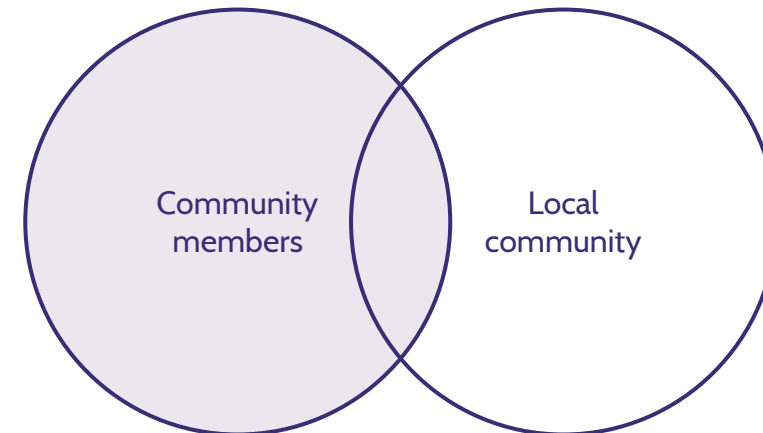
Who are the people who are part of your church community?
Who are the people who live and work in the area around your church?

Consider your audience



Having a clear idea of who we are speaking to will frame how we speak, the language we use, the stories we share, the images we choose, the topics we elevate

What are their needs?
What inspires them?
What interests them?

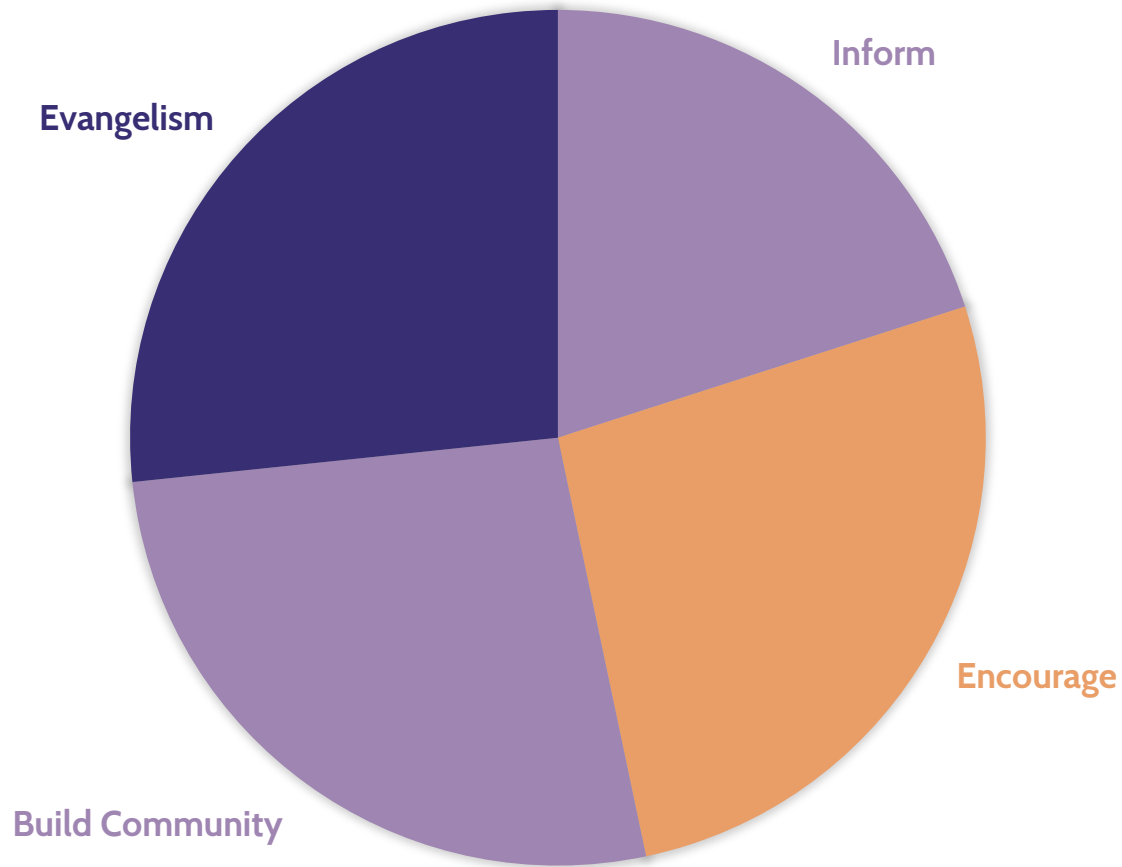


Content buckets

*The question we should always be asking is
How can we add value?
What is the purpose?*



CONTENT BUCKETS



How much time should you give to each bucket?

Follow the 80:20 rule
20% broadcast
80% conversation

Ideas



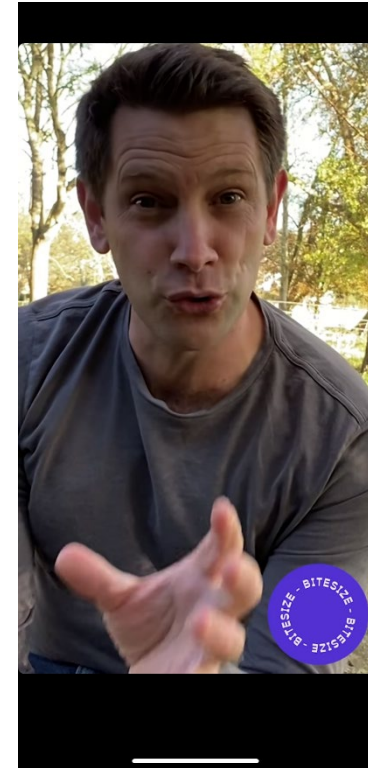
1. Reuse your content
2. Say it in a new way
3. Go live
4. Host a Q&A
5. Behind the scenes
6. Document a day
7. Interview someone in your community
8. Guided tour
9. Reuse elements of your livestream service
10. Create a podcast
11. What's in your newsletter? Use this on social
12. Look externally for inspiration (not just other churches!)
13. Give a preview of something coming up
14. Recap events and services
15. Quotes from a Sunday service or reflection
16. Celebrate with your local community
17. Use infographics
18. Online challenges
19. Join in with local conversations
20. Join in local twitter chats



Ideas



Create bitesize content 3 minute sermon

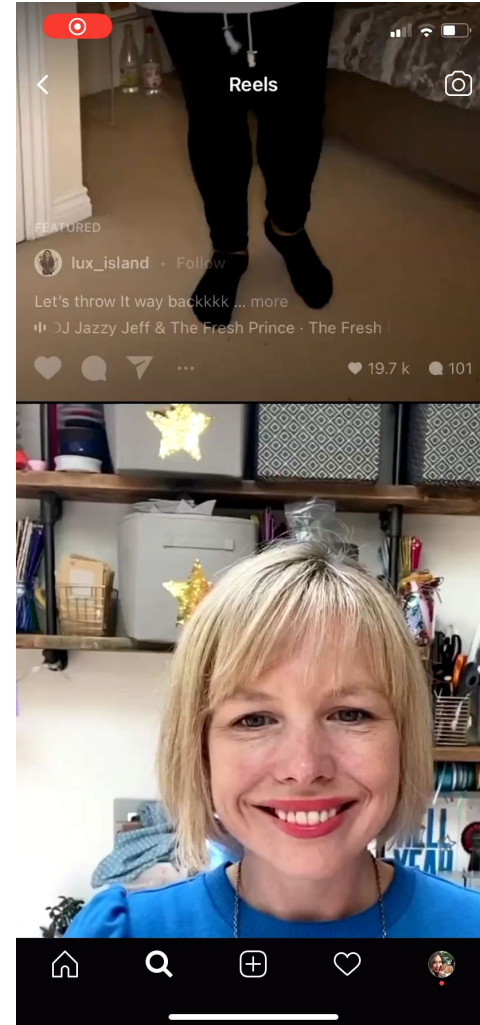


Ideas



Use props

Instagram reels with props and text over video



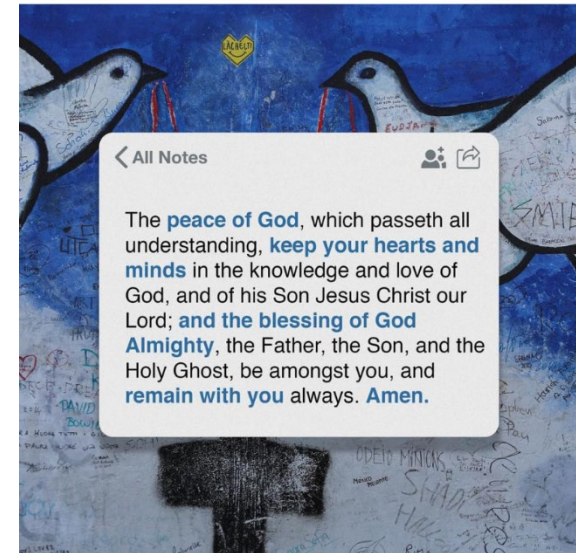
Ideas



Try something unexpected Notes from a phone

 St John's Church, Ellel is 🙏 feeling peaceful at St John's Church, Ellel.
6 d · Lancaster · 🌐

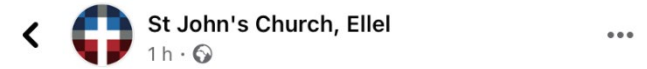
🕊️ 🙏 🙏 The peace of God, which passeth all understanding, keep your hearts and minds in the knowledge and love of God, and of his Son Jesus Christ our Lord; and the blessing of God Almighty, the Father, the Son, and the Holy Ghost, be amongst you, and remain with you always. Amen.



Ideas



Invite engagement
But don't make it hard!



What is your three word prayer request?



Ideas



Use what you have
Camera phone, editing app



Ideas



Same but different
Make a short video from text



Ideas



Tell stories Don't just inform, find the story

Pinned Tweet

 **Brandon Stanton**  @humansofny · Nov 18, 2019 ⋮

"My mom threw me out of the house at seventeen for getting pregnant, then had me arrested when I tried to get my clothes..."





186 7K 21.1K 

Where do you go for inspiration?



Write your answer in the chat box



Inspiration tips



1. Look back at old posts – what has worked in the past?
2. Look outside of Christian social media for inspiration
3. Watch YouTube videos
4. Try something new
5. Try different features of the platforms – Live, Polls etc
6. Set boundaries– how much time is it worth spending on this?
7. Look at what interests your audience



Tools



Apps – Search for video and photo editing tools - Over, VSCO Cam, Canva

Livestreaming software – Streamyard, OBS, Stage Ten

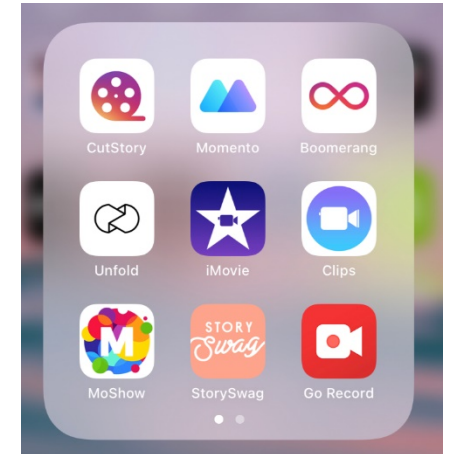
Schedulers – Facebook Creator studio, Planoly, Buffer, Hootsuite, ContentCal

Online design tools – Canva,

Video tools – iMovie, Windows Movie editor, Canva

Instagram Reels and Stories have their own editing features to use for free

YouTube – Trim and add music in Creator Studio



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