

### **Worksheet #3: Assess Your Church Presence Online**

This is an important step for figuring out what your digital ministry really is right now and what you want it to be.

Ministers do these exercises from your perspective.

Congregation lay leaders do them from yours.

Then all of you discuss your responses.

#### **There are about 10 categories of religious practice that represent most forms of digital ministry:**

1. **Prophetic/activism:** The creation and/or sharing of social justice information and calls to action
2. **Witnessing/affirmation:** Activity centers on leaving comments on or “liking” the posts and shared content that others publish. An effort is made to acknowledge joys and sorrows.
3. **Inspiration/coaching/guidance:** Sharing of links to news and content related to sermon topics, RE programs, and other on-going church interests that are part of active church life conversation.
4. **Pastoral:** Posting expressions of concern and support; announcements of memorial services; and blogs about the lives of members who have died.
5. **Educational:** The posting of content related specifically to RE programs and in a way that creates a body of resources that can be searched and mined for many years.
6. **Social:** Shares personal/relational (not intimate, private) information that helps to deepen connections between church goers
7. **Spiritual:** The sharing of prayers, meaningful quotes, inspirational images, music, live casts of meditations, recorded video meditations
8. **Administrative:** The use of online group workspaces to project manage any number of activities and programs; the use of ecommerce tools to offer online pledge and donation payments; the use of blogs and videos to explain and update capital campaign progress, renovations and other infrastructure-related projects.

9. **Governance and stewardship:** Using online church life to foster transparency in pursuit of the UU principle of democracy in congregations. Publishing content by lay leaders and ministers to inspire, coach and discuss what stewardship is as a spiritual practice.
10. **Professional and lay leader development:** Intentionally publishing content that illustrates best practices and inspires dialog.

**Exercise #1: Assess your ability to practice 10 types of digital ministry**

	<b>Comfortable: Y or N</b>	<b>Growth Area: Y or N</b>	<b>How Do You Engage or How Could You Grow in This Area?</b>
<b>Activism/ prophetic ministry</b>			
<b>Affirming</b>			
<b>Administrative/ Governance/</b>			
<b>Educational</b>			
<b>Informational</b>			
<b>Pastoral</b>			
<b>Social</b>			
<b>Spiritual</b>			
<b>Stewardship</b>			
<b>Worship</b>			

## Exercise #2

### **Who are your social media role models? Include lay individuals, religious professionals, and institutions**

If you don't have any role models among the lay folk, this is an area for growth. You will learn much from interacting and witnessing the spiritual and religious practices of those whom you serve.

<b>Who Are They?</b>	<b>Why?</b>	<b>Have You Interacted With Them Online? How? Learnings from your participation?</b>

### Exercise #3

## What can you share about yourself online to humanize your digital presence that is personal but not private?

Enter personal tidbits and then put an “x” in the appropriate columns for how you’d share the information. Examples are provided to stimulate your thinking.

<b>Personal Tidbit – enter in this column</b>	<b>Photos /videos</b>	<b>Comments</b>	<b>Blogs: text, radio or video</b>	<b>Status updates/ Twitter</b>	<b>Web site, Facebook page, LinkedIn</b>	<b>*Goodreads (share what you read)</b>	<b>*Pinterest, dig (share bookmarks and content that interest you</b>
Eg: Poetry							
Eg: Indian dance							
Reproductive justice							
Eg: Eating local							
Eg. Gospel music							
Eg: Green Action							