

EXTENDING **THE SERMON**

DAN WUNDERLICH *of*

DEFINING GRACE

WHY?

I. THE WORK

I. THE WORK

**70% spend 10-18 hours
on a single sermon**

source: @ThomRainer Twitter Poll

I. THE WORK

That's **1/4** - **1/2** of a
40 hour work week

(Hahahaha! What's that?!)

II. ATTENDANCE

II. ATTENDANCE

**Anecdotal evidence of
decreasing frequency**

source: Thom Rainer and Carey Nieuwhof

II. ATTENDANCE

3+ weekends per month
used to be regular

source: Barna

II. ATTENDANCE

**Once every 4-6 weeks
is now considered regular**

source: Barna

II. ATTENDANCE

***Self-Identify as Christian &
Attended Worship Last Week***

2006: 55%

2016: 45%

source: Barna

II. ATTENDANCE

All Adults & Attended Worship Last Week

2006: 47%

2016: 35%

source: Barna

II. ATTENDANCE

DATA MAY BE

INFLATED

II. ATTENDANCE

**Sundays are no longer
universally **sacred** or
sabbath**

III. MISSION & VISION

III. MISSION & VISION

**Direction & goal to each
sermon & series**

IV. OUTREACH

IV. OUTREACH

**Your community &
beyond**

STRATEGY

I. CONNECTION

I. CONNECTION

Almost every setting is
busier and **more**
distracting than church.

I. CONNECTION

Going to Facebook has become the equivalent of opening the fridge & staring inside, **even though you're not hungry.**

source: @NickBilton (Twitter)

I. CONNECTION

Thumbstoppers

I. CONNECTION

TRUST is key.

Expectation & reputation
of **usefulness**.

I. CONNECTION

**Online consumption is
self-focused**

I. CONNECTION

**Informers have 2x more
followers**

source: Rutgers/CoSchedule

1. CONNECTION

5 viral emotions

**Admiration, Interest,
Serenity, Amazement,
Astonishment**

source: Harvard/CoSchedule

I. CONNECTION

SIDE NOTE:

**This is why church
announcements generally
don't work online...**

I. CONNECTION

Can still **focus on mission,
vision, and Jesus.**

I. CONNECTION

Including people is far
better than **impressing**
people.

source: @AussieDave (Twitter)

II. SHARING

II. SHARING

94% share to **entertain** or **enrich** the lives of others.

source: NYT Consumer Insight Group

II. SHARING

78% share to **maintain connection** with their networks.

source: NYT Consumer Insight Group

II. SHARING

68% share to **define**
their identity.

source: NYT Consumer Insight Group

II. SHARING

49% share to **persuade,**
encourage action.

source: NYT Consumer Insight Group

III. MEDIUM

III. MEDIUM

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

III. MEDIUM

"It's like taking a life-sized Picasso and trying to stick it in a dollhouse."

source: BBDO NY's John Osborn

III. MEDIUM

Play to the **strengths** and **culture** of each medium.

CONTENT TYPE

I. LENGTH

I. LENGTH

LONG:

> 800 words

7+ min video

10-20+ min audio

Not skimmable

I. LENGTH

SHORT:

400-800 words

90 sec - 6 min video

5 - 20 min audio

Skimmable

I. LENGTH

MICRO:

< 400 words (less is better)

90 sec or less video

5 min or less audio

Instantly consumable

I. LENGTH

There is no **medium
anymore (especially on
mobile)**

II. STYLE

II. STYLE

Swag/Promo

Produced

Real Life

III. AUDIENCE

III. AUDIENCE

Members

Interested Visitors

- connected & unconnected

Community

***PREPARATION
& EXECUTION***

I. PREP

I. PREP

Every level has **structure**:

Calendar

Series

Sermon

Sermon Parts

I. PREP

Structures have **purpose:**

Calendar

Series

Sermon

Sermon Parts

I. PREP

Describe **purpose in 140
characters or less.**

I. PREP

CALENDAR

Posts about your church's mission and vision.

I. PREP

SERIES

**Posts point to stories,
issues, questions, frames.**

I. PREP

SERMON

**Posts communicate the
key idea.**

I. PREP

SERMON PARTS

**Posts reinforce that idea
or they can stand alone.**

I. PREP

Tweetable phrases

Compelling stories/image

So what?

II. CAPTURE

II. CAPTURE

Preach normally...

II. CAPTURE

But use the material!

II. CAPTURE

Capture what you need:

Audio

Video

Photos

II. CAPTURE

PERMISSION

(Especially with kids)

III. EXECUTION

III. EXECUTION

Pre-Service:

Create and schedule posts

III. EXECUTION

In the moment:

Share, search, and stream

III. EXECUTION

After the service:

Repurpose, react, respond

THE WORK
PART OF THE
WORKSHOP

CHANNELS

I. FACEBOOK

I. FACEBOOK

The **magazine of social
media - visually driven,
variety of content**

I. FACEBOOK

Pros:

Biggest

Calls to Action

Inexpensive for return

I. FACEBOOK

Cons:

Curated Newsfeed

Distracting

II. INSTAGRAM

II. INSTAGRAM

**Quality images and video
that display **human
moments.****

II. INSTAGRAM

Pros:

2nd largest

Real life easier to capture

Positive space

II. INSTAGRAM

Cons:

Engagement/sharing
Scheduling

III. TWITTER

III. TWITTER

**Microblogging with focus
on “**in the moment**” and
connections.**

III. TWITTER

Pros:

Community building

Highly shareable

Tons of schedulers

III. TWITTER

Cons:

Very low click-through

Stream is always flowing

Mixed expectations

IV. YOUTUBE

IV. YOUTUBE

Increasingly mobile video platform with focus on entertainment, info, and education.

IV. YOUTUBE

Pros:

Intentional searches

Shareable

DIY quality not a con

IV. YOUTUBE

Cons:

Cost of tools

- Sound is most important

Distracted environment

V. MISC SOCIAL

IV. MISC SOCIAL

Pinterest

Snapchat

Live Streaming

TV Apps

VII. BLOGS

VII. BLOGS

Flexible

Shareable

Depth

But...

SO MANY
BLOGS

VIII. PODCASTS

VIII. PODCASTS

Build intimacy

Conveys tone of voice

Increasingly easier

But...

SO *MANY*
SERMON
PODCASTS

IX. EMAIL

IX. EMAIL

“Holy Grail”

High engagement...

With permission

TOOLS

TOOLS

SCHEDULING

Buffer

Hootsuite

CoSchedule (Wordpress)

Sprout Social

Native on Facebook

Click to Tweet

TOOLS

IMAGE CREATION

Canva

Designfeed.io

Pablo

Lots of phone apps

TOOLS

DESIGN RESOURCES

Makerbook

UnSplash, Pexels, Lightstock

Creative Market

Jukedeck

ProChurch Tools

TOOLS

MULTIMEDIA HOSTING

YouTube

Vimeo

Wistia

LibSyn

Amazon Cloud Service + Plug-in

QUESTIONS?

**Resources, Links, Slides:
DefiningGrace.com/NC**