

**The WHY, the HOW, and the benchmarks to know if it is actually making a difference.**

Effective online ministry is within reach when the target is pastoral, simple, and consistent.

**CORE AIM**

Care for people well online while inspiring them to go deeper in faith, often by coming in person.

Online church is not an end in itself. It is a means of expanding the family.

**PART 1: WHY STREAM AT ALL?****The walls have been blown out.**

The message of Jesus can now reach someone across town or across the world at the click of a button.

**1. Include the whole family.**

Shut-ins, the sick, the bedridden, people constantly traveling for work. These people still need connection to the body of Christ.

**2. Keep the door open.**

Online is the new front door to the church. Most first-time in-person visitors say, "I've been watching online for months."

**PART 2A: MORE THAN WATCHING A VIDEO****Online ministry is pastoral ministry.**

It is care for the one. Chat hosts are the key to connecting the online community with the brick and mortar church. Many times when an online viewer converts to in-person attendance, the chat host is their first connection point.

**CHAT HOST TARGETS**

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| <input type="checkbox"/> Pray for people in the chat.                          | <input type="checkbox"/> Ask how the team can pray for viewers.                                     |
| <input type="checkbox"/> Pose questions that help people engage with the Word. | <input type="checkbox"/> Post links to notes, articles, and resources that go deeper.               |
| <input type="checkbox"/> Engage both corporately and 1-on-1.                   | <input type="checkbox"/> Welcome people in before the stream starts, like the virtual church lobby. |

**The goal: Every person seen and loved. That is the target every week, whether you hit it or not.**

**PART 2B: CREATE A CLEAR WINDOW INTO THE SPACE**

Imagine someone standing outside your building on a Sunday morning, drawn to what is happening inside. Now imagine the window is filthy. That is what poor production does to your stream.

**Audio first, always.**

Viewers tolerate bad video far better than bad audio.

**Someone must listen.**

Do not just run an aux send and forget it. Put a real human on stream audio with headphones.

**Presence matters.**

Always include stereo ambient congregation mics so online viewers feel present in the room.

**TAKE-HOME TARGETS****How To Do It Well**

Simple, pastoral, measurable

**AUDIO TARGET****Clean, consistent vocals.**

Followed by a well-blended band mix.

- Use a post-fader aux mix or a DAW mix when possible.
- A DAW mix gives studio-level EQ, compression, and a fully dedicated online mix.
- The bare minimum: someone on the team knows how the stream sounds at all times.

**VIDEO TARGET****Simple done well.**

One great camera, well-placed and well-lit, beats two shaky mismatched angles.

- One locked mid-shot of the preacher and worship leaders.
- One wider manned shot of the full stage to cut to.
- Grow from there with stabilizers and a trained volunteer team.

**CAMERA FRAMING NOTES****Fixed speaking shot.**

Simple. Tight shot of preacher with enough room for movement. Balance between tight and personal and wide for safety.

**Speaking alternate angle.**

Side shot captured of speaker for interest and emotion.

**Congregational response.**

Online worship feels more connected when viewers can see congregational response.

**Manned cameras always look better than PTZ.** The training is worth it. Ideally these angles are positioned with heads, hands, and congregation interaction in frame. This achieves the "you are in the room with us" aim.

**PART 3: HOW TO KNOW IF IT IS WORKING****Track the numbers consistently.****Recommended Number**

**Unique viewers across all platforms combined.** YouTube live and replay plus Facebook Live plus your church platform, added together into one number.

Track it on the same day every week. Fridays work well because catch-up views have time to come in.

**Ministry Metrics**

- Hands raised during a service.
- Prayer conversations in chat and 1-on-1.
- Next steps taken directly out of the chat.
- New chatters engaging for the first time.

**Make data-driven decisions, not emotional ones.** Do not be discouraged about viewership; the story of the one matters far more than the quantitative piece of this process. A normal expectation is to see about 10% of your viewership chatting, so keep inviting silent viewers into the conversation.

**THE STORIES ARE THE PROOF**

The numbers tell you something, but do not focus on the numbers. Do not ignore the stories just because they are qualitative.

**The real question:** Are fresh stories of discipleship and engagement showing up with any regularity? That is the difference between broadcasting a video and actually doing ministry.

**My Next Step**

WHERE ARE WE STRUGGLING MOST?

ONE IMPROVEMENT TO TRY THIS MONTH

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