EXTENDING THE SERMON

What Connects? What Gets Shared?

"Including people > impressing people" @AussieDave (Twitter)

5 Viral Emotions:

Admiration

Inspiration

Serenity

Amazement

Astonishment

(CoSchedule via Harvard)

Motivation for Sharing:

94% Entertain & Enrich Others

84% Support Brand or Cause

73% Network & Grow Relationships

68% Define Their Identity

49% Catalyze Action in Others

(New York Times Consumer Insight Group)

Connect Content, Audience, & Medium

When you try to reach **everybody**, you reach **nobody**.

Length of Engagement

Long - Not Skimmable

> 800 words, 7+ mins of video, 10-20+ mins of audio

Short - Skimmable

400-800 words, 90 secs - 6 mins of video , 5-20 mins of audio

Micro - Instantly Consumable

< 400 words, 90 secs or less of video, 5 mins or less of audio

Style of Content

Swag/Promo

Produced

Real Life/Spontaneous

Target Audience

Current Members

Interested Visitors

Community

Preparation and Execution

Every level of **structure** should have **purpose**, which inspires **content**.

Calendar: Posts about church mission/vision
Series: Posts highlight stories, questions, issues, or frames
Sermon: Posts communicate key ideas, supporting points
Sermon Parts: Posts reinforce ideas or could stand alone

Pre-Service: Collect, Create, Cue
Day Of: Share, Search, Stream
Afterward:
Repurpose, React, Respond

Channel Options

Facebook Magazine with Links
Instagram Real Life Images
Twitter Connection, Community
YouTube Edu-tainment

Pinterest Inspiration, Aspiration
Live Streaming Live Connection
Blogs Content, Depth
Podcasts Personal, Intimate

DEFINING GRACE