

How to create a video for social media Turn on subtitles in your Zoom menu

At the heart of Christmas



This year's Church of England Christmas theme

But Mary treasured all these words and pondered them in her heart. Luke 2.19

No one has ever seen God. It is God the only Son, who is close to the Father's heart, who has made him known.

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John 1.18

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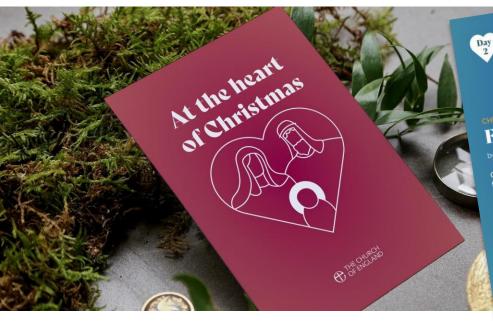


- A **challenge** for those who already belong to Church to ponder what the fullest meaning of Christmas is and reflect.
- An **invitation** to others who may not yet belong to place the story of Jesus and celebrating that story with the Christian community central to their Christmas.
- And a **doorway** that can open onto a variety of calls to action from 'Come and sing carols once again at your local church' to something more focused on home, online, school or other ways to engage with the good news of Christmas, whatever the prevailing circumstances and public mood.
- A **message** that can be used alongside local, diocesan and national campaigns and activities underlining the value of what the Church is already offering, rather than demanding more.
- A **quietly confident statement about the centrality of the Christ** and therefore the Christian faith and Christ's Church to a season that is the focus for so many people across society.

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I will bless you as long

Feast

by Archbishop Stephen Cottrell Christmas is what the church Calls a feast day. Consequently, my favourite bits of Christmas are all to do with eating and drinking. I love Midnight Mass. It feels right to be celebrating the birth of Christ in the dark of the night. But Holy Communion also feels that the dark of the night. But Holy Communion also feels and the the right way to celebrate Christmas, breaking bread and is haring wine in remembrance not just of Jesus birth, but of his whole life, ministry, death and resurrection.

whole life, ministry, death and results Then I love Christmas dinner the next day. I love the theatre of the table beautifully set, of food lovingly prepared, and of fine wine being drunk. I love the traditions that accompany the food: so if I have my way we'l eat a goose, there will be a flaming figgy pudding. Christmas crackers will be pulled, paper hats worn and silty jokes told. Best of all, those I love the best will – I hope and pray – be with me round the table.

 Over 140,000 copies of last year's 'Comfort and Joy' book were distributed.

ristmas Eucharists I've attended rs I've eaten, two things stand out, nion shared with those in difficult as visits to prison, or visiting munion to someone who was

with marrow and fatness, w with joyful lips

> ent Christmas with my ery free-range turkey that ristmas Eve never arrived. ng and roast potatoes

as what we brought e table in front of us. hpty hands to the altar heaven: and then those who have meaning of our

istmas?

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https://www.churchofengland.org/resources/advent-and-christmas-2021-resources-heart-christmas

How to personalise the resources yourself

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Canva for church Facebook group

https://www.facebook.com/groups/CanvaForChurch



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Find your way around Canva.com

Click here to find **templates**

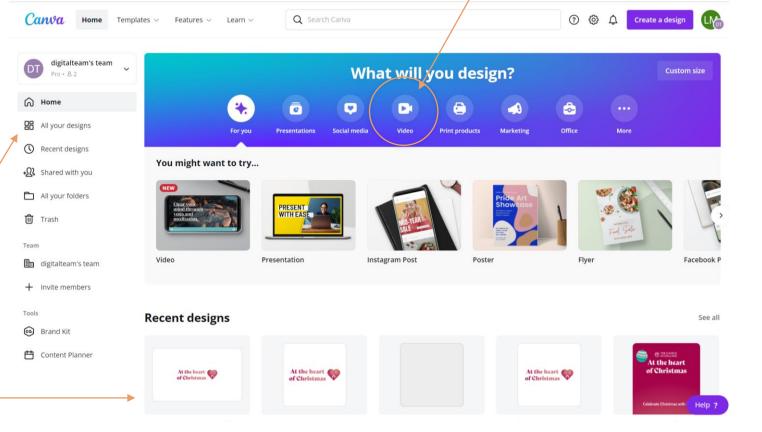
to make a video

The home screen shows your recent designs and Canva templates to create something new. Canva can be used for online and printable

graphics.

Designs are automatically saved in **Recent designs** and

All your designs



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Download the video

Find your way around Canva.com

Ctrl+ENTER

Ctrl+D

In Duplicate

D Add transition

Til Delete

do Split

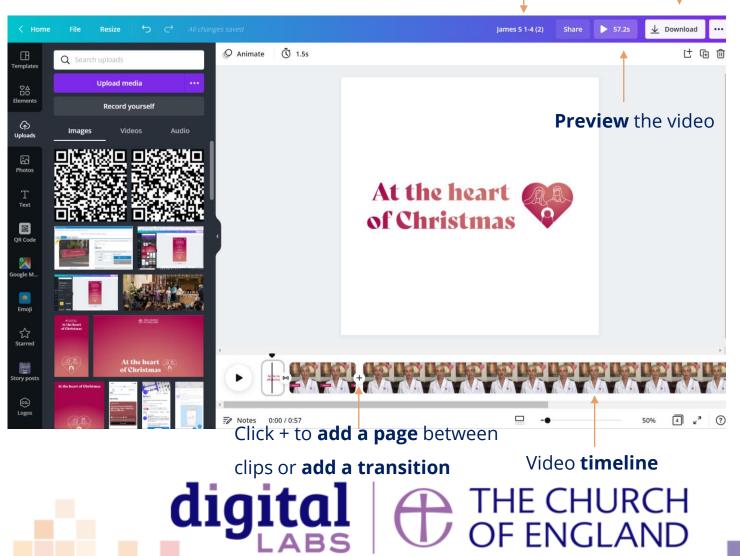
To Notes

Give your project a **name**

When you select a template a new screen will open with a blank project.

The **left hand menu** includes all the elements to add to your video **Click** on elements to add them to your design.

Right click on the video timeline to split the video and add transitions



Video tips

- Viewers on social media take less than two seconds to decide to watch a video keep introductions short to keep their interest
- Videos less than **2 minutes** long on Facebook get the most engagement
- Average video length on YouTube is **8.4 minutes** (for non-entertainment videos)
- If adding text over images or video, increase readability by adding a box behind the text
- Avoid placing text or logos in the lower quarter of the video as it may obscure subtitles displayed on social media

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Digital Labs blogs, newsletter, webinar, conference