

Core Practices of Digital Ministry: REACH For Ministers, Staff, Lay Leaders and Members

Ministers: Practice Examples for The Core Principles of REACH

Radical Hospitality	Engage (relational)	Accompany (witness)	Connect & Collaborate	Hold and be Held
<ul style="list-style-type: none"> • Profile: Create one on your social-media based church site or an account you use only for ministering to your congregation and interested parties. • Share interests: In the profile, share personal information, such as interests, pets, parent/marital status; but not info that opens a door to more intimate deeply personal details • Greet: Acknowledge the presence of new users to your church's online community • Be Curious: Ask questions; start comment threads to open conversations • Send a private message when appropriate • Friending: Proactively reach out to church members to friend them through accounts that represent your role in church life. You can broadcast this intention through sermons, monthly newsletters, church-wide emails, tweets and more. Get the word out that friending you and vice versa is desired. • Departure: When you leave a call, in your final sermons, make it clear you'll be resetting privacy and access controls to respect the one-year no-contact rule. 	<ul style="list-style-type: none"> • Post and share content to start conversations • Connect dots: Ask questions to get people in a comment thread to engage with each other Eg: Larry, I agree with xxx, Julia, wondering what you think? • Personal attention: Send a message or email individuals • Use Twitter to attract and converse with members who are ages 35 and under. • Create Meet-Ups to watch and discuss TED talks together in church and for other community-wide appealing activities. • Create a Yelp "business account" for your church to attract people in the neighborhood to church events • Use Groupons to attract young adults to pubs for drinks and conversation on social justice issues 	<ul style="list-style-type: none"> • "Like" content or comment on status updates from others. • From anywhere: Post by mobile phone to share activism as it happens • In-the-flesh: In church, let people know you found something they posted to be enlightening • Acknowledge tweets and "follows to your Minister presence on Twitter 	<ul style="list-style-type: none"> • Sermons: Solicit topics and take a vote. Allocate a % of your preaching to winning topics • Join online working groups or create them • Ask questions regarding ideas you have for potential sermons and new devotional practices • Create Twitter hash tags for ongoing conversations on topics of interest to your ministry and congregation 	<ul style="list-style-type: none"> • Comment thoughtfully on posts by others and share their content for all friends to experience • Post prayers and meditations on items in the news that are disturbing as well as joyous • Don't hold yourself all the time! Don't focus your activity only on content you post, you'll give the impression you're only interested in your voice • How you are feeling: Share aspects of yourself that help others see you as a person. If you're day is not going so well or your garden is wilting, share your feelings. This makes it easier for them to welcome you into their presence, for you to be "held" by them. • Use Foursquare to get to know the surroundings at new calls. Let other people help you become familiar with the locals. • Retweet tweets by followers to your Minister presence on Twitter

Staff and Lay Members: Practicing REACH

	Radical Hospitality	Engage (relational)	Accompany (witness)	Connect & Collaborate	Hear & Hold Up
Admin/ staff	<ul style="list-style-type: none"> • Respond quickly to requests for online help and to photos and videos that need your approval • Update FAQ & online help blogs routinely • Create profiles: The church admin, membership director, RE, & music ministers should create them to inspire members, students, and musicians 	<ul style="list-style-type: none"> • Discuss: Ministers of RE, music, social justice, pastoral care should blog, comment, start discussions and share YouTube videos to encourage growth and creativity • Post polls and surveys regularly to solicit more member involvement 	<ul style="list-style-type: none"> • Like: Staff should acknowledge all comments on content it posts with “likes” or replies • Pay attention: Web admin needs to ensure that users don’t accidentally post sensitive content publicly. For example, if a parent posts pictures that have the names of their kids in captions, verify that parents understand the photos may be viewable to the public. Remind them of privacy options on each of the photos. This kind of care demonstrates that you are paying attention and care. 	<ul style="list-style-type: none"> • Store knowledge: Staff should use online working groups to ensure import information and files are not lost in email or unavailable due to office equipment failure • Downloads: Make governance meeting notes and important plan documentation downloadable 	<ul style="list-style-type: none"> • “Feature” content by members on the the home page of your website and highlight it on your church Facebook Page • Welcome blogs: Ask new members if they’d liked to be introduced to the congregation in a weekly “Welcome” blog post.
Lay leaders/ members	<ul style="list-style-type: none"> • Board members and lay leaders should have profiles • Post “Welcome” comments on member profiles • Hold online hangout chats that registered users can join anytime • Invite people to join online groups 	<ul style="list-style-type: none"> • Board Chair should blog regularly and also post meeting notes, • Board members should take turns blogging • Lay leaders, in general, should blog to encourage participation. • Always respond to blog comments • Update your status frequently 	<ul style="list-style-type: none"> • Acknowledge posts that express joys and concerns • Create short how-to videos on using your site and encourage youth to make them • Use mobile phones to take pictures of community events and social justice demonstrations. Post them from your phones to the church site and Facebook Page as events unfold in real time 	<ul style="list-style-type: none"> • Open up dialog on major undertakings early and update often with news • Use online groups to foster teamwork and planning 	<ul style="list-style-type: none"> • Share content by others • Respond thoughtfully to posted content • Walk up to someone in church that you liked what they said in a comment in a very active discussion

How to Practice REACH on Facebook

Facebook Page	Relational	Pastoral	Activism	Spirituality & Worship	Witness	RE
Minister Profile aka Timeline	<ul style="list-style-type: none"> Share personal but not too personal tidbits -- talk about your pet, books, etc. "like" your church's FB page 	Post prayers; share sermon/ worship related content, "like" and "share" posts that parishioners post, respond with comments to requests for prayers	Share content on issues that matter to you; share your offline activists activities online	Post meditations; share videos of songs, dance, poetry, TED talks and of inspirational moments that you do; post links to blogs you write	"Like" and "Share" comments and contents posted by congregants; leave comments	Share content pertaining to youth and adult education
Church Page -- Staff & volunteers	Have church members "like" the church Facebook page so they automatically get its updates; encourage ongoing discussion	If the minister doesn't use Facebook then practice what is recommended for him or her to do for Pastoral Care	Share content from news sources, YouTube and other websites to inspire conversation	Share sermons; post notices of events; upload photos of church activity;	"Like" and "Share" comments and contents posted by congregants; leave comments	Share content pertaining to Youth and Adult education
Groups -- Lay Leaders, members & ministers	Share best practices and seek collaboration	Small group ministry Eg: Grief support groups	Eg: Green Action Group	Covenant groups focused on Sunday Sermons	"Check-in" while at activist events	Eg: Working group for children's RE teachers. A group for each grade