

# Maximizing Impact in the Digital Ministry Space





# A Little About Us



- 2015-2023: Adrian completes 8 years at a Creative agency in NY
- 2017-2020: Krista completes 3 years on the missions field in Sicily, Italy among mostly muslim refugees
- We met in 2020 in the height of Covid through a couple here named Cris & Sandy Lebron, got married in May 2022, had Baby Zeal in July 2023
- Launched Zeal Creative end of 2023, going full-time freelance
- Currently work with The Mission Church, AG World Missions: Europe, and starting May 1, with LoveLife, an incredible pro-life organization, which some of the churches here support on a monthly basis



# The Heart behind Ministry Social Media Matters

“Now the earth was formless and empty, darkness was over the surface of the deep, and the Spirit of God was hovering over the waters. And God said, Let there be light”  
– Genesis 1:2-3

“Then the Lord said to Moses, <sup>2</sup> “Look, I have specifically chosen Bezalel son of Uri, grandson of Hur, of the tribe of Judah. <sup>3</sup> I have filled him with the Spirit of God, giving him great wisdom, ability, and expertise in all kinds of crafts...”  
– Exodus 31:1-3

“Listen carefully: I am sending the Promise of My Father, the Holy Spirit upon you; but you are to remain in the city of Jerusalem until you are clothed (fully equipped) with power from on high.”  
– Luke 24:49

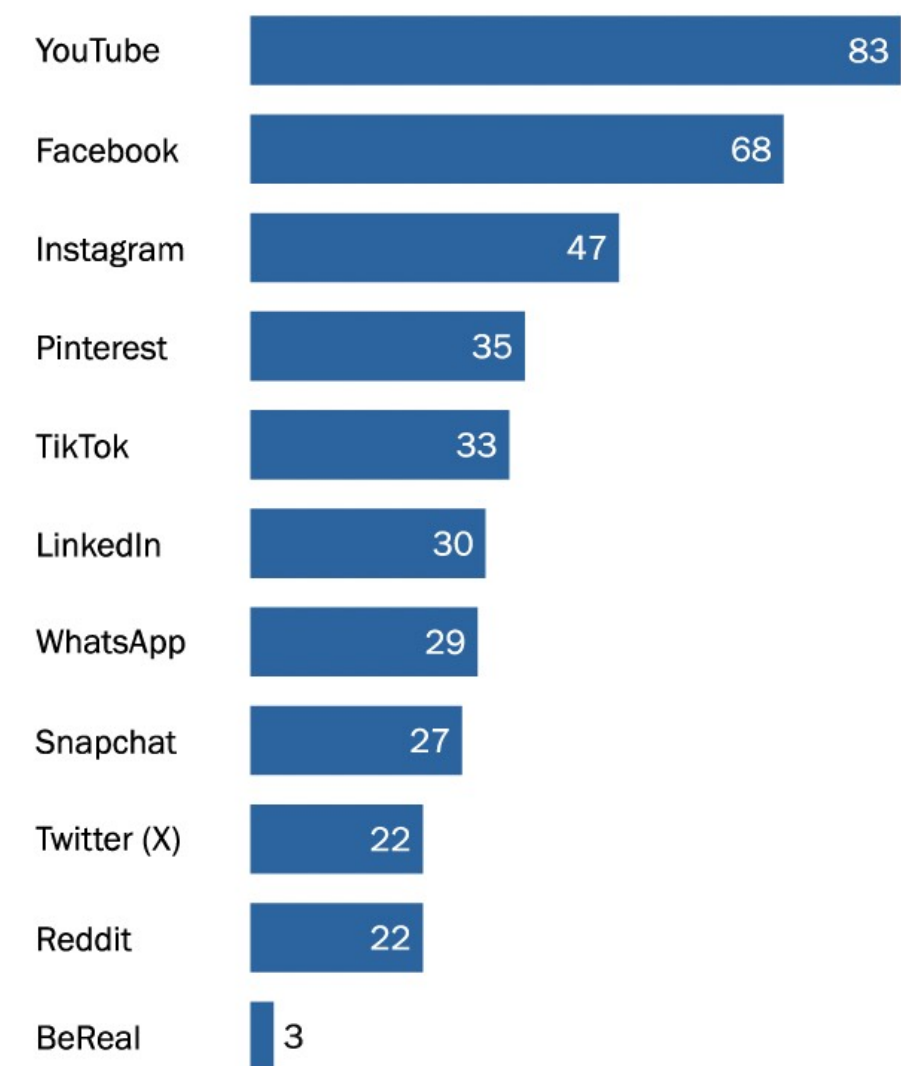
“Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, <sup>20</sup> and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.”  
– Matthew 28:19-20

- In the creation of the world, in the creation of the Tabernacle where God’s Spirit filled artists, and in the creation of new disciples, the Holy Spirit who exists to reveal Jesus and His Great Commission has to be our motivation.
- Ministry social media is not like and should not be motivated by the culture’s motivation for social media, which is Spirit void, self-promotion, and vanity. It will not stand the test of the coming fire.
- It’s a tool for making disciples, therefore growth in metrics alone not the main goal. But should be snapshot of what hopefully is the reality and true values of the ministry.
- This keeps us focused on the why and safeguards us from the dangers of social media falsely disguised as “building His Kingdom.”

# The Digital Pulpit: Why Social Media Matters

**Most U.S. adults use YouTube and Facebook; about half use Instagram**

*% of U.S. adults who say they **ever** use ...*



Note: Respondents who did not give an answer are not shown.  
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.  
"Americans' Social Media Use"

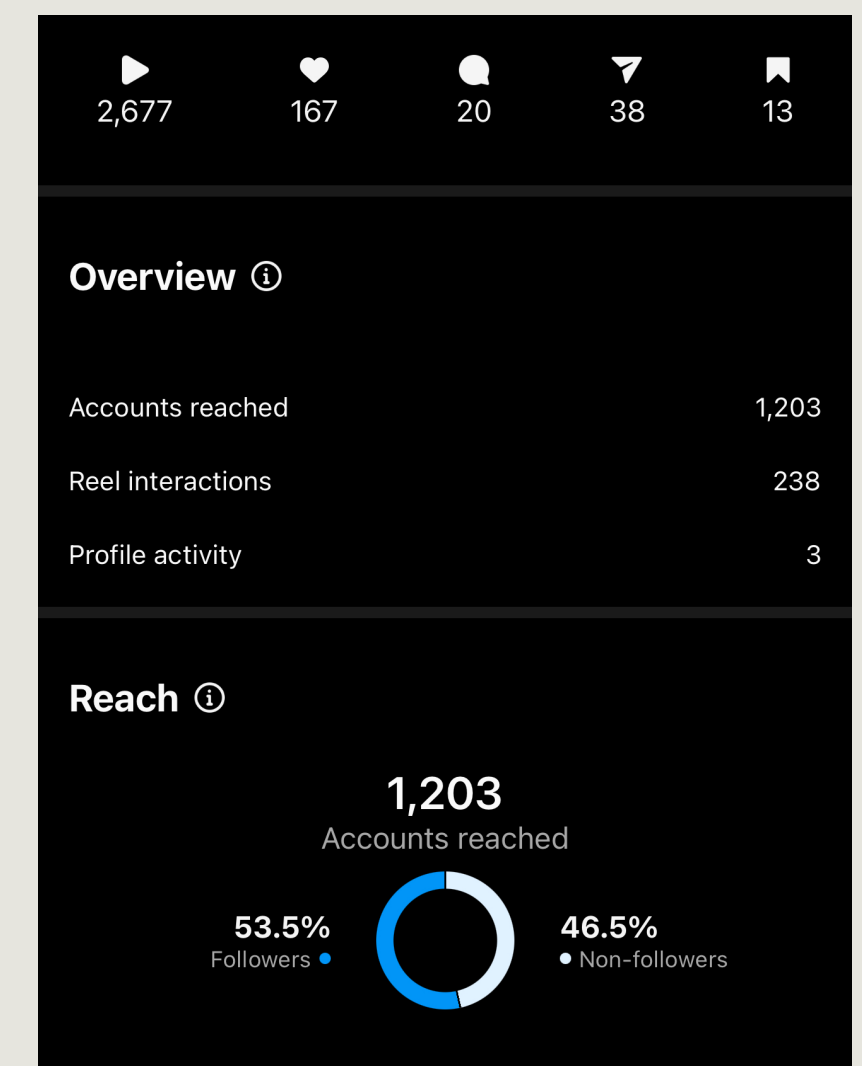
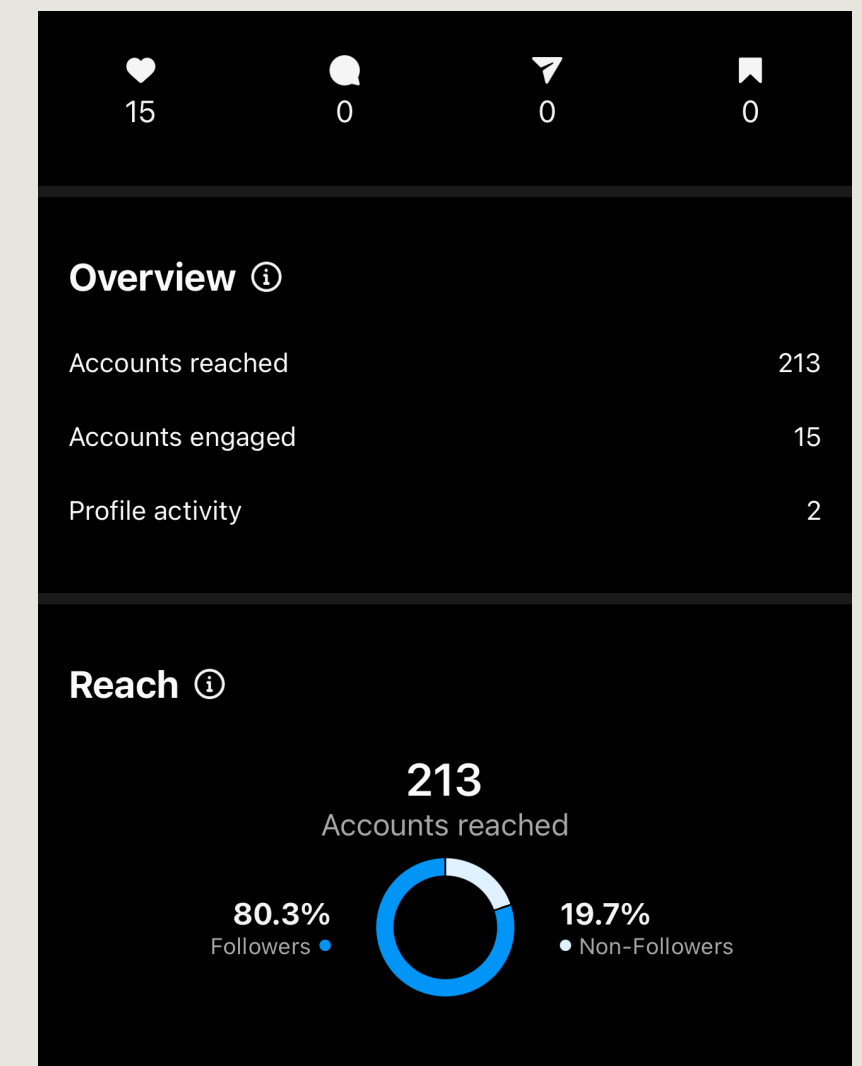
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- The landscape of digital engagement demonstrates that platforms like YouTube, Facebook, Instagram, and TikTok have become integral parts of daily life across diverse demographics.
- For churches, this means social media is not just an optional outreach tool but a crucial space for ministry.
- With most U.S. adults engaging with these platforms regularly, churches have an unprecedented opportunity to meet people where they are—online.
- Leveraging these platforms allows for the sharing of sermons, spiritual guidance, community events, and more, broadening the church's reach well beyond the physical walls and creating connections with a global & local audience hungry for meaningful content.
- Social media is a cost-efficient outreach tool. Unlike traditional media, which incurs printing and distribution costs, these platforms are mostly free and offer targeted messaging to reach specific demographics effectively.
- With access to real-time analytics, churches can track the reach and engagement of their content, making informed decisions to enhance their digital ministry and measure their impact more accurately than ever before.



# Strategy: Promoting vs. Doing

- Developing a strategic approach to church social media involves balancing the promotion of ministry events with actively engaging in ministry online. For instance, take the Mission Church's strategy of pinning a month-at-a-glance graphic on social feeds, which outlines key events and ministries for the upcoming month. This proactive promotion keeps the congregation informed and encourages participation.
- However, the lifespan of such promotional content is limited to the event's duration. To create a lasting social media impact, "doing ministry" on these platforms is crucial. This includes sharing sermon reels, sermon quotes, educational carousel posts, and testimonial videos that not only inform but also disciple and engage the audience deeply. These types of posts are inherently shareable and have the potential to reach a wider audience, including those who are unchurched or unreached.
- For example, while promoting 21 Days of Prayer and Fasting or other events are a typical use of social media, inviting your online community to pray immediately through a guided prayer and coupling it with teaching/FAQ on Fasting, can be more impactful.
- This approach not only informs but also invites immediate engagement, transforming passive viewers into active participants in ministry. Such interactive content often has a higher probability of being shared and can go viral, extending the church's reach and impact far beyond its immediate community.
- This dual strategy ensures the church maintains a dynamic and inviting presence on social media, catering to both current members and potential new followers.





# Strategy: Sermons & The Weekly Calendar

Our churches possess a unique advantage in the content-rich sermons delivered weekly. Thanks to technological advancements and the push from the pandemic, most churches now have a repository of video-recorded sermons, essentially a treasure trove for social media content creation.

What you may lack in budget and staff and where organizations must invest heavily in content ideation and production, churches can leverage the wealth of spiritual insights already produced for the pulpit, translating this into engaging social content that feeds the soul and fosters community – both online and off.

Here's a sample of a 1-Week Social Calendar based off the Sermon alone, not including other happenings your church may be posting about.

**MONDAY: SERMON REEL** – Kick off the week with a sermon reel on social media, complete with a call to action that directs viewers to the full sermon online. (2-3 hours)

**TUESDAY: SERMON QUOTE** – Share an inspiring quote from the sermon, perfect for shareable, contemplative content that resonates with followers. (1 hour if template based)

**WEDNESDAY: SWIPE-ABLE CAROUSEL** – Dive deeper with a text-based carousel post, breaking down the main points from the sermon for mid-week reflection. (2-4 hours)

**THURSDAY: SERMON REEL #2** – Maintain engagement with a second sermon reel, highlighting another impactful takeaway to keep the conversation going. (2-3 hours)

**FRIDAY/SATURDAY: SERMON BLOG** – Round out the week with a comprehensive blog post for your website derived from the sermon transcript for those seeking an in-depth exploration of the message. (4-6 hours)... (11-17 hours total)



# Tools for Success



I've curated a select list of tools and resources designed to help expand on and create the content we've spoken about. A copy of this presentation is readily available on our site ([zealcreative.work/thesummit2024](https://zealcreative.work/thesummit2024)) to help you discover how these tools can serve your ministry. Scan the QR code provided, or visit my website - a link to which you'll find on the business card in your Summit portfolio or the Zeal Creative advertisement on your program pamphlet. On the site, you can fill out a form to directly contact me if you have a 1-on-1 consultation.



# Is It Worth It?

When weighing the worth of a church's social media presence, consider this: even if your online efforts don't bring a new person through your doors, they are never in vain.

Each post, each video, each message serves to reinforce the faith of those already within your congregation. It is a daily reminder of God's promises, an engagement in spiritual practice, and a digital platform for ongoing discipleship.

And unlike traditional methods such as snail mail, social media ensures that your efforts still have intrinsic value even in a worst-case scenario. They support, educate, and uplift your existing members, which is a worthy mission in itself.

That is the true power of a well-crafted social media strategy for churches.