

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.

**John 1.18**

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# At the heart of Christmas



## The message behind the theme

- 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.

# Printed resources and free digital downloads



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

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# How to personalise the resources yourself

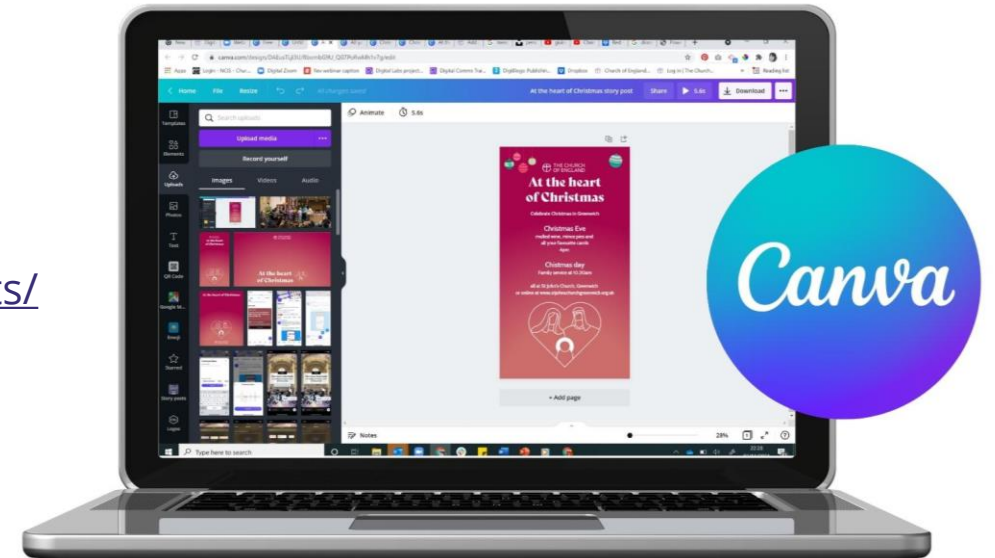
## Open a free Canva account

Create a Canva account <https://www.canva.com/signup>

Canva for non-profits <https://www.canva.com/canva-for-nonprofits/>

Canva for church **Facebook group**

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



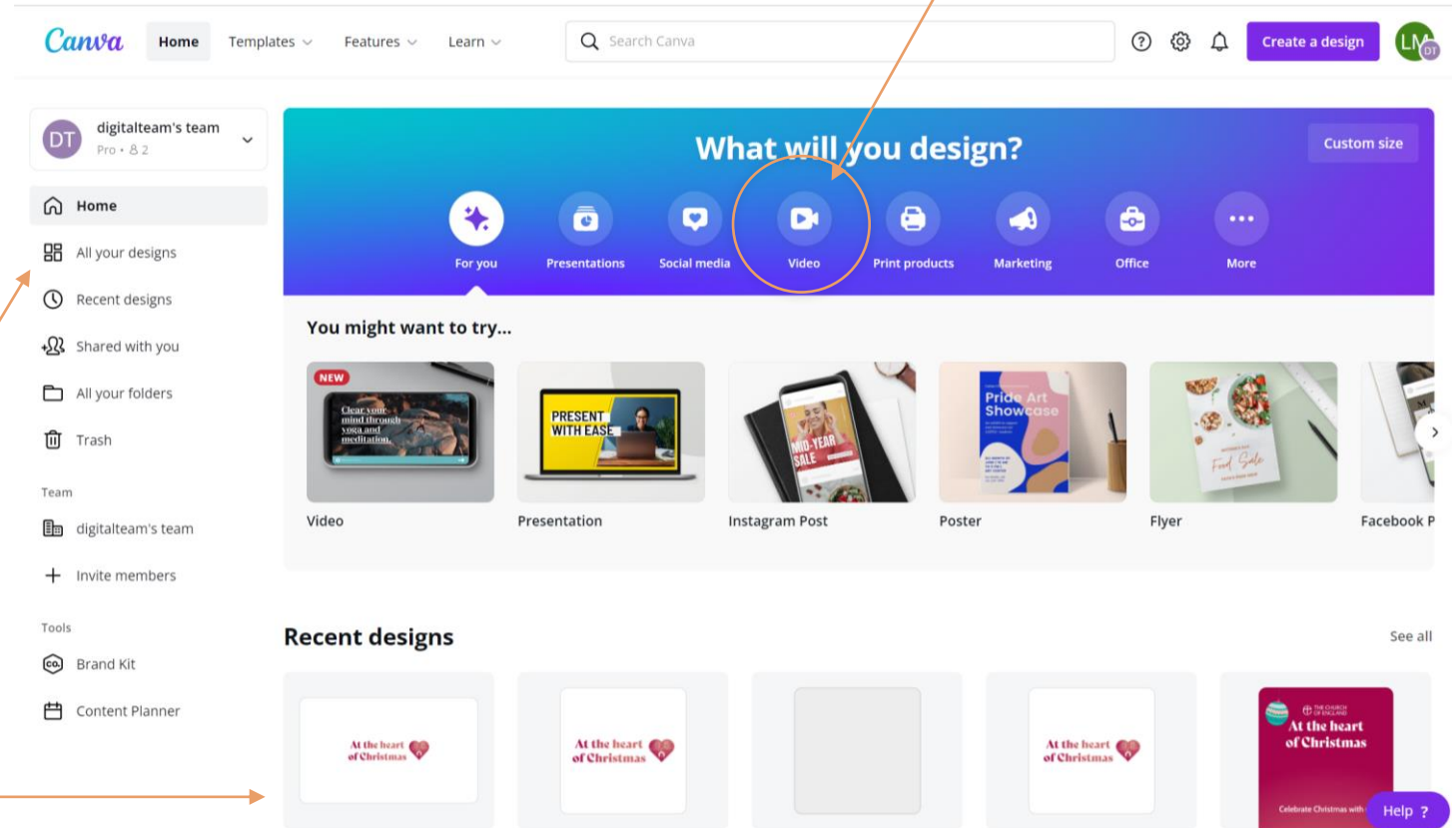
# Find your way around Canva.com

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**

Click here to find **templates** to make a video



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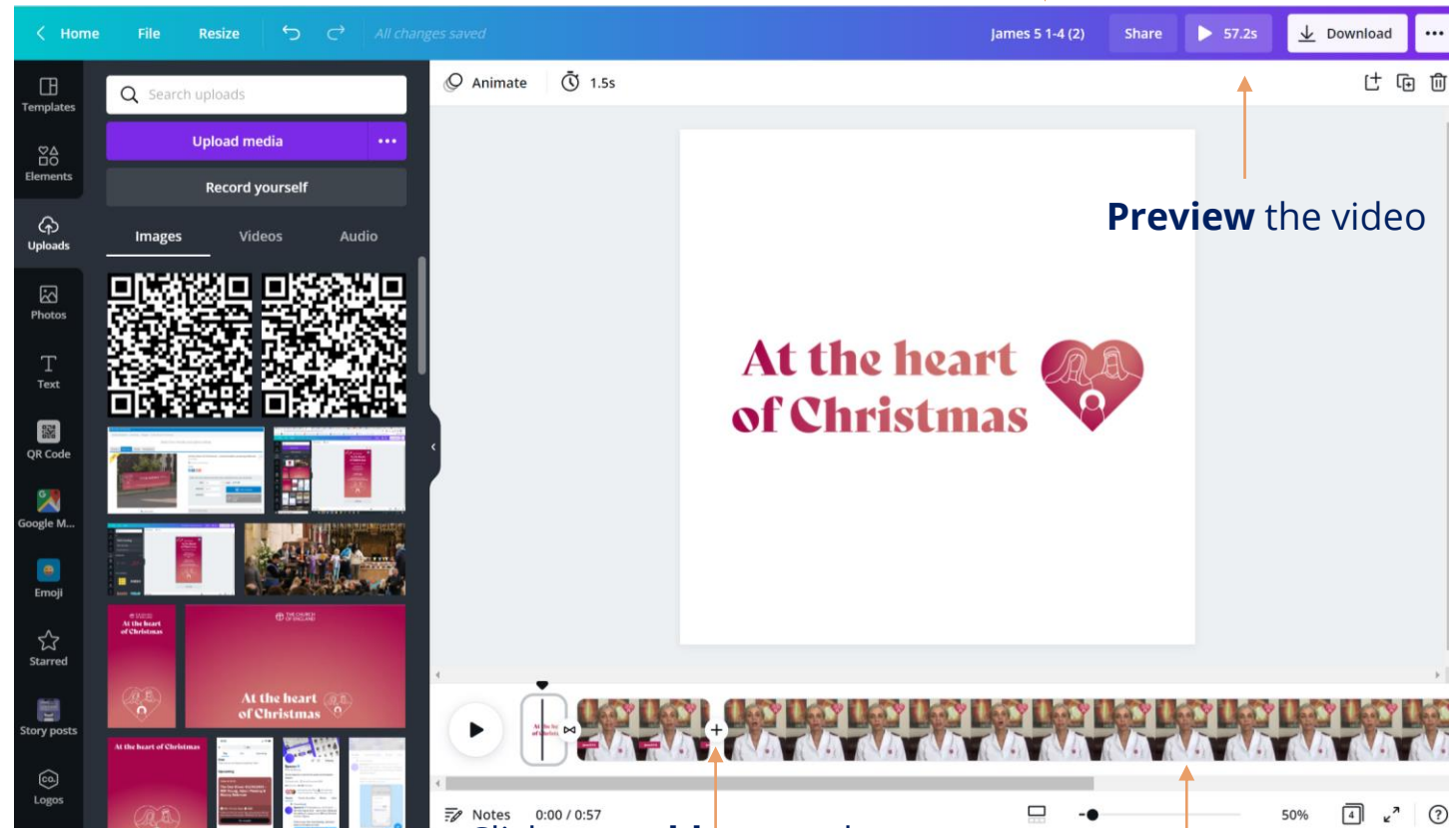
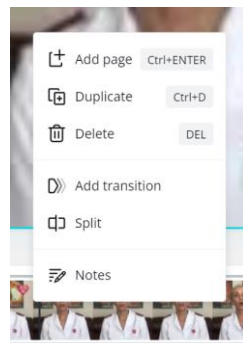
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# Find your way around Canva.com

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



**Preview** the video

Click + to **add a page** between clips or **add a transition**

**Video timeline**

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# 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





# Free tools and resources to help churches with their digital communications



Digital Labs blogs, newsletter, webinar, conference