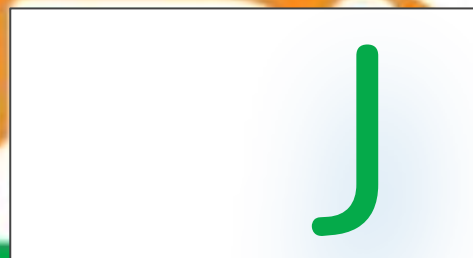


Digital Media in the Church World





Drake
←————→
&
Josh



Jake
&
Josh

The Big Picture

The background is a solid teal color. In the upper right, there is a large, semi-transparent donut chart with a single wedge removed. Scattered around this are several smaller, semi-transparent pie charts of varying sizes. In the bottom right corner, there is a semi-transparent bar chart with four bars of increasing height.

We're Not Here To Overwhelm You!

- Strategy > Tools
- Communication = Connection
- Quantity is *not* the same as Consistency





The Big Picture



Clear, consistent, human.

Churches don't need to be **everywhere** in the social media space, but they do need to be **clear, consistent, and human/organic**.

- What do you think “**clear**” means?
 - What's your mission?
 - Church DNA?
- How about “**consistent**?”
 - 2-3 posts per week
 - At least *weekly* is a great starting place!
- “**Human/Organic**?”



Topics for the Day

- Livestream
- Websites & Branding
- Social Media

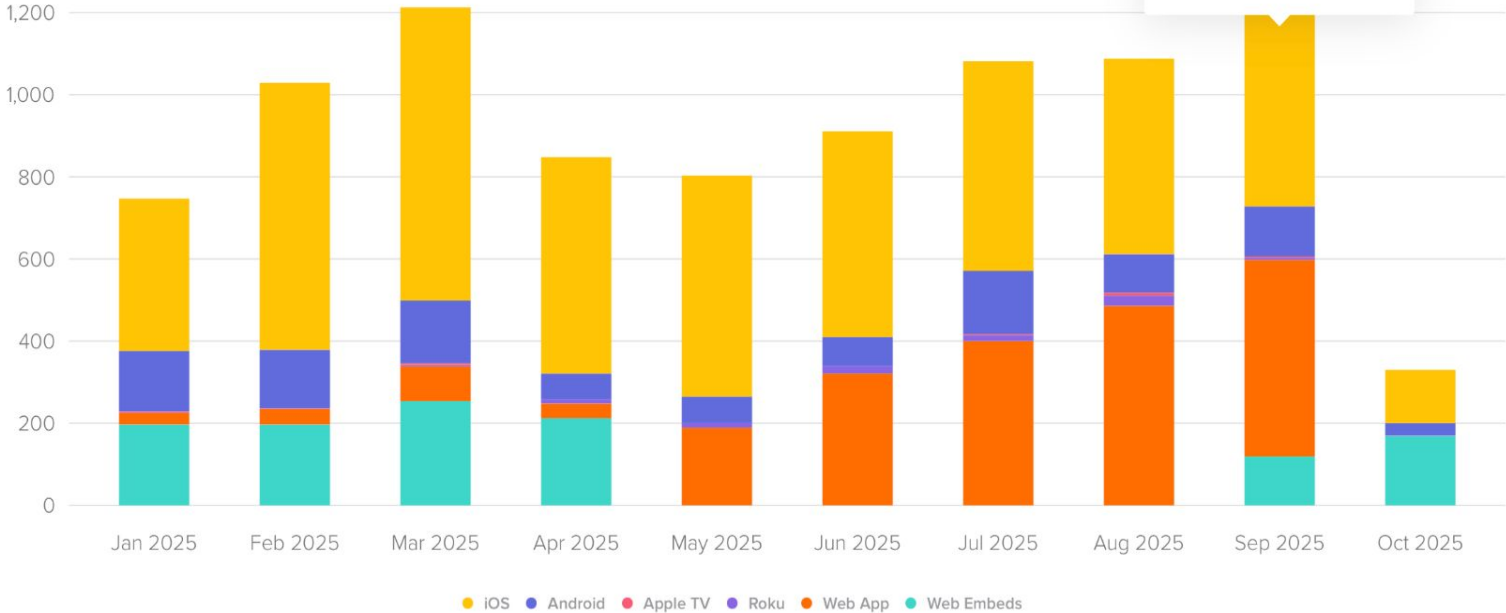
Livestream



Why Livestream?

- Extend Reach
 - Homebound
 - Travelers
 - Seekers “Peeking In”
- Something to Remember
 - Livestream $\neq$ Discipleship—It’s a front door, NOT a church.

Media Plays



iOS	540
Android	122
Apple TV	3
Roku	5
Web App	479
Web Embeds	119
Total	1,268

Year



8,164

Total plays



59%



3,858

Unique viewers



97%



34m 25s

Average viewer duration



1%

318

That's an entire *church*—or “*churches*” depending on the size of your congregation

**Realistically, Let's Multiply
That By 4...**

1,272

**ONE SOUL
IS WORTH
IT**

What *Actually* Matters

- **Clarity** over *Flashiness*
 - Clear audio > fancy video
 - Why?
 - Clarity!
- **Stability** over *Perfection*
 - Is your stream stable?
 - Is your schedule consistent?
- **Accessibility**
 - Captions
 - Easy to find/access

Practical Tips

- Start ***Simple***
 - Phone + Tripod is better than *nothing*.
- Train ***Volunteers***
 - This is *ministry*
- ***Leverage***
 - Use livestream to point back to ***in-person community!***



Websites





The Digital *Front Door*

- Your website is the new front door of your church.
- 99% of first-time guests visit your website or social media **before attending in person.**
- First impressions are now made **online, not in your lobby.**





Your Primary Audience: *Guests*

- The main target for your website isn't your members—it's your **future guests**.
- Members already know your service times and ministries.
- Guests are asking:
 - *When and where do they meet?*
 - *What should I expect?*
 - *Will I feel welcome here?*



What Every Church Website Needs

- The Basics (make them obvious):
 - Service times
 - Address / directions
 - “What to Expect” snapshot (what a Sunday looks like)
 - Connect Card or Plan Your Visit form
 - Core Beliefs
 - Ministries
 - Staff page (faces build trust!)
-  If someone has to dig for info — *they won't.*



Why This Matters More Now Than Ever

- **Pre-COVID:** it took **3–5 personal invites** before someone visited.
- **Post-COVID:** it takes **12–15 invites** on average.
- People are cautious and do their research first.
- Your website is often the *final confirmation step* before someone decides to attend.



What Makes a *Good* Church Website

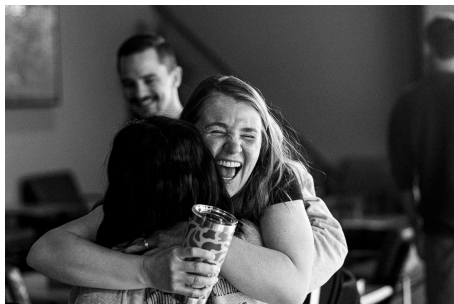
- **Inviting** — warm, clear visuals that reflect your church's personality and brand
- **Informative** — key details without clutter
- **Mobile-friendly** — 70–80% of visitors browse from phones
- **Easy navigation** — simple menu, clear CTAs (“Plan Your Visit,” “Watch Online”)
- **Up to date** — outdated content kills credibility instantly



Design = Hospitality

A clean, thoughtful website is the digital equivalent of a warm handshake at the door.

- Clear photos of real people
- Friendly tone of voice
- Welcoming imagery and color palette
- Simple next steps: “Join us this Sunday” / “Plan Your Visit”





Your Website's *Goal*

- Get the **right information** to the **right person** at the **right time**.
- It's not about impressing people — it's about *removing barriers*.
- The easier it is to take the next step, the more likely they will.

Brand Recognition

The background is a solid teal color. It features several faint, semi-transparent geometric shapes. In the upper right, there is a large circle containing a pie chart with three segments. To its right and below are several smaller circles, each also containing a pie chart. In the bottom right corner, there is a bar chart with four vertical bars of increasing height. The text 'Brand Recognition' is centered in the middle of the image in a white, bold, sans-serif font.



Why Brand Recognition Matters

- Brand recognition isn't about marketing for profit — it's about ***clarity and consistency.***
- A strong church brand communicates ***who you are, what you believe, and why it matters.***
- A clear brand communicates: *"This is who we are, and this is Who we represent."*



It Builds Trust & Familiarity

- Consistency across visuals, language, and tone **builds credibility**.
- People notice when things feel cohesive — and it builds **confidence** in your ministry.
- When the look and message match the mission, it says “*We’re intentional.*”
- Familiarity leads to comfort → comfort leads to connection.



It Extends Your Reach Beyond Sunday

- Most people experience your church **online before in person.**
- Consistent branding helps people connect what they see **digitally to what they'll feel physically.**
- Every post, invite, or ad becomes an **extension of your message.**
- Brand recognition turns digital moments into in-person engagement.



It Creates Unity Across Ministries

- Unified design = unified mission.
- Helps every ministry (Kids, Students, Men's, etc.) feel like **one church, one family**.
- Eliminates "siloed" visuals and confusion between ministries.
- Shows that what's happening in every age group or space is **part of one story**.



**ANTIOCH
TROY**



**Antioch
Kids**



**ANTIOCH
YOUTH**



SOMA CHURCH

In His image. For His glory.



Soma
Kids



Soma
Students



It Honors the Gospel Through Excellence

- Excellence in design reflects **intentionality and care**.
- We're not glorifying design — we're **clarifying the message**.
- A thoughtful brand removes distractions so **Christ stays central**.
- Clear communication honors God by making the Gospel **easy to see and understand**.



Let Every Design Point to Jesus

- Brand recognition = *clarity of mission made visible*.
- It builds trust, reinforces your purpose, unites your people, and amplifies your reach.
- A consistent brand doesn't make the church flashy — it makes the **message clear**.



Let's Critique!



NORTHROADCHURCH.COM

Social Media



What is the Purpose of Social Media?

- Not *just* announcements → Storytelling + *discipleship*
touch points → Sharing the Gospel
 - A place to *meet people* where they *are*



Author

Northroad Church - Moscow Mills

The world is looking for something--for hope, for truth, for answers... that can only be found in the name that is JESUS. Repent, believe, follow!

3w Like Reply



Megan Marie

Can there be a class for wives and husbands on how to better do each of our roles biblically? We loved hearing this sermon and how the submission to God as the men of the family flows through and affects the wife and rest of the family too. There's so much of the way the world does marriage, but breaking down the actual roles of each and encouragement of how to do that more biblically would be 🔥

3w Care Reply Hide



Author

Northroad Church - Moscow Mills

Megan, while that's a super specific topic--a GREAT topic, I will say that there is currently a 7 week course called Sacred Steps that is going on at NorthRoad! And while we haven't discussed those role, yet, this is taking place on Tuesday nights for the next three weeks and would be an awesome group for you to be a part of! 😊

You should go! We are incredibly transparent with how are marriages are working, how they aren't, and all of the in-betweens! It's a safe place that has been life-giving. Our discipleship pastor, Matt Behr spearheads this, then we have breakout discussions.

My wife and I are actually in a group with him! If you're interested, you're more than welcome to meet up with us! The next one is next Tuesday at 6:00pm! If you go, let me know and we'll catch you guys.

If you have questions, hit me up,
Jacob Rodgers
Digital Communications Director



3w Like Reply





 Author

Northroad Church - Moscow Mills

How can we pray for you this week? What are some praiseworthy things that have happened lately? We'd love to hear about them! 🙏

6w Like Reply



 Top fan

Rebecca Duncan

Northroad Church - Moscow Mills we continue trusting the Lord to provide a job, the right job for Daniel. If you all will pray for us, that will be great! We do see the Lord moving through the help of a sweet lady at NorthRoad who is helping a lot! We are grateful! Thank you for praying and always reminding us to follow the Lord and make Him first in our life!

6w Care Reply Hide



 Author

Northroad Church - Moscow Mills

Praying for you now, Rebecca! It's encouraging hearing that the body is stepping up and walking alongside you guys--especially the sweet lady!



5w Like Reply

Northroad Church - Moscow Mills's Post



Unshakeable Hope with Tricia & Jayne and 86 others

24 comments 12 shares



Like



Comment



Share

Most relevant ▼



Author

Northroad Church - Moscow Mills

How can we pray for you this week? Drop a comment below and we'll pray alongside you!

6w Like Reply

2 🙏



Top fan

Josh Franklin

I've had a lot thrown at me recently, and I need the strength to endure the changes coming at work and the strength to make the changes needed at home.

6w Care Reply Hide

3 🙏❤️



Northroad Church - Moscow Mills replied · 2 Replies



Don Miller

A lot of "believers" cant bear much because they dont spend time in the Word.

6w Care Reply Hide

4 ❤️🙏



Northroad Church - Moscow Mills replied · 1 Reply



Top fan

Kay Gleaves

To be bold. Fear is trying to get loud but I'll do "it" afraid . And that I'll smile doing it! It's all about Jesus now. Lord, let me not quit or lay down.

6w Like Reply Hide

3 ❤️🙏



Northroad Church - Moscow Mills replied · 1 Reply



Top fan

Emmalee Raeann Oakley

Pray for the Attacks from the Enemy to go away , pray for god to Guide on my job situation 🙏

6w Like Reply Hide

1 ❤️

What Really Works

- Authenticity > polish (real faces, not stock)
- Consistency > volume (3 thoughtful posts > 12 scattered ones) “No weeks off”
- SHARE. THE. **GOSPEL**. Social media is a *ministry*!



- Overview
- Plan
- Results
- Audience
- Messaging
- Benchmarking
- Content
 - Overview
 - Content
 - Ads
- Earnings
 - Earnings

Content overview

Breakdown: Organic/ads

All Reels Live Posts Stories

Views

39.9K ↓ 47.9%

3-second views

5.8K ↓ 3.3%

1-minute views

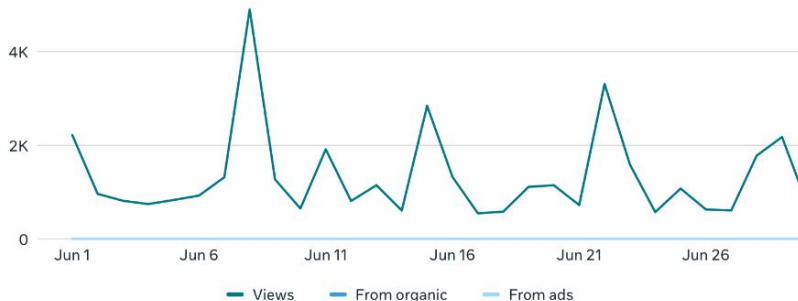
578 ↓ 26.8%

Content interactions

421 ↓ 33.6%

Watch time

4d 16h ↓ 23.9%



Views breakdown

Jun 1 - Jun 30

Total
39,862 ↓ 47.9%

From organic
39,862 ↓ 12.2%

From ads
0 ↓ 100%

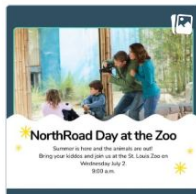
Viewers

--

Top content by views

Boost content

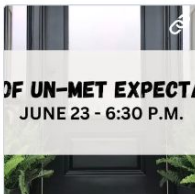
See all content



You're Invited!!! Join us for a day of adventur...

Sat Jun 28, 8:32am

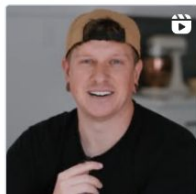
2.4K 1 0 2



Ladies: Have you ever whispered a prayer...

Thu Jun 19, 2:28pm

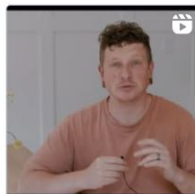
1.7K 8 0 1



June is HERE! (Nearly halfway through...

Thu Jun 5, 2:11pm

1.3K 12 0 1



VBS at NorthKids is Almost Here! Jun...

Fri Jun 13, 2:28pm

1.3K 2 0 2



Bible Recap: Week 20

Fri Jun 6, 6:00am

1.2K 8 1 3

Insights

Review performance results and more.



Facebook



Jul 1, 2025 - Jul 31, 2025



Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Ads

Earnings

Earnings

Content overview

Breakdown: Organic/ads

All Reels Live Posts Stories

Views

181.3K ↑ 349.3%

3-second views

25.3K ↑ 331.9%

1-minute views

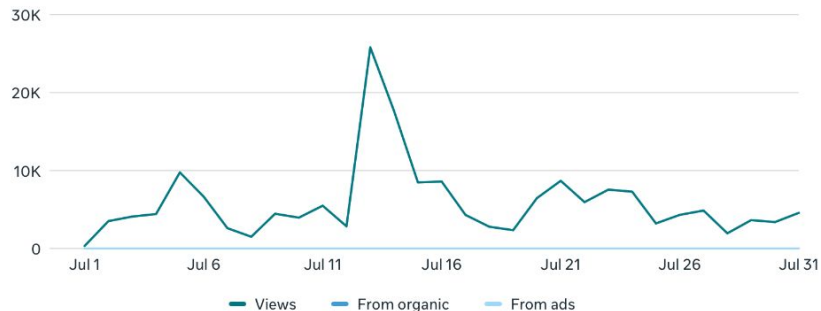
2.6K ↑ 350%

Content interactions

4.1K ↑ 867.4%

Watch time

16d 2h ↑ 241.1%



Views breakdown

Jul 1 - Jul 31

Total

181,309 ↑ 349.3%

From organic

181,309 ↑ 349.3%

From ads

0 0%

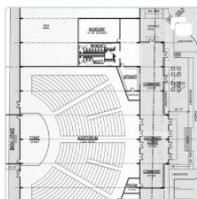
Viewers

--

Top content by views

Boost content

See all content



This morning, we made a huge announcement...

Sun Jul 13, 4:13pm

34.3K 289
26 76



Help Us Welcome Jason Fennimore &...

Sat Jul 5, 11:18am

14.8K 111
18 16



We just kicked off a powerful new series ...

Mon Jul 21, 1:07pm

8.3K 128
19 13



Your marriage isn't meant to be a battle...

Thu Jul 24, 11:00am

7.9K 83
0 27



JUNE VBS RECAP! What a wild and...

Mon Jul 14, 11:12am

6.2K 56
1 15

Insights

Review performance results and more.

Facebook

Apr 1, 2025 – Jun 30, 2025



Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Ads

Earnings

Earnings

Audience

Demographics

Trends

Potential audience

Follows ⓘ

218 ↓ 32.7%

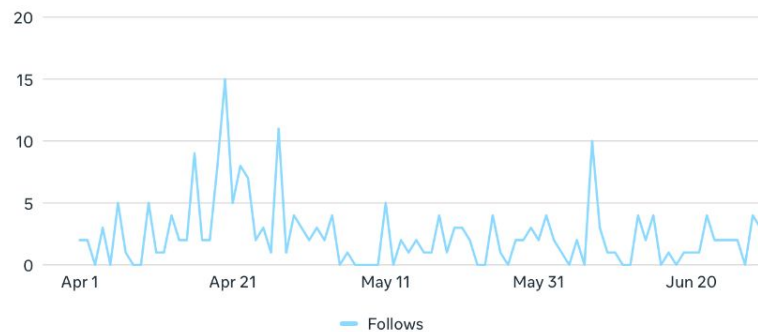
Returning viewers ⓘ

202 ↓ 36.3%

Engaged followers ⓘ

100 ↓ 62.3%

Based on last 28 days



Followers breakdown

Apr 1, 2025 – Jun 30, 2025

Unfollows ⓘ

41 ↓ 19.6%

Net follows ⓘ

177 ↓ 35.2%

Followers ⓘ

Lifetime

6,206

Insights

Review performance results and more.

Facebook

Jul 1, 2025 – Sep 30, 2025



Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Ads

Earnings

Earnings

Audience

Demographics

Trends

Potential audience

Follows ⓘ

423 ↑ 92.3%

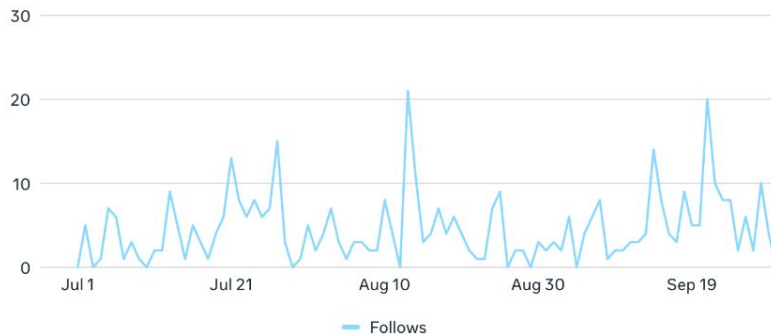
Returning viewers ⓘ

546 ↑ 170.3%

Engaged followers ⓘ

551 ↑ 451%

Based on last 28 days



Followers breakdown

Jul 1, 2025 – Sep 30, 2025

Unfollows ⓘ

100 ↑ 143.9%

Net follows ⓘ

323 ↑ 80.4%

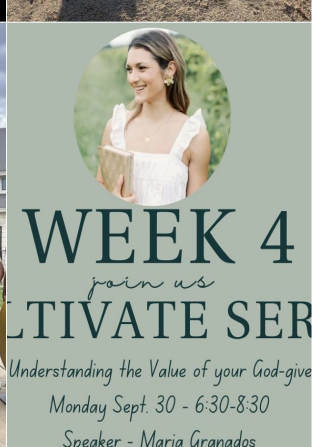
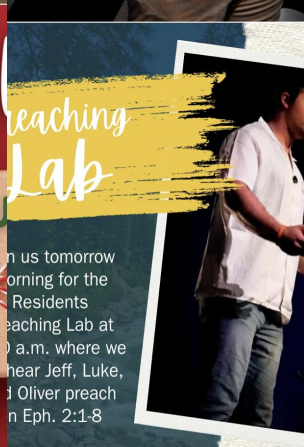
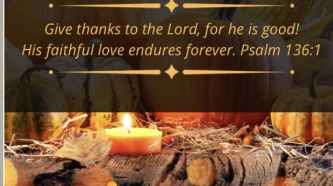
Followers ⓘ

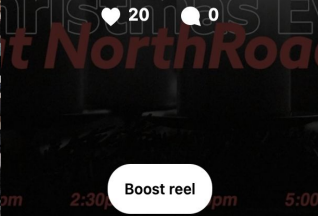
Lifetime

6,206

What *Changed?*

We went from *this*...





ALL THINGS REPTILES

This weekend in NorthKids

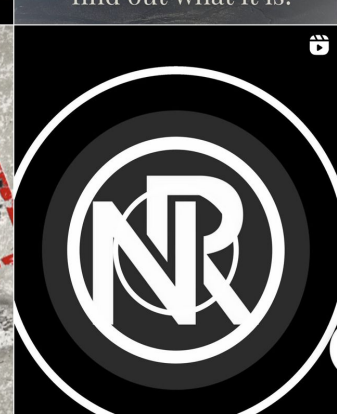
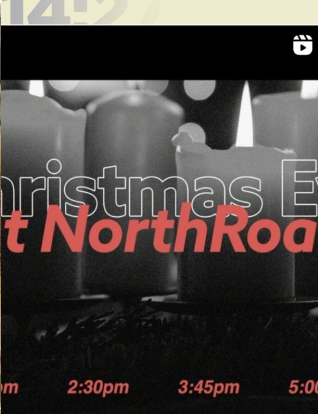
FOOD TRUCKS

S WEEKEND AT NORTHRoad

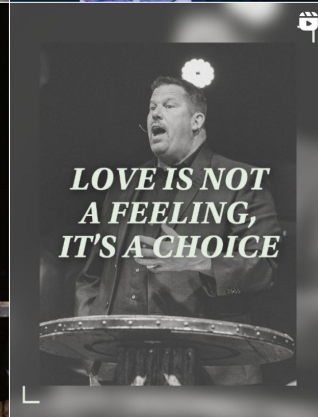
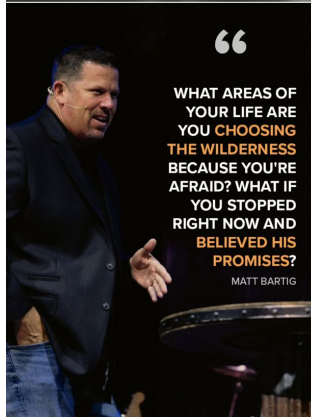
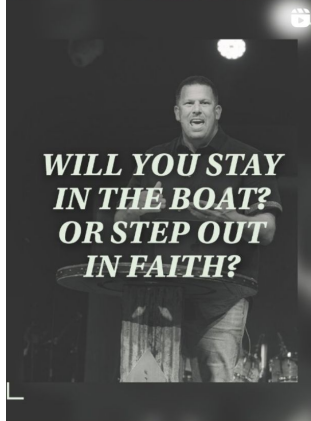
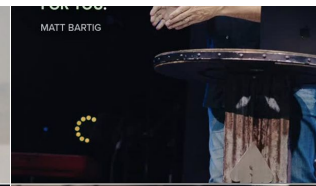
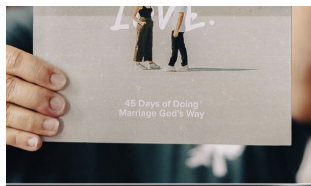


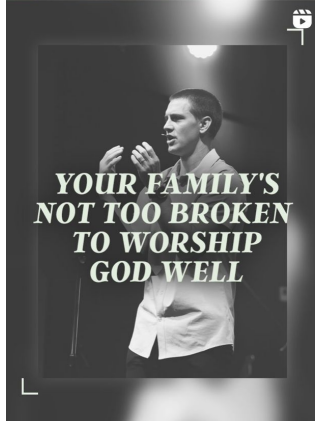
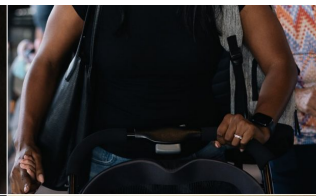
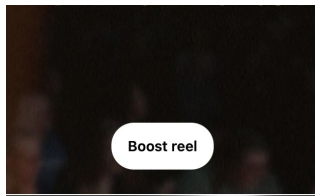
Things Reptile will be in NorthKids weekend to help us learn about entered the world. After the les will get to visit with the reptile lose and learn more about these amazing creatures.

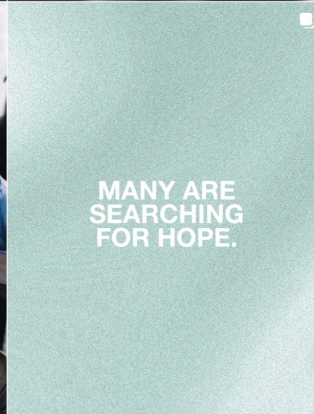
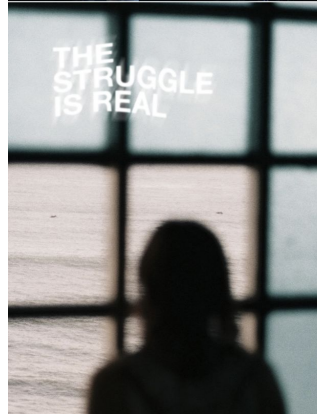
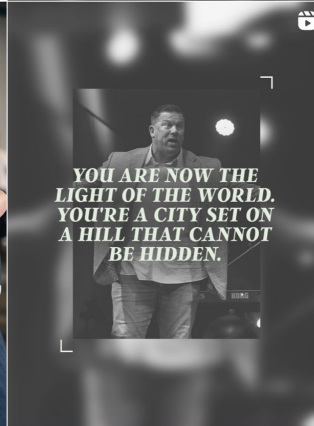
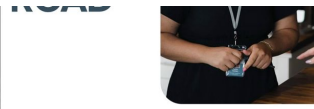
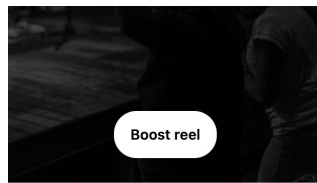
JULIO'S MEXICAN	RAMBLIN' ROUNDS DONUTS	WAFFLE
11:30-7PM	8:30-11:30AM	8:30-11:30AM



To *this*...







Practical Tips

- Share **testimonies**, behind-the-scenes, **event/ministry highlights (with strategy)**
 - Use **video + reels** for reach, but don't neglect static posts/**photos** for depth
 - Make content **reusable** (clip sermons → short reels)

Your Socials Aren't A *Bulletin Board*

**It Turns Out That People
Prefer Gospel
Messaging--as does the
algorithm**

Lead with the *substance*
NOT the *event reminder.*



Northroad Church - Moscow Mills

Published by Jacob Rodgers · September 24 at 8:54 AM · 🌐

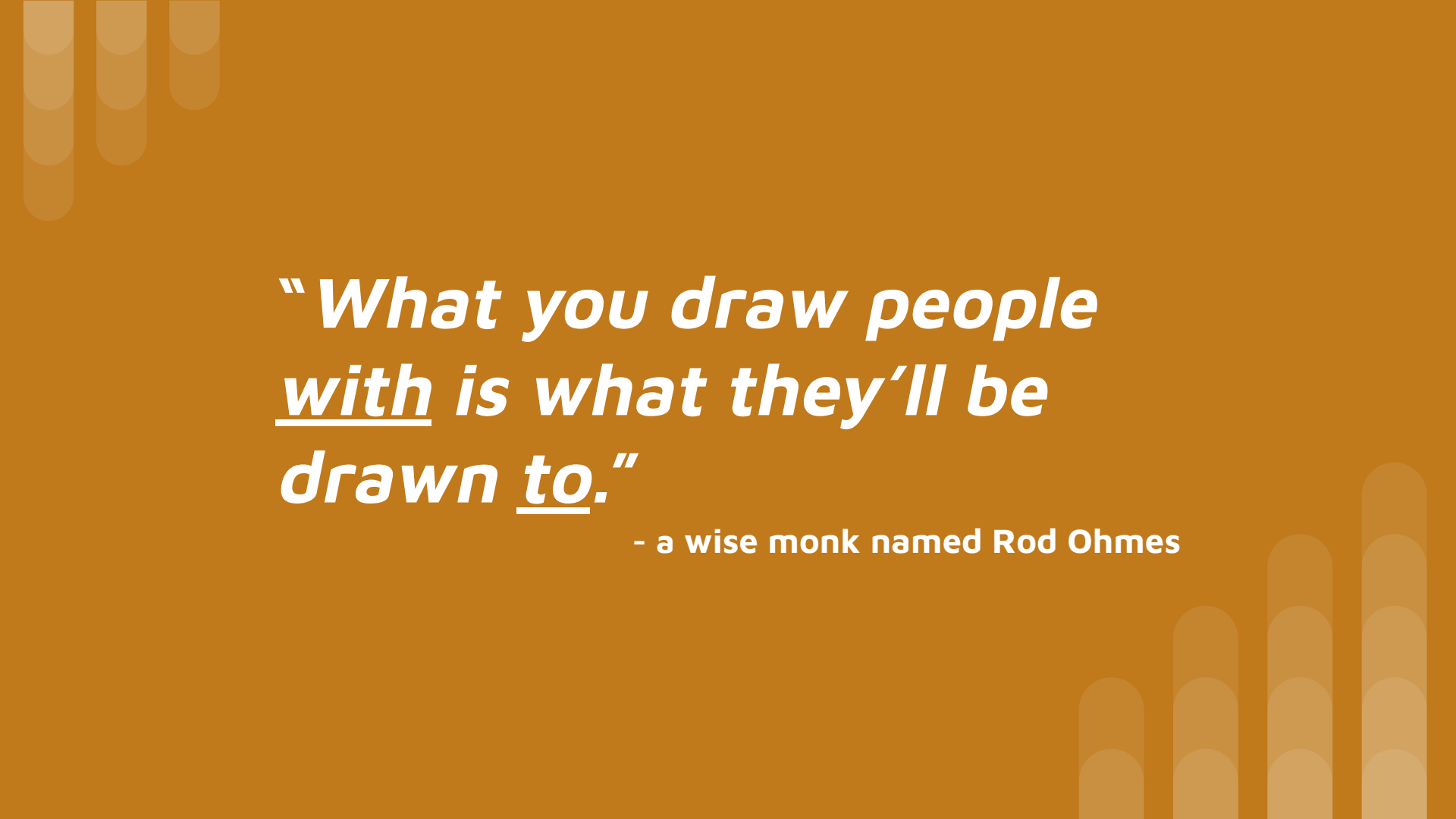


Just a glimpse—a small snapshot of what the future holds. This space will be more than a building; it will be a gathering place for our people and the community—a safe space to build relationships and spark Gospel conversations.

Homecoming was such a beautiful thing to witness. If you were there, you know exactly what we mean! From those who stepped up to serve across ministries, to the atmosphere of excitement and joy—we were truly blessed. ❤️

Let's gather again soon! Stay connected with everything happening at NorthRoad 📌

<https://linktr.ee/northroadchurch>

The background is a solid orange color. In the top-left corner, there are three vertical bars of varying heights, each composed of three overlapping circles. In the bottom-right corner, there are four vertical bars of varying heights, each composed of three overlapping circles.

***“What you draw people
with is what they’ll be
drawn to.”***

- a wise monk named Rod Ohmes

Bringing it Together



The Core Message:

- **Livestream = door**
- **Website = welcome mat**
- **Social Media = Gospel conversation**

***“All three should work
together to point
people to Jesus and
community.”***

Action Steps:

- Pick *just one* of the items from today to improve upon in the next 30 days.

Action Steps (cont.):

- ***Ask: “If someone encounters our church online, do they know who we are, how to connect, and have they heard the name of Jesus more so than [INSERT CHURCH NAME, HERE]?”***

Cheat Code



Brady Shearer



Q&A



GET *YO* PHONES OUT!



Resources we use *frequently*

- PulpitAI
- Clearstream
- Subsplash
- Planning Center
- ChatGPT
- ChurchCo
- Soundstripe
- Visitor Reach



Photo/Video + Social Media Questions:

**JACOB.RODGERS@
NORTHROADCHURCH.
ORG**





Website + Graphics Questions:

**JOSH.EATON@
NORTHROADCHURCH.
ORG**





PEACE!