

**Caffeinated Church**  
**February 2024**

# **Designing Purposeful Digital Ministry Content**

# Why content matters

Relevant, original content determines your ministry's **visibility**.

Digital content can be **re-packaged**.

Original content functions as an initial connection, and **invitation to a conversation, and a pathway to involvement**

# Today's Agenda

- Content as a **pathway to connection**
- **Curation vs creation**
- **Planning** content for your ministry
- Chat GPT, AI, TikTok, and **what's next for church online**

# Learning outcomes

- Explain why regular, original digital content creates connections and pathways to involvement
- Define how to integrate digital content with preaching and liturgical themes
- Utilize curation for efficient content creation and distribution
- Discern the impact of AI and short-form video (TikTok) on church digital content



## Instructor background

- Researcher and writer on intersection of tech and church
- Author of:
  - *Grace and Gigabytes: Being Church in a Tech-Shaped Culture*, available now from Fortress Press
  - *The Holy and the Hybrid: Navigating the Church's Digital Reformation*, available September 23, 2022



## **Poll #1:** What type of digital content are you most proficient in?

1. Newsletters and announcements
2. Social media posts (text/image)
3. Online video
4. Podcasts
5. Content initiated by ChatGPT and similar AI apps



**Poll #2:** What type of digital content are you most interested in learning more about?

1. Newsletters and announcements
2. Social media posts (text/image)
3. Online video
4. Podcasts
5. Content initiated by ChatGPT and similar AI apps

## Roundtable:

- Introduce yourself and your ministry context
- What content (if any) does your ministry create?
- What challenges do you encounter when creating digital content?



# **Digital content, connection, and the path to involvement**

**1** In the beginning was the Word, and the Word was with God, and the Word was God. **2** He was with God in the beginning. **3** Through him all things were made; without him nothing was made that has been made. **4** In him was life, and that life was the light of all mankind. **5** The light shines in the darkness, and the darkness has not overcome it.

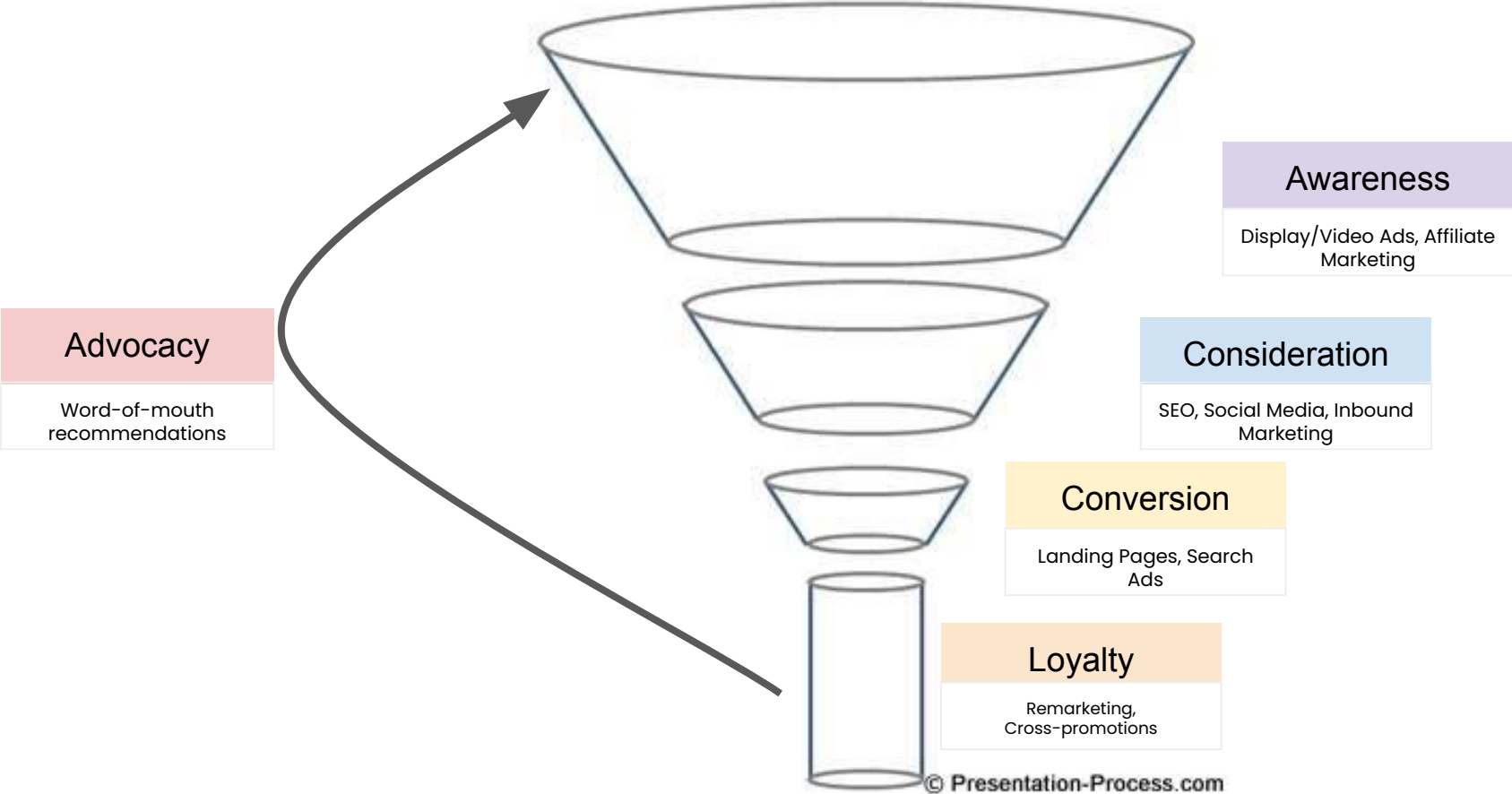
**6** There was a man sent from God whose name was John. **7** He came as a witness to testify concerning that light, so that through him all might believe. **8** He himself was not the light; he came only as a witness to the light.

...

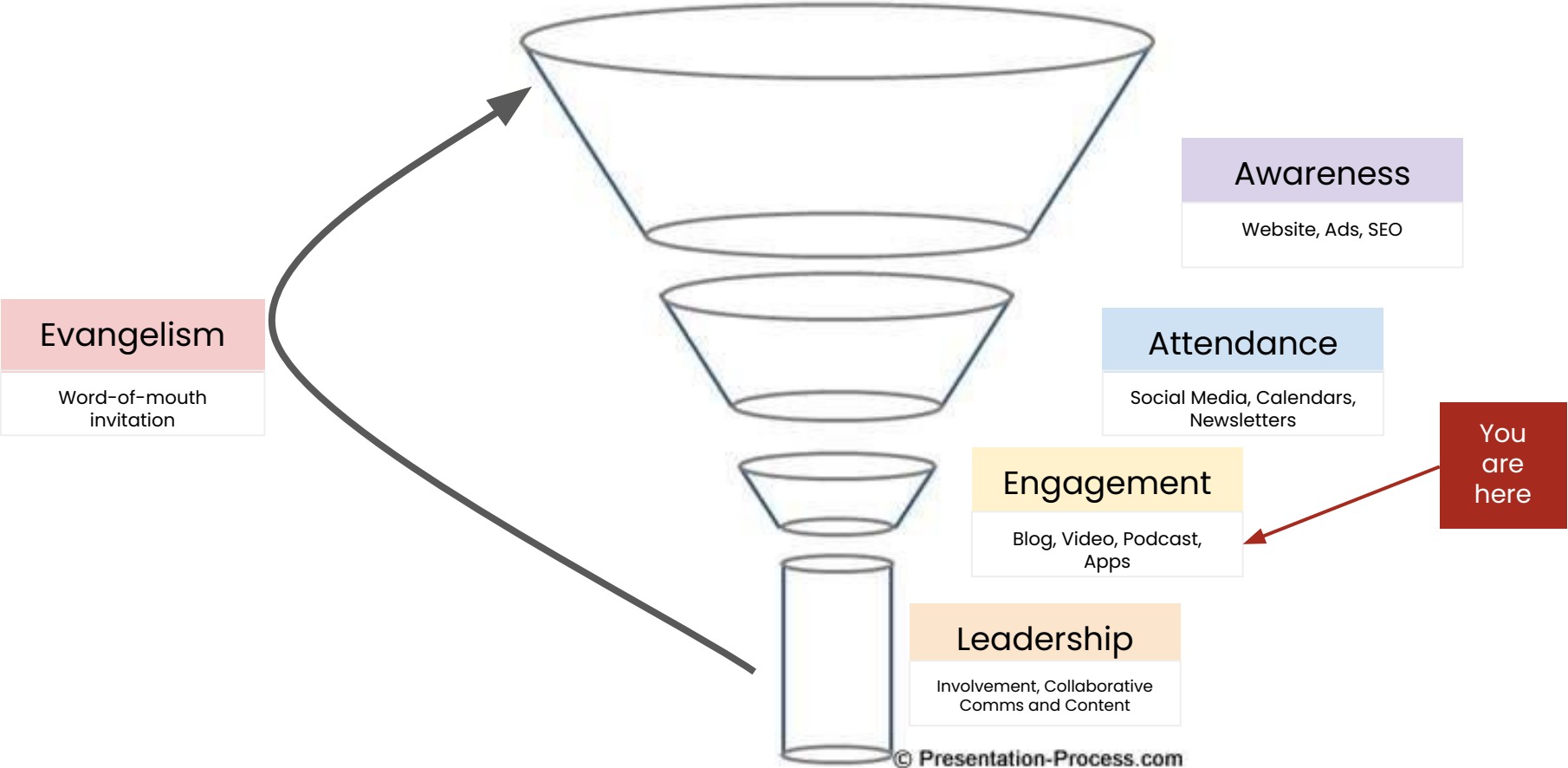
**15** (John testified concerning him. He cried out, saying, "This is the one I spoke about when I said, 'He who comes after me has surpassed me because he was before me.'") **16** Out of his fullness we have all received grace in place of grace already given. **17** For the law was given through Moses; grace and truth came through Jesus Christ. **18** No one has ever seen God, but the one and only Son, who is himself God and <sup>is</sup> in closest relationship with the Father, has made him known.



# **Business** Digital Marketing Funnel



# Church Digital Marketing Funnel



	<b>Church</b>	<b>Everyone else</b>
<b>Steps</b>	Awareness, Attendance, Engagement, Leadership, Evangelism	Awareness, Consideration, Conversion, Loyalty, Advocacy
<b>Momentum</b>	Generated in part by content  Solidified by relationship	Generated by technology
<b>Outcome</b>	Relationship	Transaction

The conventional formula:

$$\begin{array}{r} + \text{ Online} \\ \text{Offline} \\ \hline \text{Hybrid} \\ \text{Ministry} \end{array}$$

	Challenging	Sustainable
Worship	Streaming <i>all</i> services	Streaming services that are conducive to online participation  <b>OR:</b> Digital-only worship  <b>OR:</b> Digital content introduces new lens on preaching/prayer themes ( <a href="http://gslcwi.com/conversation">gslcwi.com/conversation</a> )
Education	Hybrid option for <i>all</i> classes	Intentionality about digital offerings  Digital content supports in-person conversation
Content and communications	<i>Creating</i> new content	<i>Curating</i> existing content

The purposeful formula:

+ Invite (digital)  
Equip (analog)

---

Hybrid  
Ministry





	<b>Full Online</b>	<b>Full Hybrid</b>	<b>Livestream</b>	<b>Livestream Lite</b>	<b>Content-driven</b>	<b>Offline</b>
<b>Description</b>	Entirely virtual ministry	Online + Offline participation	Online in the front row	Online in the back row	Prioritize digital content over streaming	No digital ministry presence
<b>Example</b>	Metaverse or social media as gathering place	Use of virtual lector or cantor	Highly polished digital production	Digital production leaves something to be desired	Liturgy and preaching extends into videos, blogs, and podcasts	100% in-person
<b>Advantage</b>	Lowest barriers to involvement	Fully inclusive	Attracts viewers	Authentic and low-effort	Continues the conversation	Frees up resources



**Ryan Panzer**  
Theologian-in Residence

**Sarah Iverson**  
Director of Spiritual Development

**Conversation Sundays | Vocation or Occupation?**



**Good Shepherd Lutheran Chu...**  
535 subscribers

**Subscribe**

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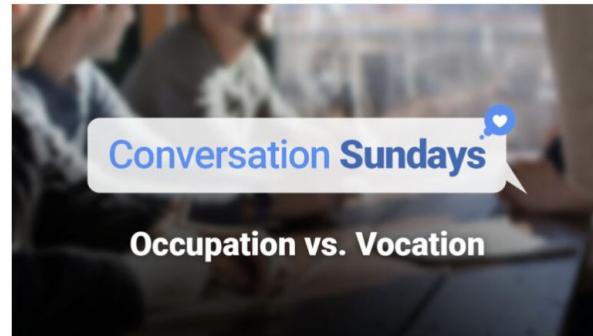
## Vocation or Occupation?

Vocation or Occupation Podcast Discussion

### Vocation or Occupation Podcast Discussion

By [Communications Team](#) | February 8, 2023

Audio Version



Conversation Sundays

## Occupation vs. Vocation

### Occupation vs. Vocation?

By [Ryan Panzer](#) | February 6, 2023

Our culture is more focused than ever before on jobs and occupations. There's a growing sense that our happiness, even our self-worth, depends on finding a purposeful, impactful, and fulfilling...



Conversation Sundays

## What is Christian Community? Small Group Resources



Conversation Sundays

## What Jim Carrey and The Grinch Taught Me About Advent

Busy Community  
or Waiting Community?

# Curation vs creation

# Curation vs creation

<b>Why create new content?</b>	<b>Why curate existing content?</b>
Lift up specific stories in your community	Share perspectives and trending ideas from experts
To accompany a community in a specific situation, season, or challenge (ie, pastoral transition)	To accompany a community in a shared situation, season, or challenge (ie, global pandemic)
Lift up the creative work of individuals in your community (a work of art, a musical performance, a faith footprint)	Spark responses and thoughts from individuals in your community

# Curation sources: Internal

<b>Source</b>	<b>Example</b>
Sermon recording	Publish the audio in a podcast feed
Confirmation lesson plan	Summarize the lesson as an Instagram Reel
Prayers of the people	Share churchwide petitions as posts on public Facebook Page  Share specific petitions as posts on internal Facebook Group

# Curation sources: External

<b>Source</b>	<b>Example</b>
YouTube or other digital video	An external video (ex: Bible Project) adds context to this week's lectionary. It is included in the weekly newsletter.
Podcast episode	An episode of a podcast your congregation will appreciate is shared in a WhatsApp group along with a specific discussion question (ex: what do you think of Richard Rohr's ideas in this episode of 'Another Name for Everything'?)
Tweets and Retweets (Xeets?) X	Embed a Tweet from someone you follow in a newsletter or podcast. Include a reaction or two from your community.


# Planning content for your ministry



# HubSpot Persona Mapping Template

General Buyer Persona

## Sarah Link



### Background / Demographics

*Job? Career Path? Family?  
Lifestyle? Age? Income?*

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

### Real Quotes

*About goals, challenges, etc.*

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

### Goals / Challenges

*What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?*

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

### Identifiers

*Communication preferences?  
Social media platforms?*

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

### What can we do?

*...to help our persona achieve their goals?  
...to help our persona overcome their challenges?*

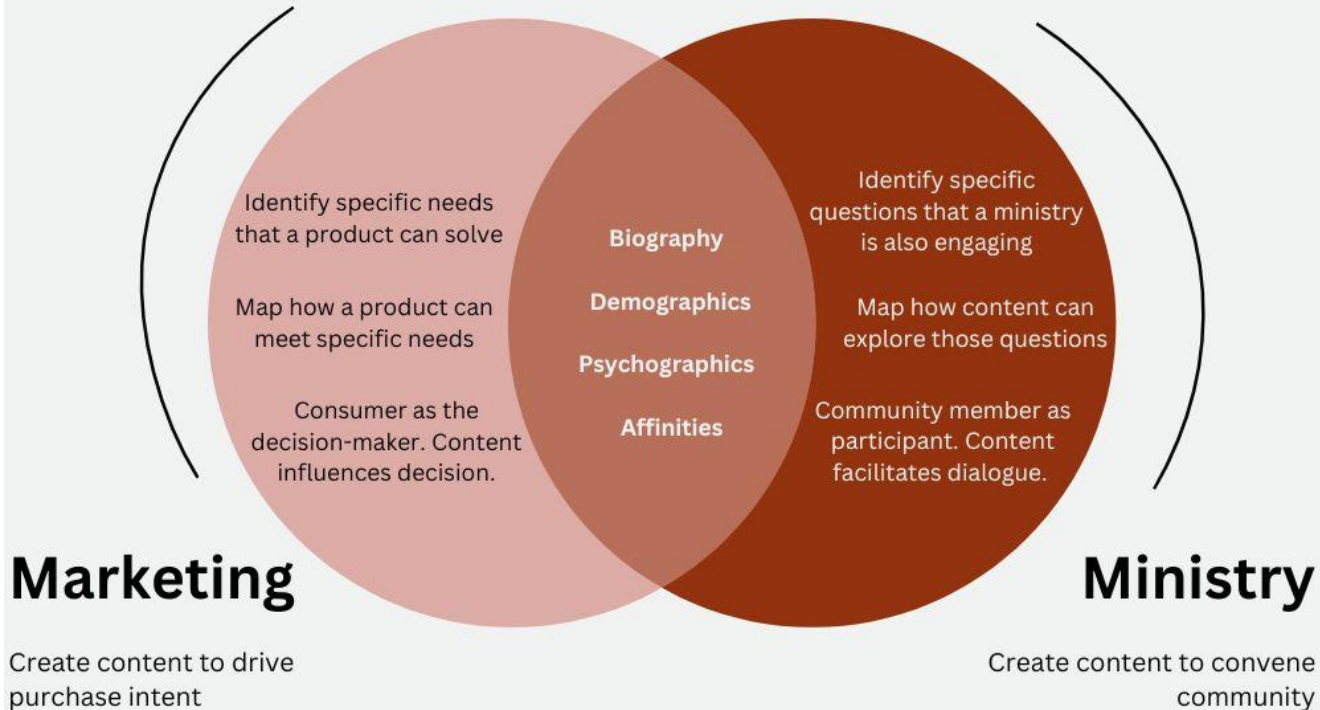
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

### Marketing Message

*How can you describe your solution to have the biggest impact on your persona?*

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

# PERSONA MAPS



## In breakouts:

Create one persona map ([template link](#)).

Include:

- **Name**
- **Demographics:** Job, Lifestyle, Age, etc.
- **Background/goals:** Experience with the church, areas of alignment with ministry
- **Communication preferences:** Social media channels, email, direct message, etc.
  
- **One example of a digital content message**
  - Bonus points if your message can be curated from an internal or external source!

## Demographics

Name:

Age/Generation:

Vocation/Profession:

## Background

Past experience with the church:

Current view of the church:

Interests:

Values:

## Communication

Digital preferences:

Social media usage:

Favorite communication tools:

## Alignment with ministry

Shared questions:

Shared interests:

Common causes:

## Example content

Message:

Channel/medium:

# HubSpot Content Calendaring

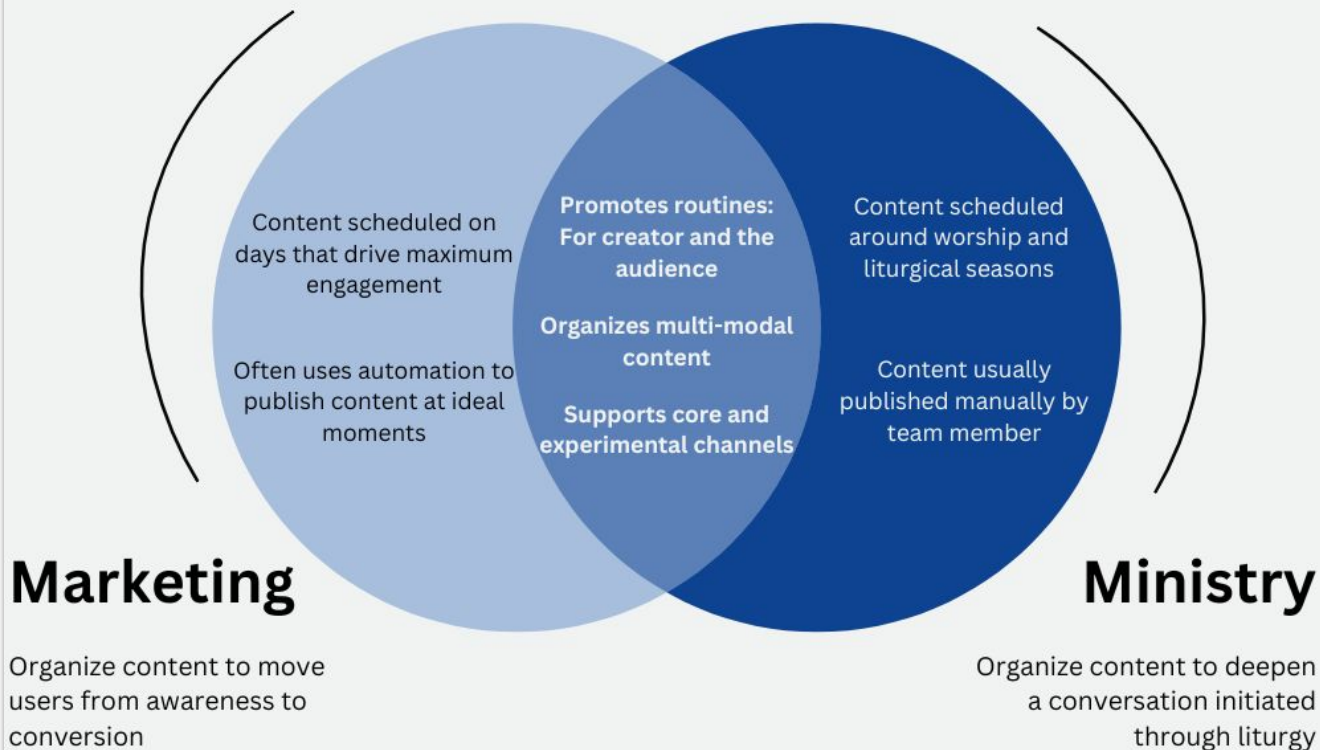
- Set a regular cadence. The best time to post is when your community is online.
- Choose your channels.
- Define what you will create/curate.
- Schedule times to draft, review, and post content

# September

- Campaign
- Podcast
- Zoom discussion
- Blog Post
- Newsletter
- Video
- Experiment
- Worship

SUNDAY (9/3/23)	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Worship		YouTube Story #1	Podcast: School outreach	Weekly e-News Stewardship Intro Blog		
	Stewardship Campaign	Stewardship Campaign	Stewardship Campaign	Stewardship Campaign	Stewardship Campaign	
SUNDAY (9/10/23)	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Worship		YouTube Story #2 Stories of Impact Blog #2		Weekly e-News		
	Stewardship Campaign	Stewardship Campaign	Stewardship Campaign	Stewardship Campaign	Stewardship Campaign	
SUNDAY (9/17/23)	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Worship		YouTube Story #3 Stories of Impact Blog #3	Podcast: Garden ministry	Weekly e-News		
	Stewardship Campaign	Stewardship Campaign	Stewardship Campaign	Stewardship Campaign		
SUNDAY (9/24/23)	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Worship		Stewardship Recap Vid Stories of Impact Blog #4		Weekly e-News Stewardship Thanks Blog		
		Reels Experiment	Reels Experiment	Reels Experiment		

# CONTENT CALENDARS



## In breakouts:

Create one week of a mock content calendar ([template link](#))

Include:

- **Posting cadence:** When will you create content, and why did you choose that cadence?
- **Channels:** Which channels will we use, which will we test, which will we set aside?
- **Curation:** How can you repurpose the content from one channel (ie, Facebook) for another channel (ie, Podcast)?



**September 2023**

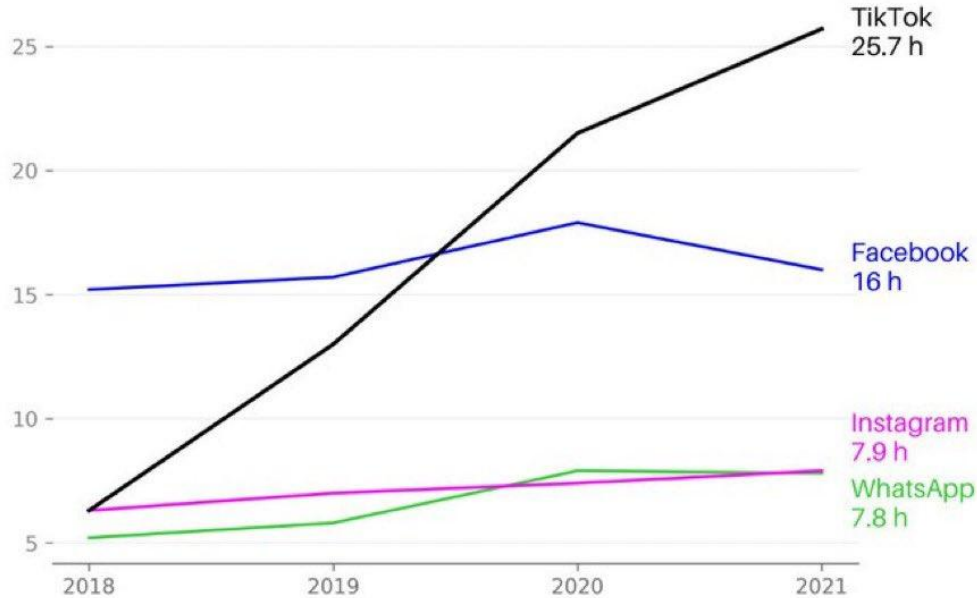
<b>Date</b>	<b>9/24</b>	<b>9/25</b>	<b>9/26</b>	<b>9/27</b>	<b>9/28</b>	<b>9/29</b>	<b>9/30</b>
<b>Content message</b>	<b>Worship</b>						
<b>Content channel/ medium</b>							

# **Chat GPT, AI, TikTok, and what comes next**

# Short form video

## TikTok engagement keeps going up

Average monthly hours spent per user

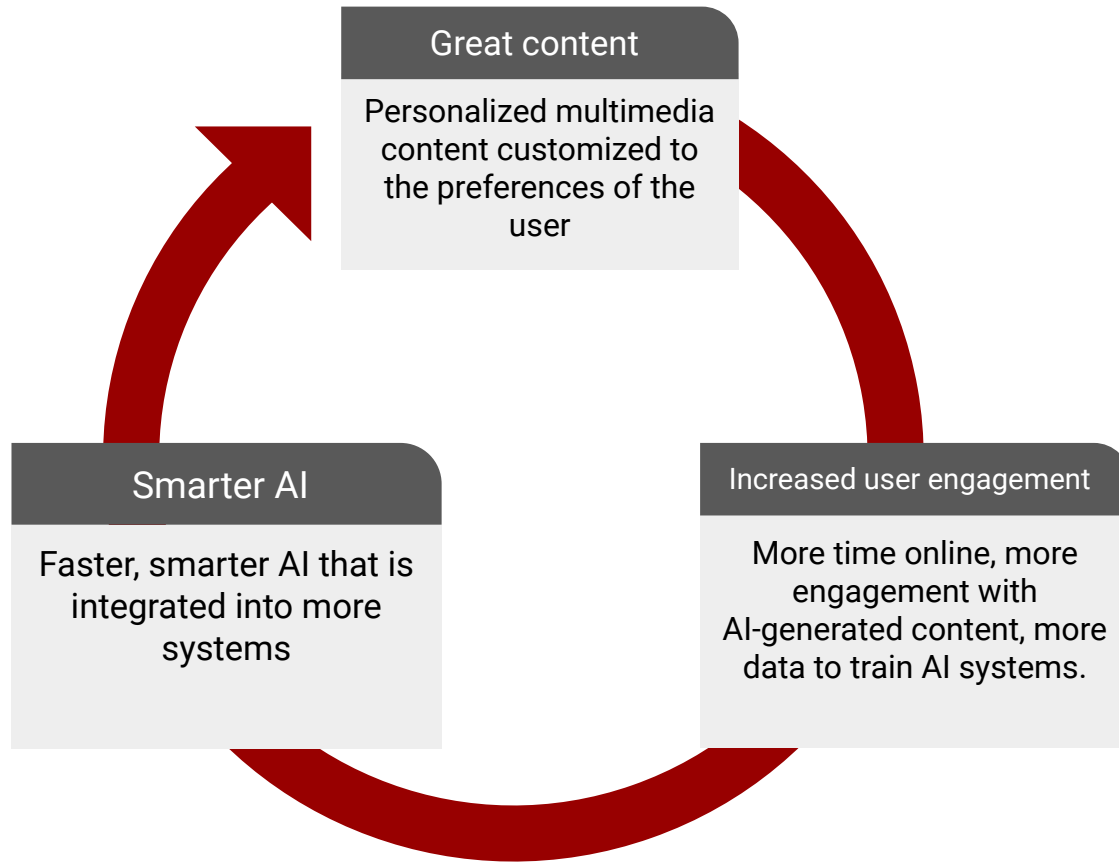


thenetworkec.com

### TikTok by the numbers:

- Most downloaded mobile app of 2022
- 29% of users access the app daily
- Average user spends 95+ minutes on the app daily
- Kids spend 62% more time on TikTok than on YouTube

Source: [Sprout Social](#)



# AI and ChatGPT

# Three practical uses for AI

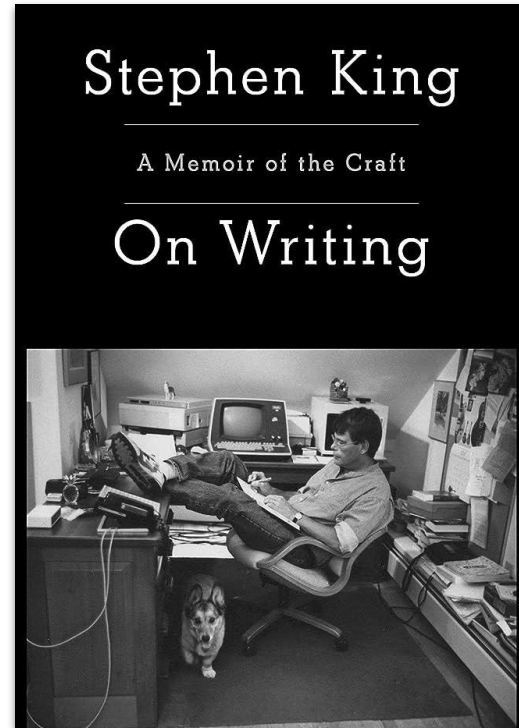
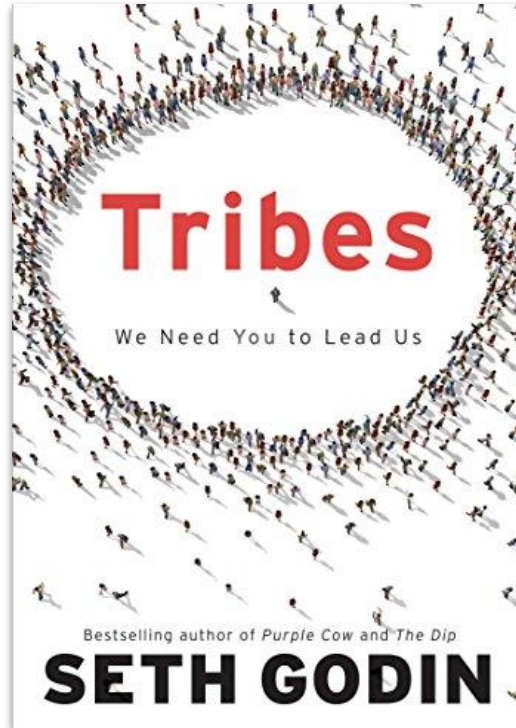
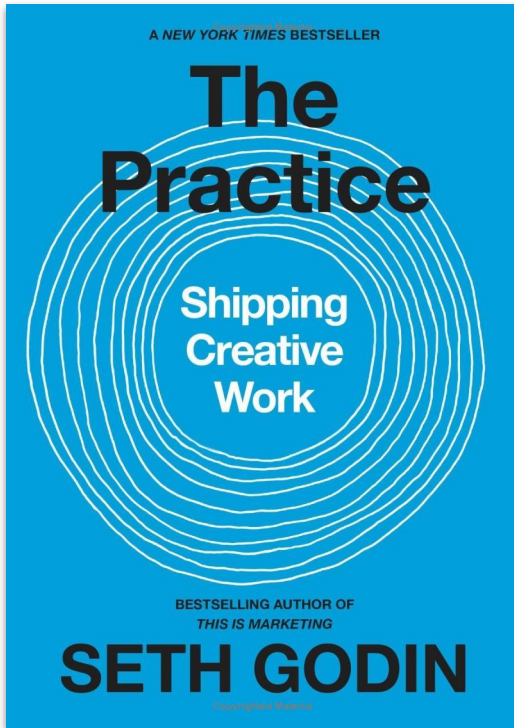
- **Create content:** Summarize a sermon text into a blog or social media post
- **Organize communications:** Create an email announcement based on upcoming events
- **Plan a class:** Create a lesson plan framework based on audience and subject matter

# Wrap-up and Q&A



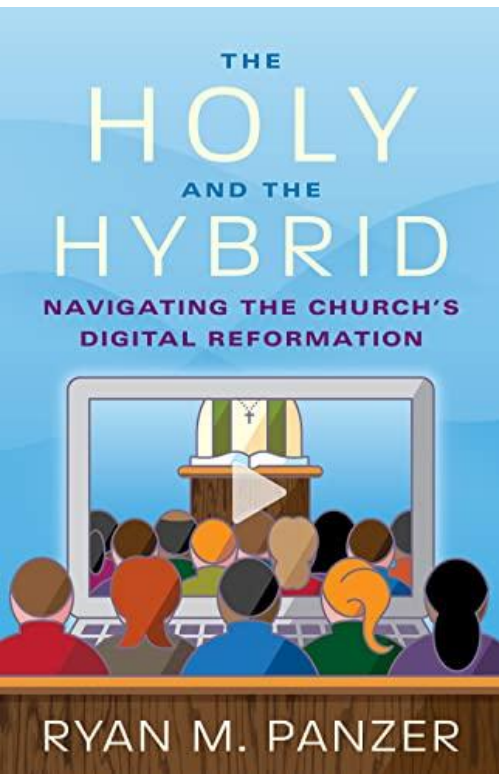
## Five resources for congregations looking to establish content creation habits:

- Jim Keat: [5 New Year's Resolutions for Digital Ministry](#)
- Tithely: [Create a church social media strategy](#)
- UMC: [Become a Curator of Cool](#) (Pinterest specific, but the logic works across multiple platforms)
- SundayToSaturday: [Why curation is needed in the church](#)
- [HootSuite Guide to Content Curation](#)



## For further reading

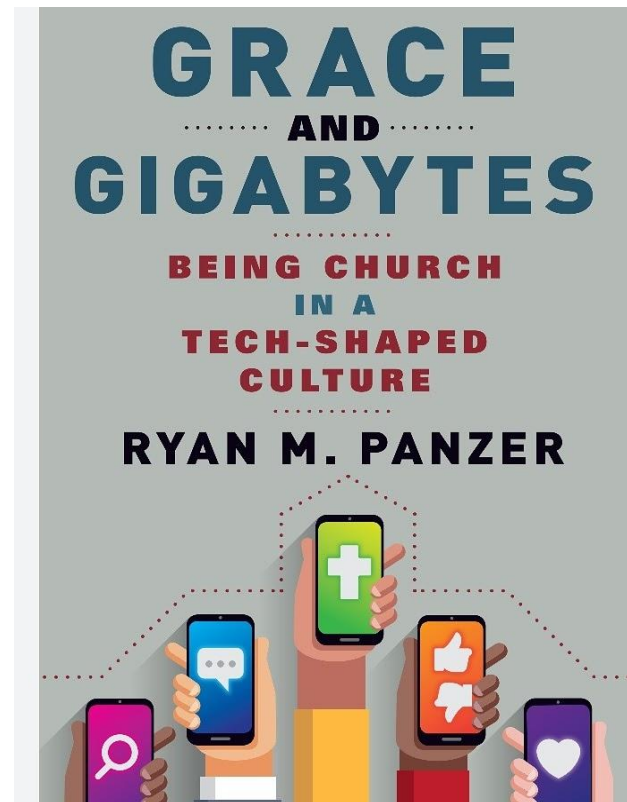
Explorations on digital content



**Ministry in a Digital Age newsletter  
and hybrid ministry blog:**

[www.ryanpanzer.com](http://www.ryanpanzer.com)

ryanpanzer@gmail.com



# **A blessing for the road**

May God be with you on this next step in our shared journey

May the Lord bless you with clicks, and community

May God bless the Web, and the whole wide world

May God give you grace, along with all those gigabytes.

Go in peace, **to love and serve the Lord.**

# Ryan Panzer

- Author of *Grace and Gigabytes: Being Church in a Tech-Shaped Culture*, published in December by Fortress Press
- MA, Luther Seminary
- Career in church and tech industry, including Google
- Researcher, speaker, and consultant on digital ministry, church leadership, and faith formation
- Lives in Madison, WI

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