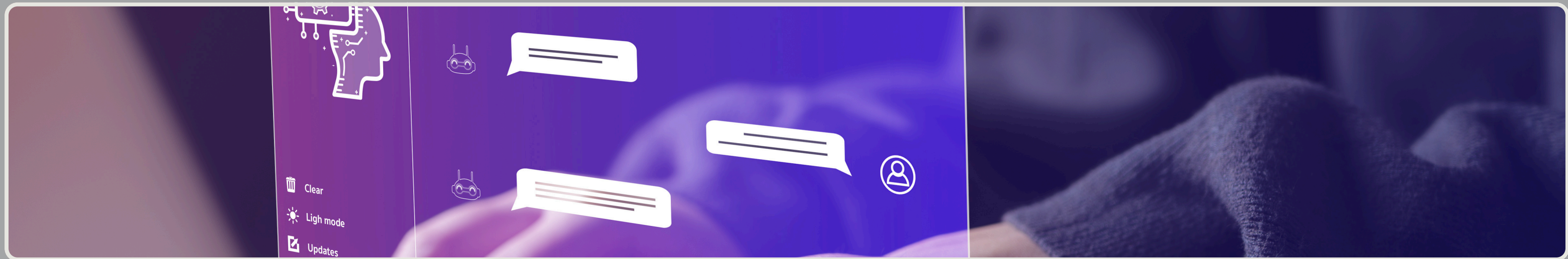# Why AI Matters for Church Media

1

Social Media

80% of visitors check your social media/website before attending your service

2

Challenges

Small teams. Limited time. Constant demand. Creating weekly content can feel overwhelming.

3

Opportunity

AI empowers your team to work smarter—creating more consistently

Understanding the Capabilities and Limitations of AI

Strengths

1. Saves Time for Staff & Volunteers
2. Automates repetitive tasks (scheduling, caption writing, transcription) so more time is spent on people, not platforms.
3. Repurposes sermons into devotionals, reels, blogs, and more — helping your message reach people all week long.
4. Offers fresh ideas, graphic templates, and caption drafts to jumpstart brainstorming without hitting creative walls.
5. Makes Professional Content More Accessible
6. Tools like OpusClip, Canva, and Descript allow churches to create content that looks and sounds polished — without needing a full production team.
7. Auto-captions, transcripts, and translation tools help reach people with hearing loss, language barriers, or limited time.

Weaknesses

1. It's not a human being. It has no soul.
2. AI doesn't know Scripture context, theology, or the prompting of the Holy Spirit — it must be guided and reviewed carefully.
3. Risk of Over-Reliance. Use it to replace your own thinking and you will become dull.
4. It can be tempting to let AI write devotionals or captions without extensive times in study & prayer.
5. Ethical Risks
6. Using AI-generated faces, fake reviews, or inauthentic testimonials can mislead if not disclosed properly.
7. Inaccuracy & Bias
8. AI tools occasionally generate wrong or misleading information — especially when handling biblical content or sensitive topics.
9. Not Relationship-Based

Sample Weekly AI Workflow

Pastor Gregg preaches a message.

- We take the sermon recording — either the video file from Resi or the YouTube link — and drop it into Descript.
- Descript automatically transcribes the entire sermon.

Step 1: Generate Clips with OpusClip

- Paste the YouTube link into Opus.Clip.
- It auto-selects the top 5–10 high-impact clips from the message.
- These become our Instagram Reels, YouTube Shorts, or Facebook Clips for the week.

Step 2: Create a Blog from the Transcript

- We ask ChatGPT to clean up the transcript — not to rewrite it, but to organize it clearly and fix grammar.
- The tone and theology remain untouched.
- The final blog goes on our website, which boosts SEO — helping people find us through Google.

Step 3: Canva Carousel from Sermon Points

- Ask AI to extract 5 main points or QUOTES from the message.
- Drop them into a Canva carousel template with church branding.
- Each slide becomes a powerful reflection for midweek engagement.

Step 4: Post & Promote

- Use the best reel to drive traffic back to the full sermon on YouTube.
- Captions and social copy are based directly on what Pastor Gregg already said — we're not inventing new content.

Takeaway

- This strategy works for anyone creating long-form content — especially pastors.
- Your pastor is already putting in hours of ethical prep.
- AI helps extract and expand that message across multiple channels — because by Wednesday, most people forget what they heard on Sunday.

ME VS. ME
— GREGG JOHNSON