

NC, VA, and SE Synods
September 28, 2020

Being Church in a Digital Age:

Building Digital Community

Ryan Panzer
@ryanpanzer
www.ryanpanzer.com

GRACE AND GIGABYTES

.....
**BEING CHURCH
IN A
TECH-SHAPED
CULTURE**
.....

RYAN M. PANZER



September 14th:

The Case for
Prioritizing
Digital Ministry

September 21st:

What's Next for
Virtual Worship

September 28th:

Building Digital
Community

Webinar series

Learning goals

- Pause to reevaluate how you are doing church online
- Implement next-level tactics for doing church online
- Develop a long-term framework for online worship
- Discover the challenges in building virtual Christian community
- Develop a plan for community building in your context



My background

- Career in tech industry, including Google
- Author of *Grace and Gigabytes: Being Church in a Tech-Shaped Culture*, coming out this December from Fortress Press
- Researcher, speaker, and consultant on digital ministry, church leadership, and faith formation
- Based in Madison, WI



Today's Agenda

- Review of first two webinars
- Challenges of community building
- Community opportunities
- Community building processes
- Breakout discussion

Review of First Two Webinars

Being Church in a Digital Age

Mindset #1:
Culture over Tech

**Search
Engines** → **Search**
“Everything’s”

Tech → **Culture**

Mindset #2:

Engage Digital Values

Proclamation



Questions

Hierarchy



Collaboration

In-Person



Hybrid Connection

Passivity



Creativity



Mindset #3:

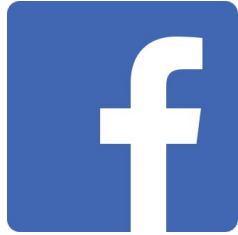
Digital Minimalism:

If you think you can't keep up with the pace of technological change, you're probably right.

Start by considering your mission in the context of tech-shaped culture

Prioritize technologies that align with your vision and the broader culture of the digital age

Platforms: Facebook, YouTube, and Zoom



Most opportunity for social engagement

Widespread usage as church communications platform

Broadcast worship by "Going Live" on church page

Example: Good Shepherd Lutheran in Madison, WI; Our Saviour's Lutheran in Appleton, WI



Best control over broadcast quality

Easy to share with those not on social media/Facebook

Broadcast worship by broadcasting live on church page

Example: Episcopal National Cathedral



Most built-in interactivity

Widespread adoption as a business communications tool, free/easy access

Broadcast worship by starting a Zoom call, sharing URL

Example: Upper Dublin Lutheran in Ambler, PA

Distribution: Livestream or Recording

	Benefits	Technology
Livestream	<ul style="list-style-type: none">• Affords real-time involvement• Spirit of togetherness• No editing necessary• “Forgiveness” on content quality	<ul style="list-style-type: none">• Facebook, Zoom, or YouTube• Internet-connected device• Optional software: Switcher Studio, Vimeo Livestream• Optional hardware: MeVo Camera
Recording	<ul style="list-style-type: none">• “Stitch together” community contributions• Ease of access for busy families• More polish	<ul style="list-style-type: none">• YouTube or Facebook Premieres, YouTube channels• Basic video editing software: QuickTime, iMovie, Camtasia

Software: An ecosystem of vendors

“Secular”

Vimeo Livestream

vMix

DaCast

Church-Specific

Truth Cast

Christian World Media

StreamingChurch.TV

Licensing: Some considerations

CCLI permissions:

- “Live stream Songs performed in your church services in audio and/or video form”
- **“Retransmit** Songs performed in your church services in audio and/or video form”

Source: [CCLI Streaming License Terms of Agreement](#)

One License permissions:

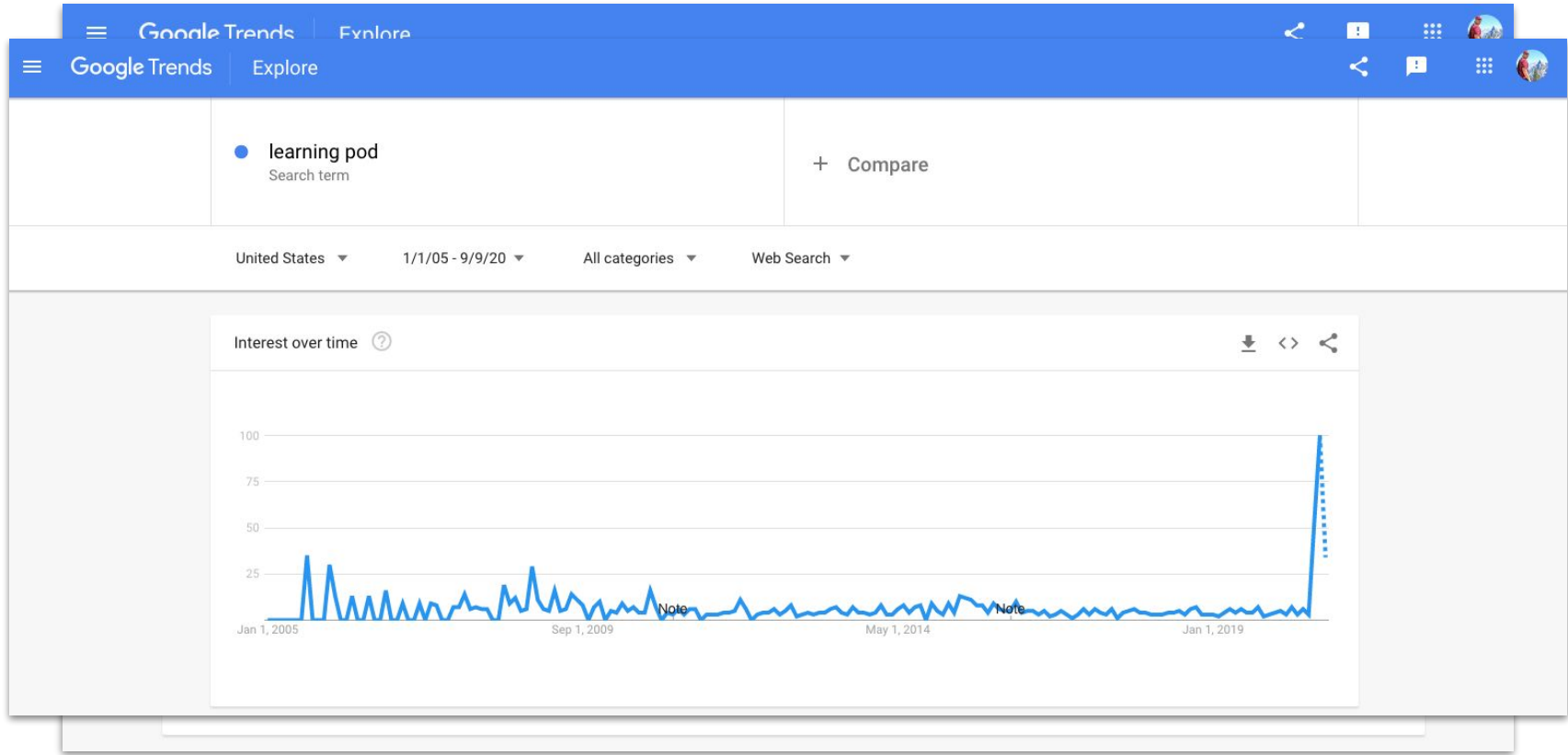
- “The Podcast / Streaming License covers music streamed or stored on YouTube, Facebook Live, StreamSpot, your organization website, Zoom, Dropbox, or any of a number of internet services... Most, but not all, of our Member Publishers participate in these licenses.”

Source: [UPDATED: AN IN-DEPTH LOOK AT OUR PODCAST / STREAMING LICENSES](#)

Challenges

**Why Community Building is So
Difficult**

Community: Difficult to cultivate



Community: Difficult to cultivate

Time:

Work from Home,
Virtual School

Workdays now 3 hrs.
longer than
pre-COVID

[Source: Bloomberg](#)

Energy:

Zoom Fatigue,
Mental Health
Issues

73% of Americans
experiencing
anxiety > 2x/week

[Source: Pew Research FactTank](#)

Motivation:

No Social
Reinforcement,
System Support

43% of Americans
experiencing
isolation > 2x/week

[Source: Pew Research FactTank](#)

Community: Difficult to cultivate

Pandemic Posts

6.5 Million Monthly Social Posts about COVID-19

74% link to news sites

1% link to science sites

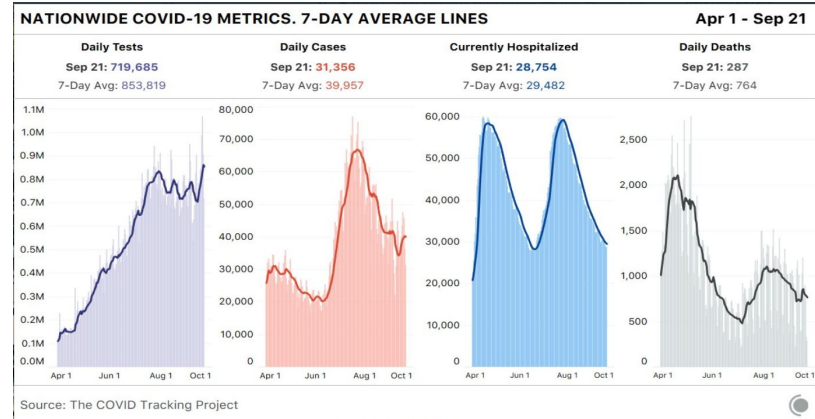
Source: [Pew. As COVID-19 Emerged in U.S., Facebook Posts About it Appeared in a Wide Range of Public Pages, Groups](#)

Politics Posts

55% of Americans “worn out” by political posts on social media

70% find online politics discussions “exhausting”

Source: [Pew, 55% of U.S. social media users say they are ‘worn out’ by political posts and discussions](#)



Opportunities

Why Community Building is So Important

Community: The church's opportunity

Sabbath

Encountering
exhaustion and
anxiety, responding
with pause and prayer

Justification

Stepping into "Cancel
Culture" and hyper
partisanship,
responding with
forgiveness and
reconciliation

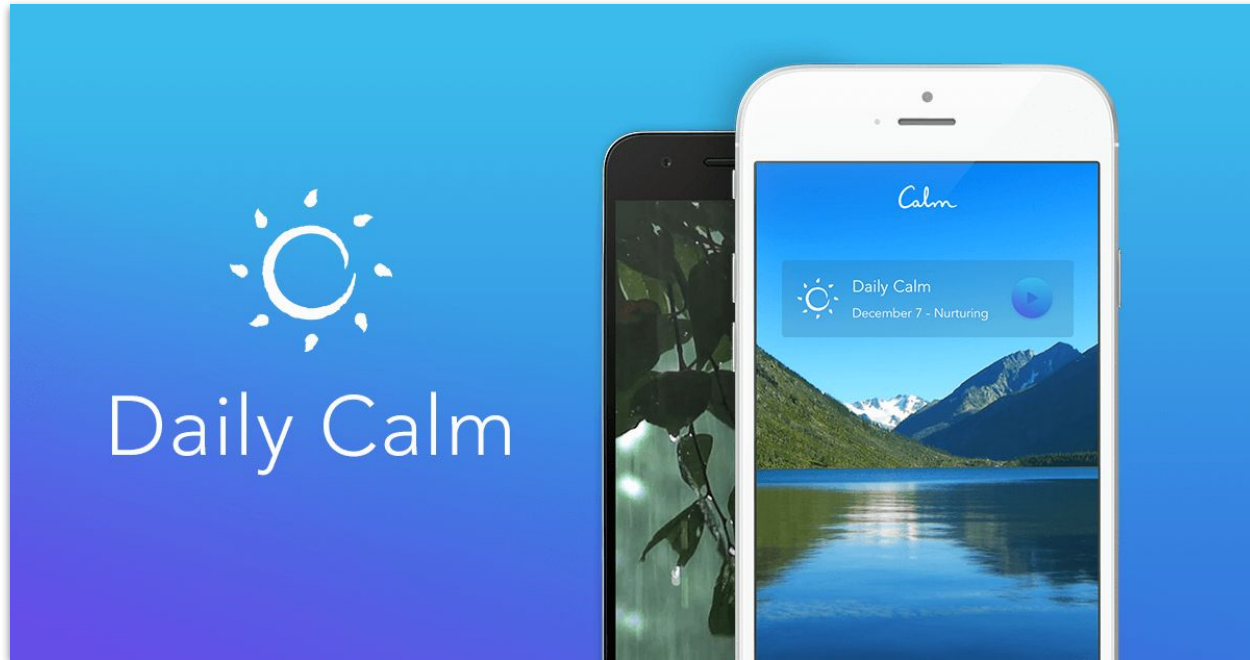
Soteriology

Addressing weary
communities unable
to see a finish line,
speaking a word of
salvation

Community: The church's opportunity



Community: The church's opportunity



Processes

**How to Build Digital Community
that Fits Your Context**

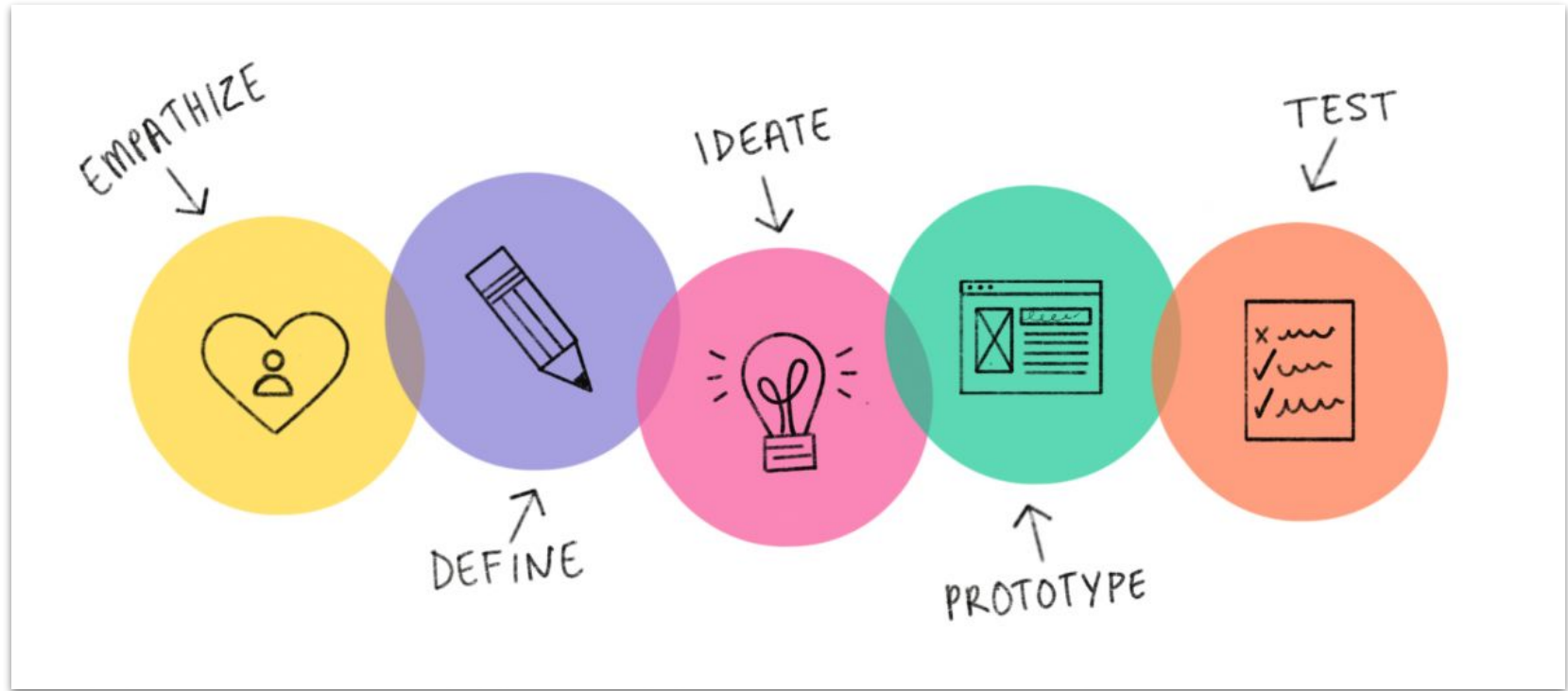
Community: Moving beyond the box

Social media posts

Zoom calls

The same thing, but “virtual”

Design Thinking Overview



Answer the “Why,” Craft Micro-Moments
Become Fluent in Design Thinking: [IDEO U](https://www.ideo.com/learn/ideation)

Design Thinking

Empathize

Listen to those in your community

What are their top challenges?

What do they want from their church right now?

How can they be consistently heard?

Define

What is the question we are seeking to address?

"How do we build community?" is too broad

"How do we engage our membership in volunteerism and service this Fall?" is more specific

Ideate

Brainstorm as many ideas as possible

Use technology

Be collaborative

Use technology

Ruthlessly prioritize (but save all ideas for later!)

Design Thinking

Prototype

Sketch your ideas,
without regard to
feasibility

Storyboarding often
preferable to text

Only consider
constraints once
prototypes are
completed

Test


Test one idea at a time

Be patient in
evaluating
effectiveness


Collect data, and
share with your
brainstorming team

Begin the process
anew!

Design Thinking Tools: Coggle




When you need
space to learn, teach, discuss




Enhance your ideas


Zoom in



Quick Tips



- ✓ 1. Place a **dot** anywhere and start typing.
- ✓ 2. Click the tool icons **twice** for the opening panels.
- ✓ 3. **Long press** on any item of the canvas and check the options.
- ✓ 4. Drag&drop an image or insert from the menu.
- ✓ 5. Visit our FAQ page:
<https://ziteboard.com/faq/>



CHALLENGE: typing

Place a dot anywhere on the canvas and start typing.

CHALLENGE: modify text

Long press on a text until it is selected and press any key. After that you can edit the text.

⚡ incredibly fast
📋 super effective
@ simple to share
👉 effortless to use

HOTKEYS

	line tool: ll
	arrow tool: aa
	rectangle tool: rr
	circle tool: cc
	ll + aa = straight arrow

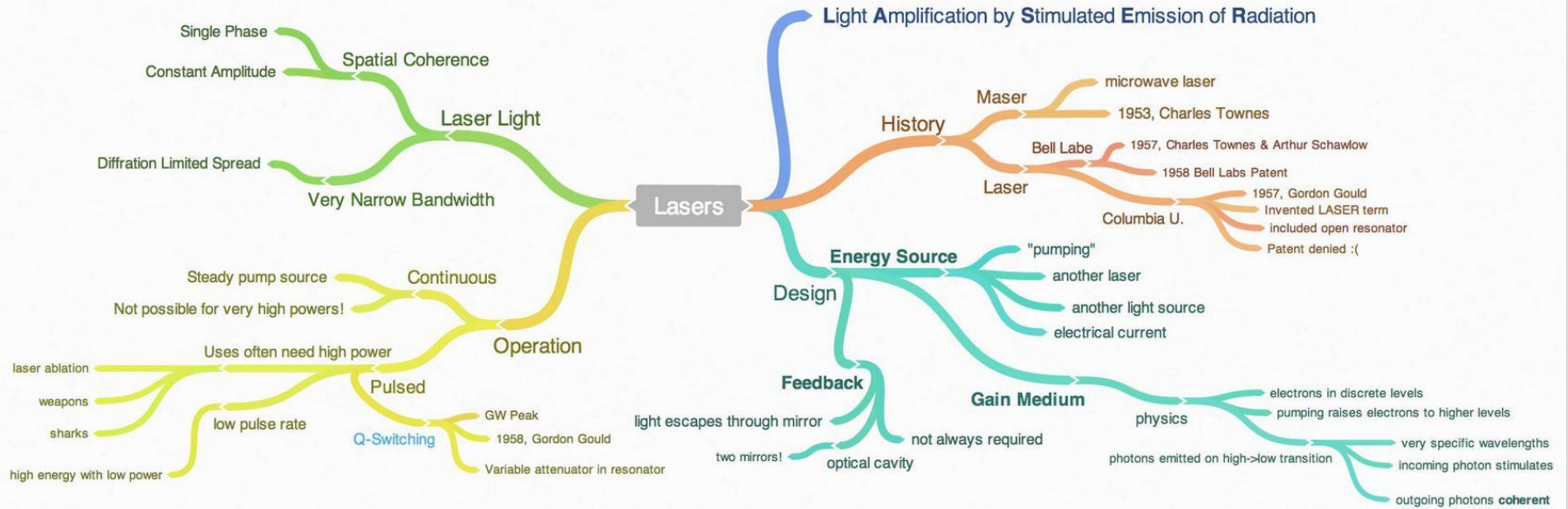
Hit the letter r twice to turn on the rectangle tool. Hit again to turn off.

Alternatively, you can switch on/off the shape tools from the pen icon.

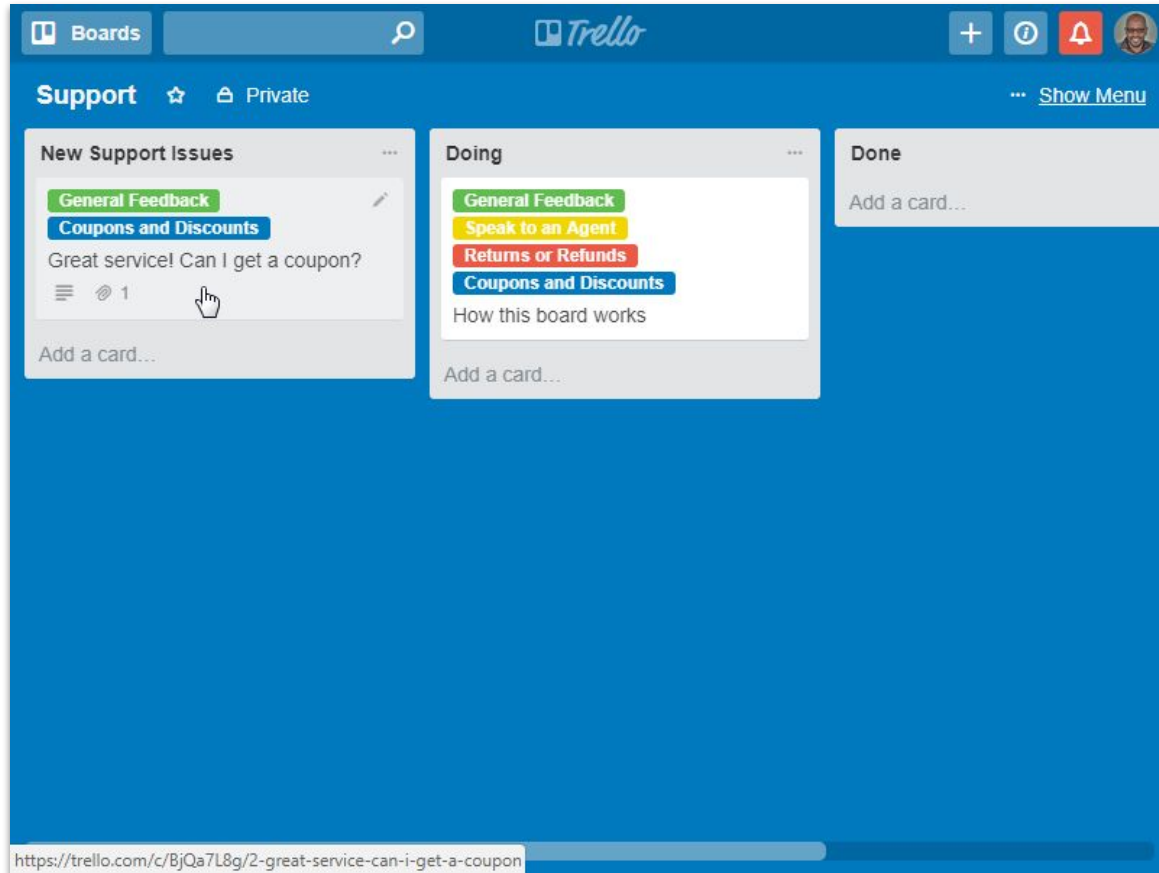
CHALLENGE: go home

Find the Go Home icon at the middle of the right handed side of the screen and click. The canvas will move to its original position.

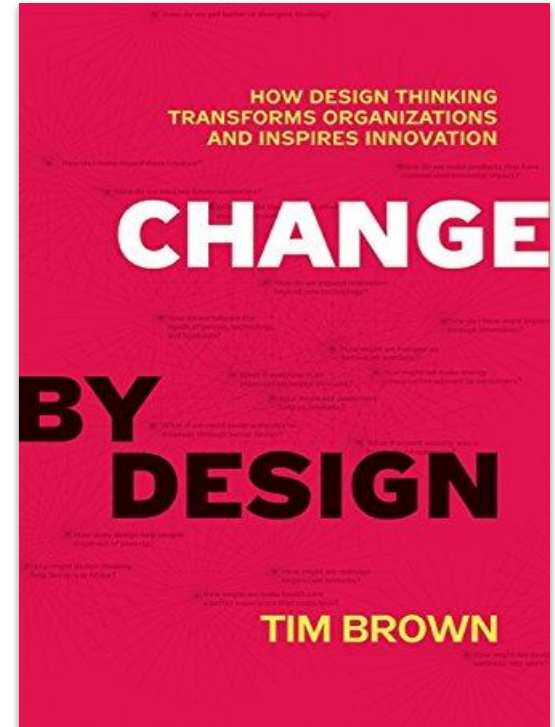
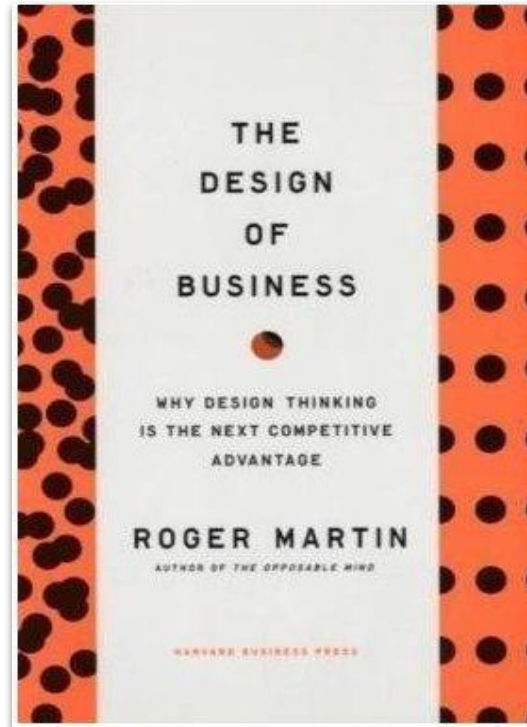
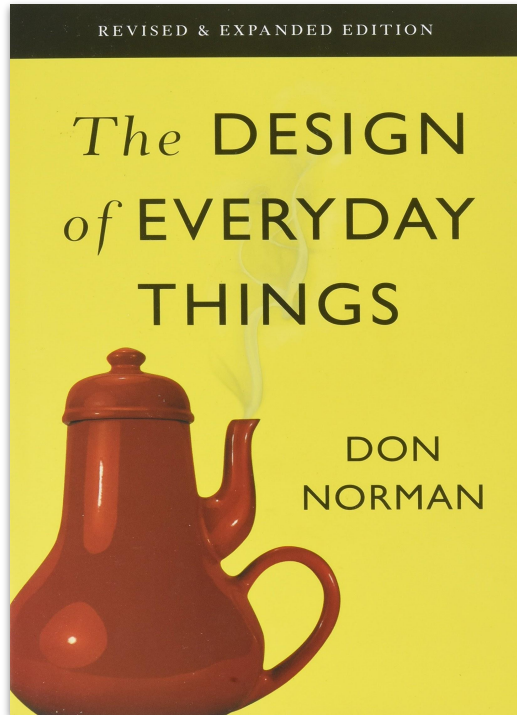
Design Thinking Tools: Ziteboard



Design Thinking Tools: Trello



Design Thinking Book Bag



Rules for spiritually-wise digital community building

This takes time. Be persistent and don't give up if nobody engages at first.

Include a focus on digital Sabbath and promoting disconnection

“One thing really well” preferable to “Always on”

Permanence

The pandemic will end.
Digital ministry is only getting started.

Planning

We moved online in a matter of days.
Let's be thoughtful and strategic
about where we go next.

Perseverance

This work will challenge us all.
Let's learn, with grace and patience.



Community Breakouts

- How can you engage your community in the shared work of digital community building and outreach?
- How can you use digital tools to promote an experience of Sabbath rest in a time of over connection and widespread uncertainty?

NC, VA, and SE Synods
September 28, 2020

**Ministry in a Digital Age
Weekly-ish Newsletter:**

www.ryanpanzer.com

**New on Faith+Lead –
Ministry in a Digital Age Learning
Community:**

<https://faithlead.luthersem.edu/communities/ministry-in-a-digital-age-learning-community/>

ryanpanzer@gmail.com
@ryanpanzer

GRACE AND GIGABYTES

.....
**BEING CHURCH
IN A
TECH-SHAPED
CULTURE**
.....

RYAN M. PANZER



NC, VA, and SE Synods
September 28, 2020

**30% pre-order discount for anyone attending
a book launch webinar!**

Fortress Press Store:

<https://www.fortresspress.com/store/productgroup/1899/Grace-and-Gigabytes>

Code: PANZER30

GRACE AND GIGABYTES

.....
BEING CHURCH
IN A
TECH-SHAPED
CULTURE
.....

RYAN M. PANZER

