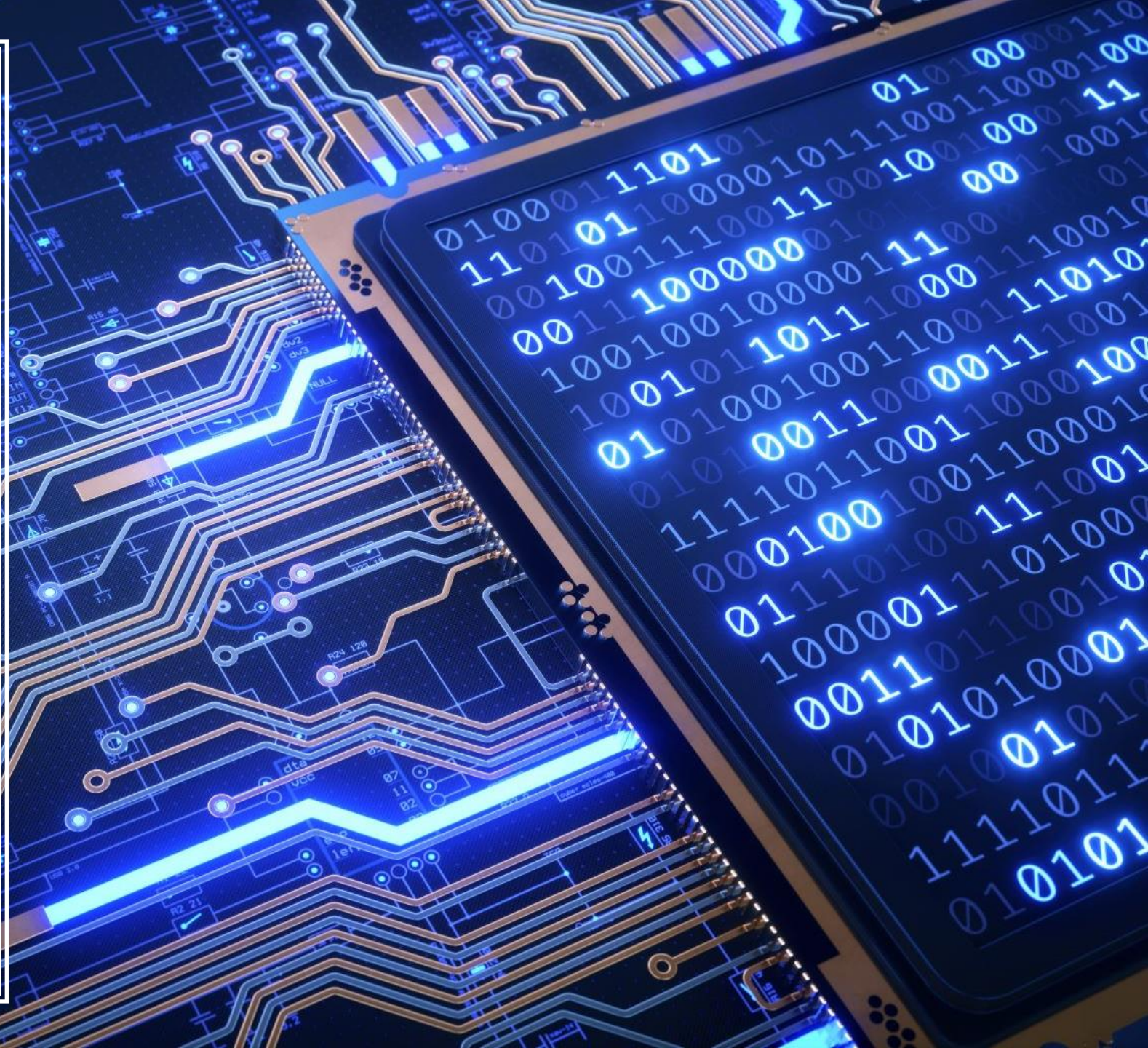


# Utilizing Technology In Ministry and Church While Still Exalting God

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BMNVA Technology Chair





If you had to let go of 1 thing in ministry right now and yet still be effective, what would you choose?

# The Breakdown of Technology

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- Spiritual Component
- Data Component
- Equipping Component
- Engaging Component
- Analytical Component

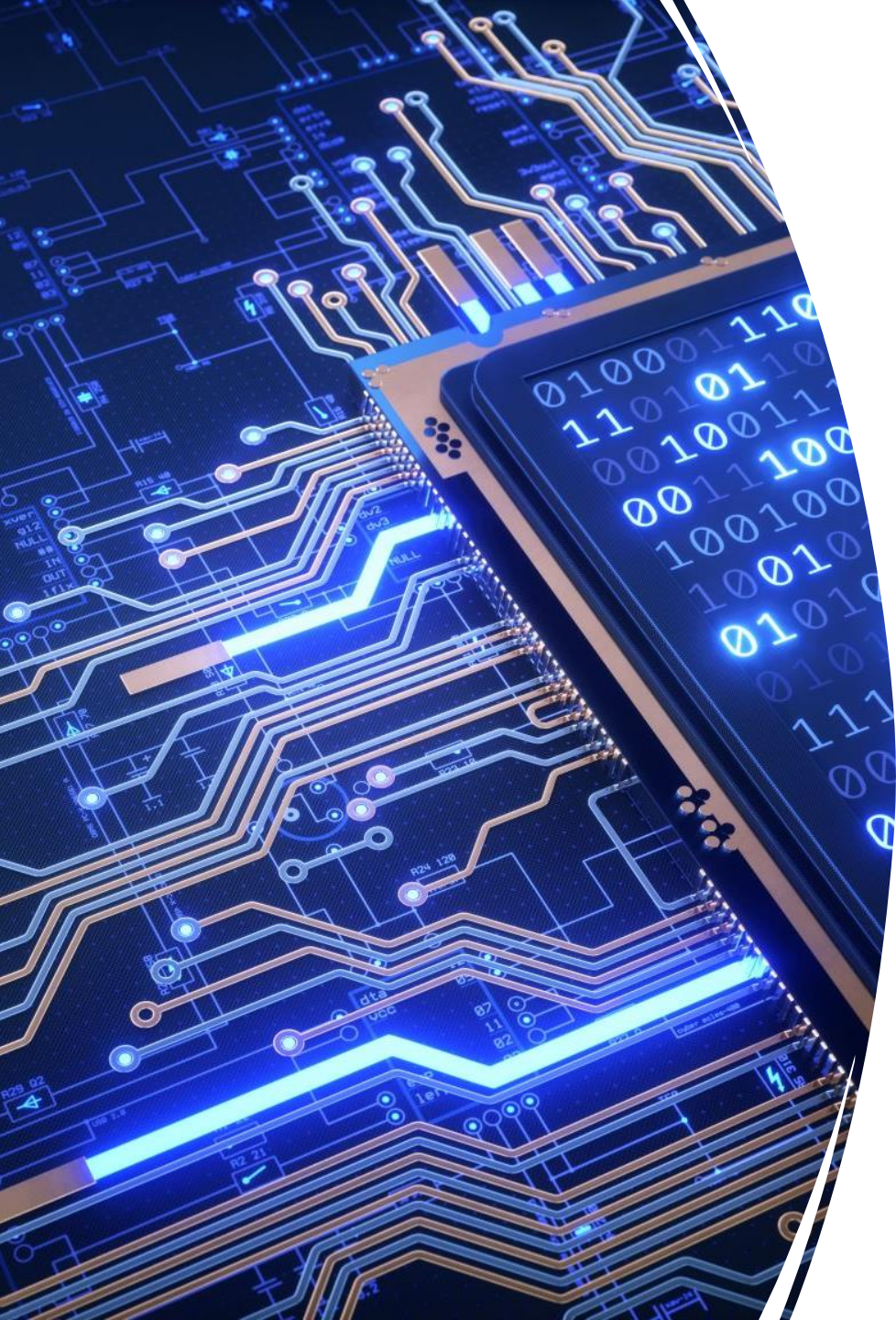


# Relevant Questions

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- Is God pleased with the ones He has called to minister the Gospel and the Churches that are assembled in His Name with the resources He has blessed us with?
- Since the church building has been closed, what tools have clergy and churches used to exalt God?





# Proposition

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- When clergy and the church take advantage of the new opportunities that God has blessed us with to minister and worship, God is pleased with the ones He has entrusted the opportunities with and His Name continues to be exalted and draw those who love Him and need Him.

# Time For Inventory

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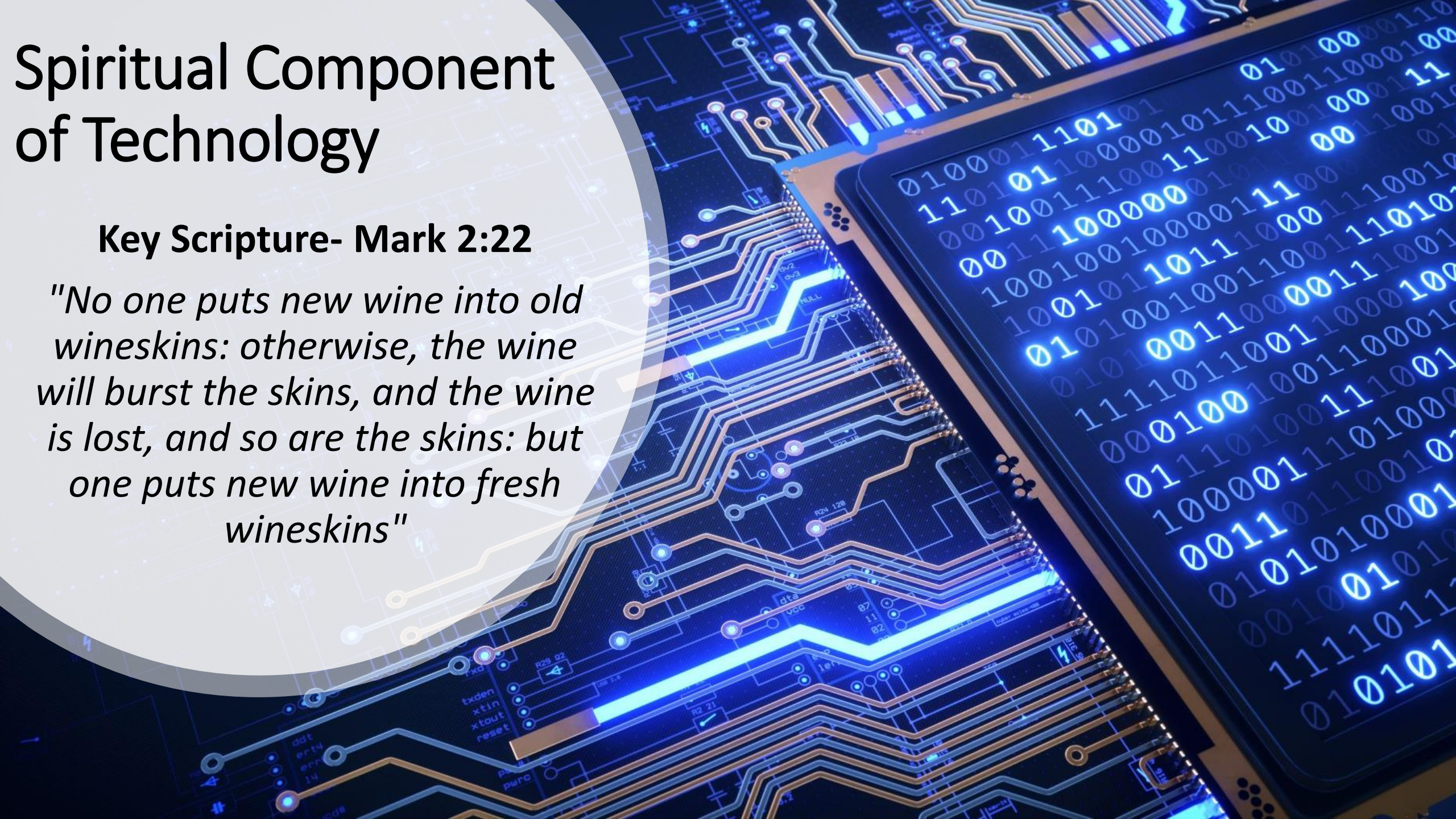
- What is the most up to date technology in your home?
- When is the last time you did research on technology?
- What is the last piece of technology you introduced to yourself or your congregation?
- What kind of phone do you have and how much does it cost?
- When is the last time you looked at your church website?
- What technological equipment do you currently own?
- What social media sites are you connected with?

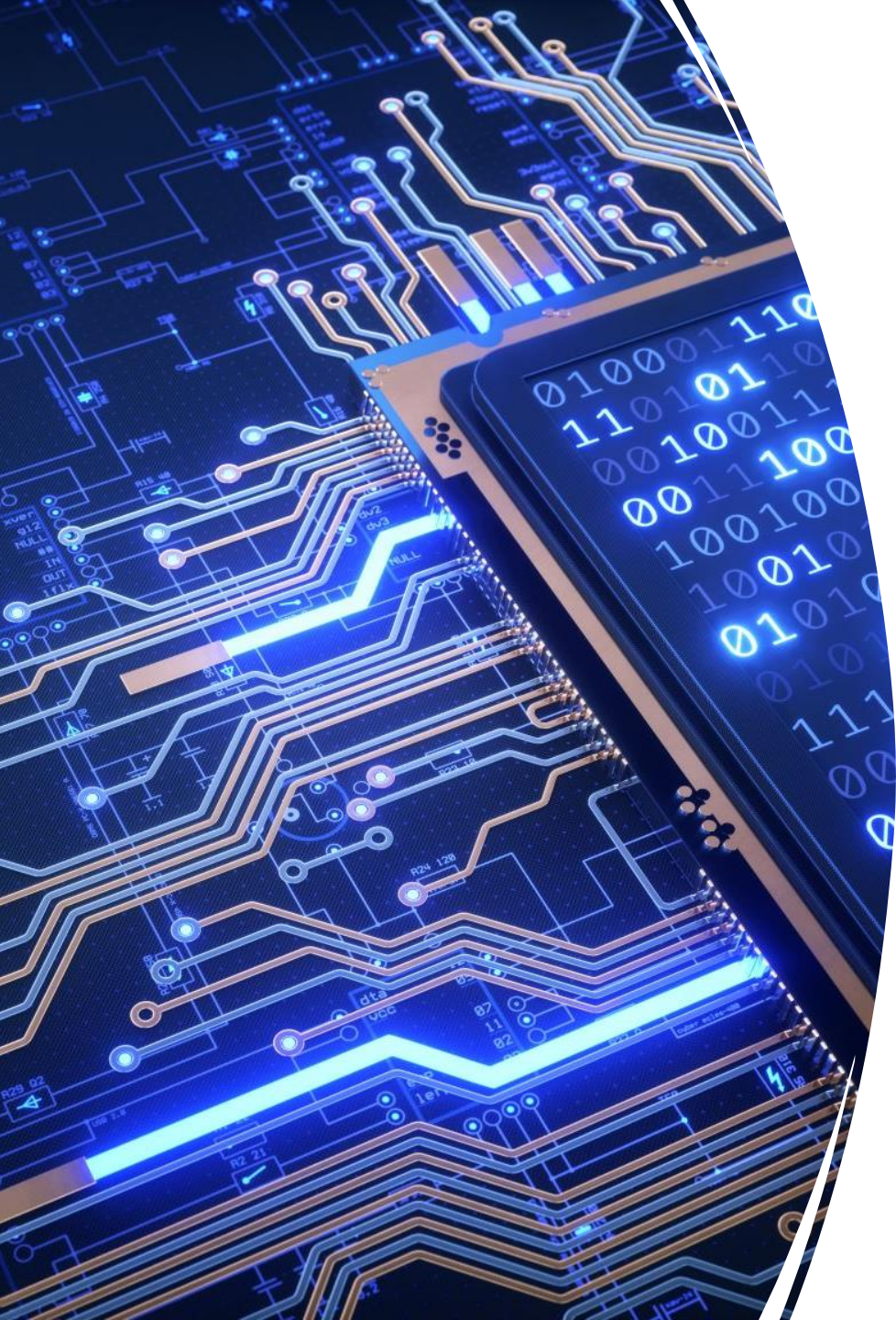


# Spiritual Component of Technology

## Key Scripture- Mark 2:22

*"No one puts new wine into old wineskins: otherwise, the wine will burst the skins, and the wine is lost, and so are the skins: but one puts new wine into fresh wineskins"*





# The Breakdown

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To put fresh wine into an old wineskin, however, is asking for trouble. The old wineskin has assumed a definite shape (Pre-COVID) and is no longer pliable. It is fixed and somewhat brittle. The activity of new wine will stress it beyond its ability to yield. And so both the wine and the skin are lost.



# What Does This Mean?

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- You can't put new ideas in old mindsets
- You can't get new results with old behaviors
- You can't get new outcomes with old methods

***When you get out of the way,  
God can make a way!!!***



# Data Component of Technology



## Acts 1:8

*"But the Holy Spirit will come upon you and give you power. Then you will tell everyone about me in Jerusalem, in all Judea, in Samaria, and everywhere in the world."*



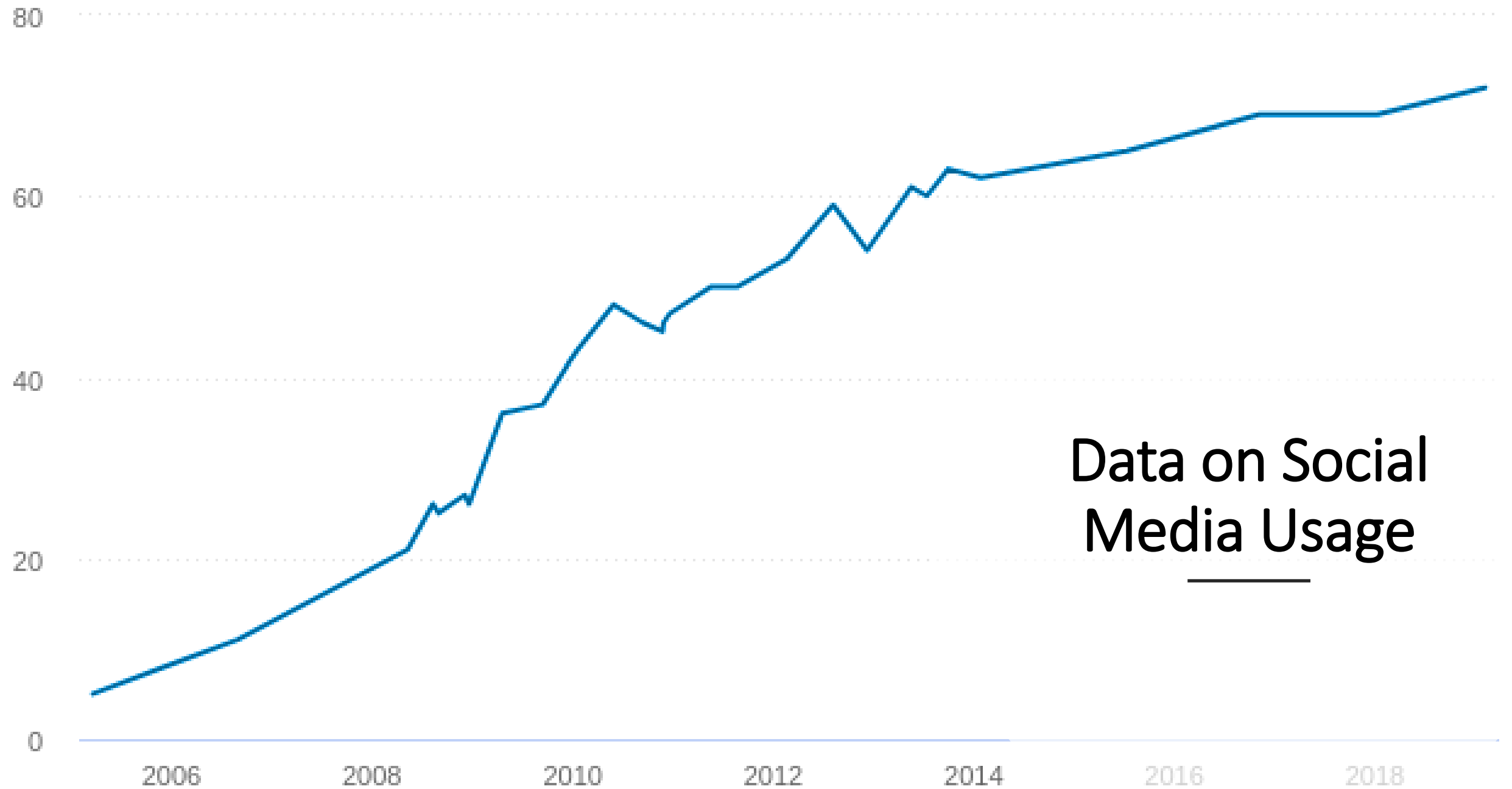
# Some Data To Consider

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When Pew Research Center began tracking social media adoption in 2005, just 5% of American adults used at least one of these platforms. By 2011 that share had risen to half of all Americans, and today 72% of the public uses some type of social media.

*(Pew Research Center)*

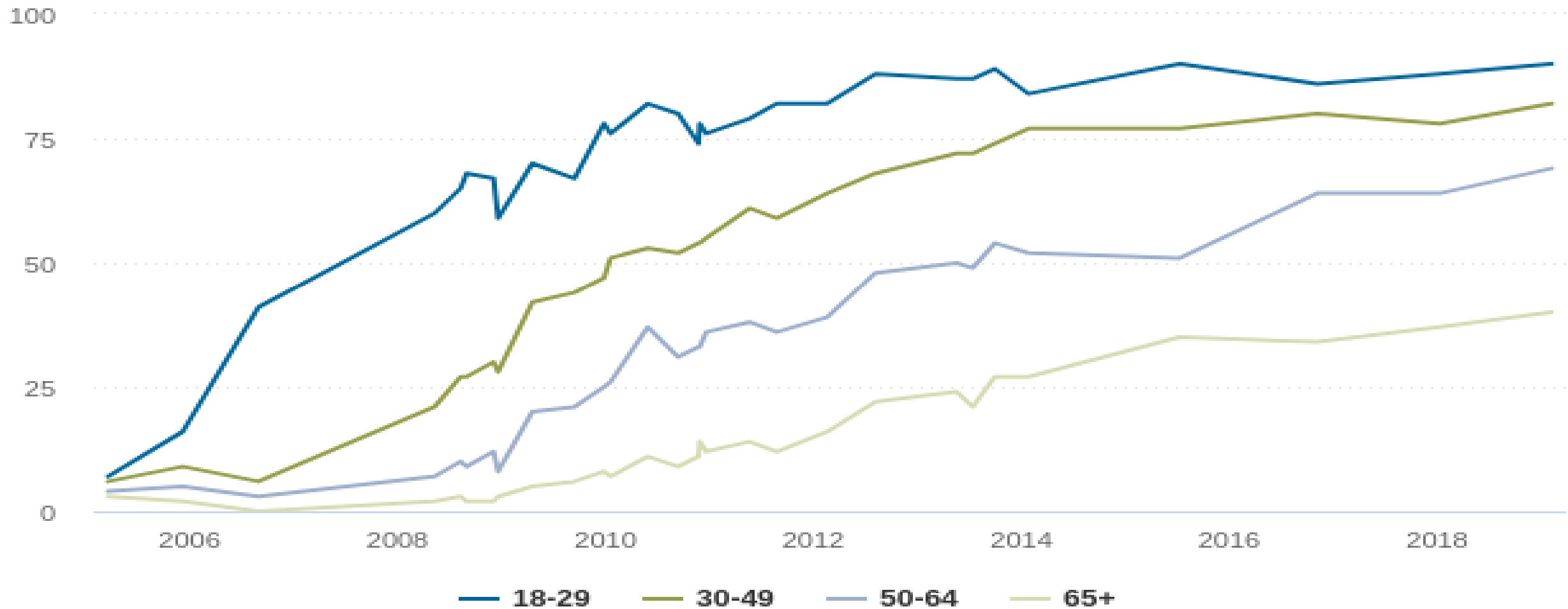
*% of U.S. adults who use at least one social media site*



**Data on Social  
Media Usage**

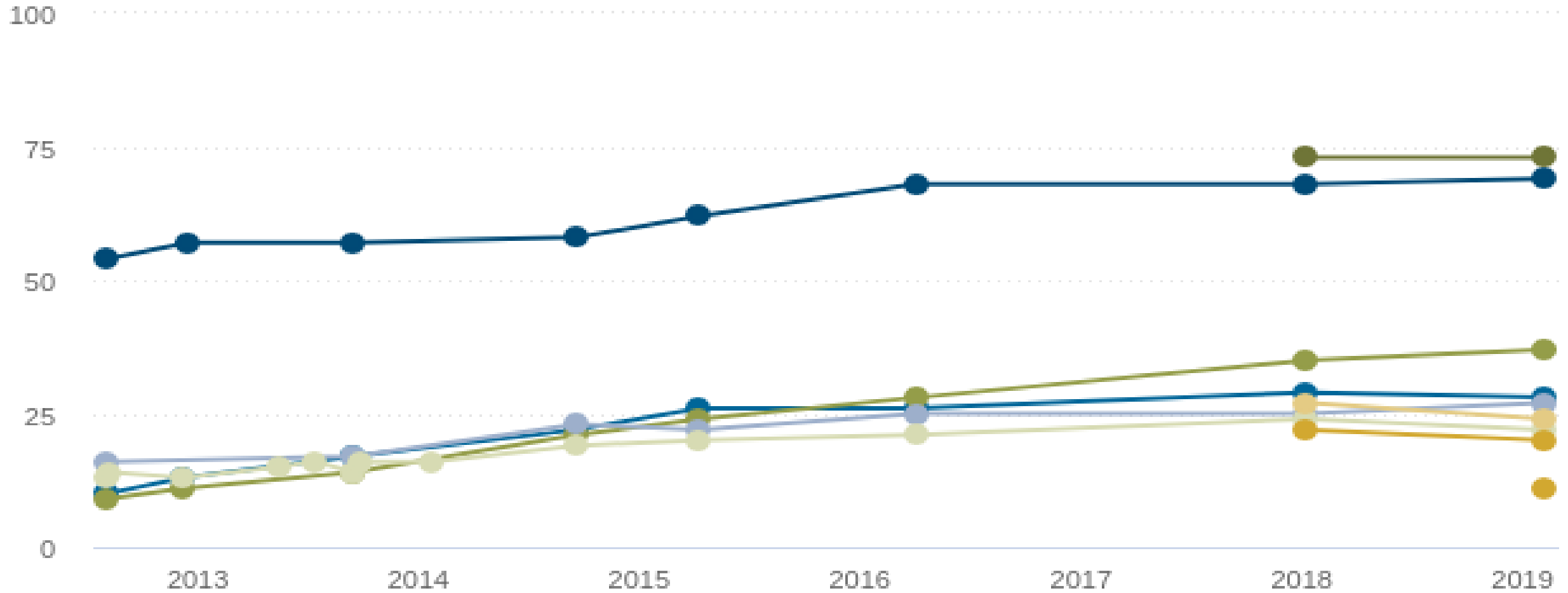
# Social media use by age

*% of U.S. adults who use at least one social media site, by age*



# Which social media platforms are most popular

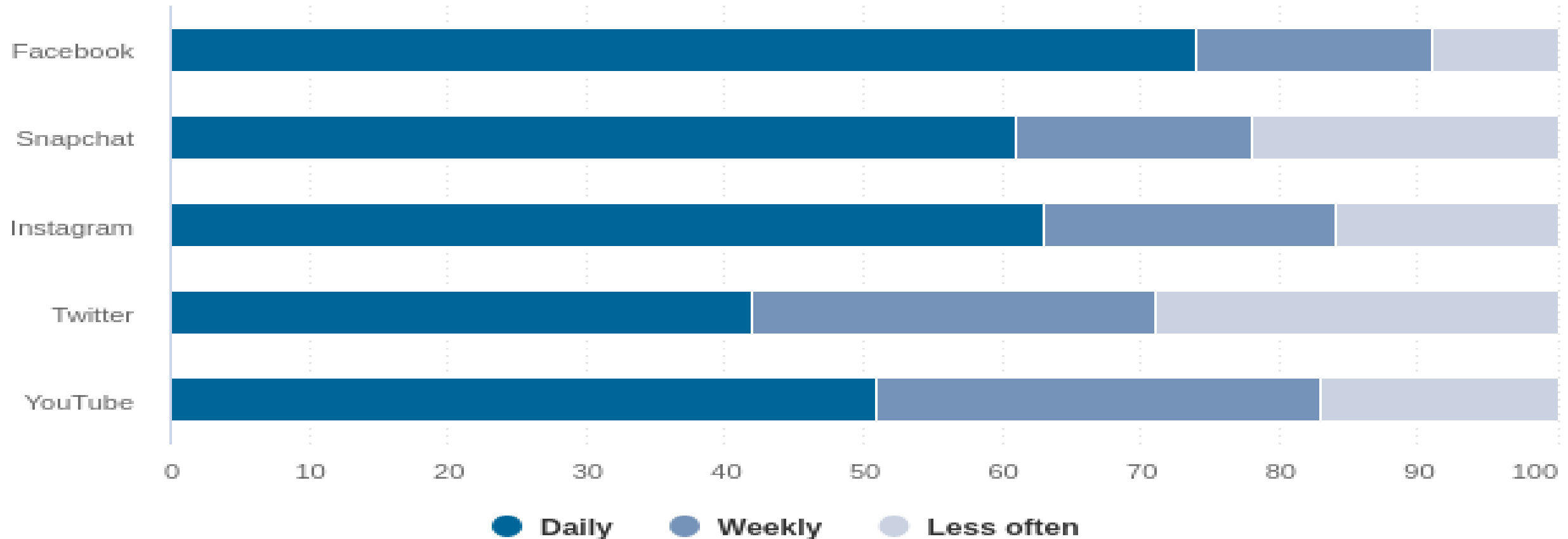
*% of U.S. adults who use ...*



Facebook Pinterest Instagram LinkedIn Twitter  
Snapchat YouTube WhatsApp Reddit

# How often Americans are using social media

*Among the users of each social media site, the % who use that site with the following frequencies*



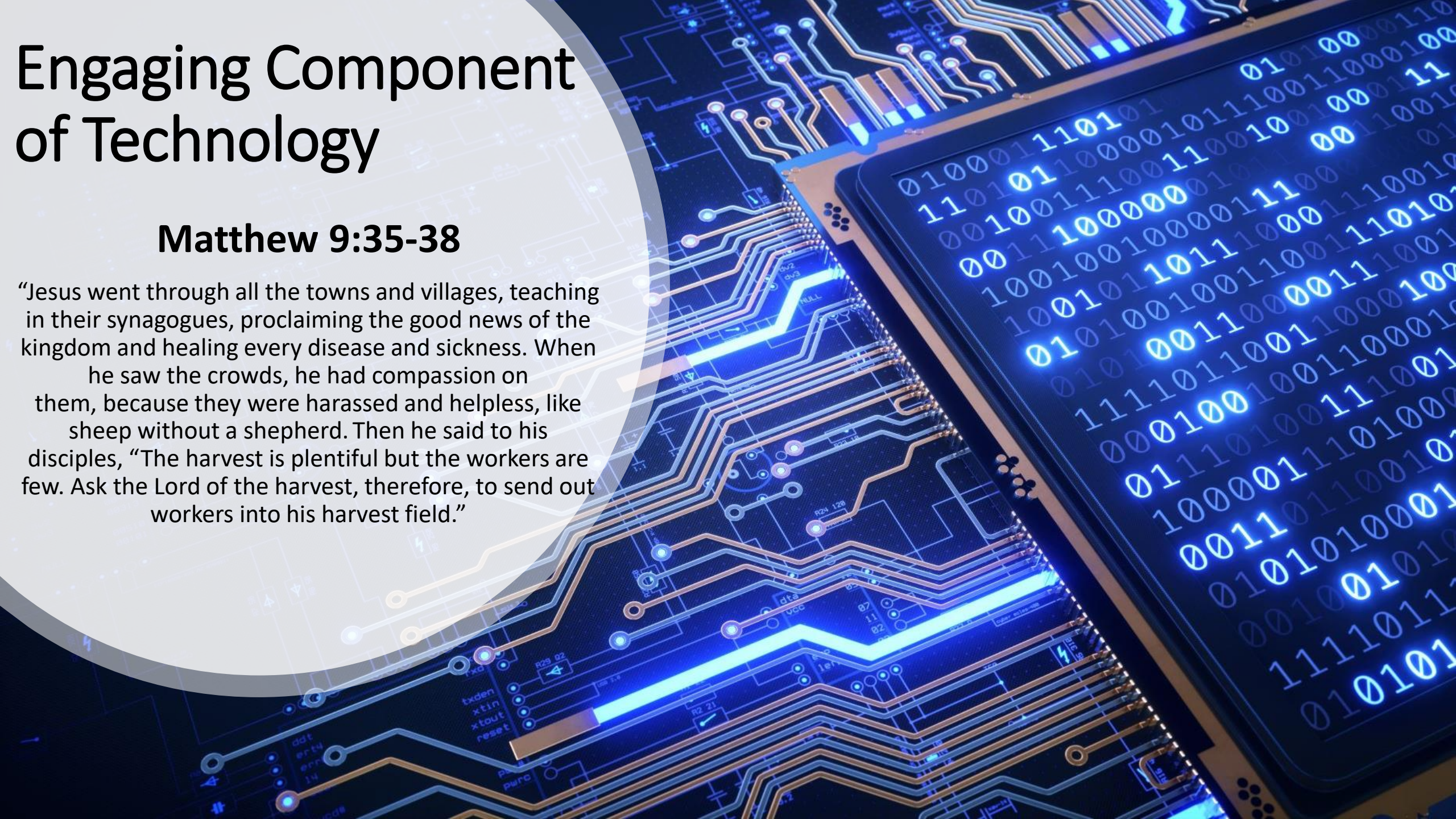
Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted Jan. 8 to Feb. 7, 2019.

# Engaging Component of Technology

## Matthew 9:35-38

“Jesus went through all the towns and villages, teaching in their synagogues, proclaiming the good news of the kingdom and healing every disease and sickness. When he saw the crowds, he had compassion on them, because they were harassed and helpless, like sheep without a shepherd. Then he said to his disciples, “The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field.”



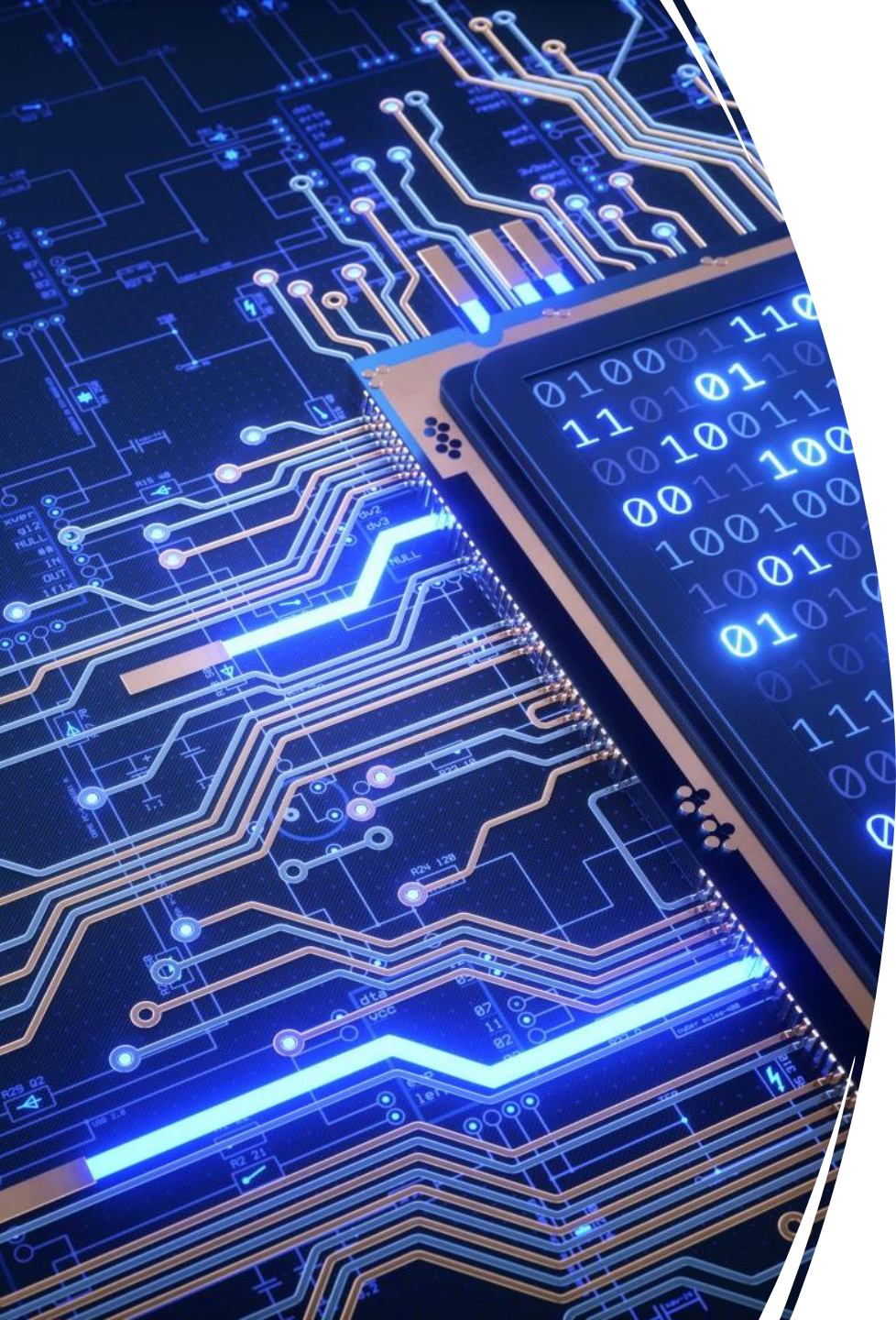




# Who Am I?

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- A Family Man
- An Associate Minister at Bethlehem Baptist Church
- Football Coach and Youth Sports President
- Special Education Teacher
- Member of the Baptist Ministers Conference of Northern VA and Vicinity
- Small Business Owner
- CEO of True GENTS Mentoring



# Broadcasting

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- This allows you to bring the pulpit to your home!
- You can have a whole church service through a live broadcast or recording
- Increases the reach of the church
- Connect with those who physically cannot attend church
- People are one click away from hearing you proclaim the Gospel
- This is how church will be for the generations that follow us

## Zoom

- One of the easiest platforms to set up
- Free account for 40 minutes
- Share content and music
- Host up to 100 people, more as you pay

## YouTube

- Account is free to set up
- Videos can be archived and saved for others to view
- No worries about who's joining, just go live and people will join

## Facebook Live

- If you have a Facebook account, you're just one button away
- FREE!!!!
- People can join your live broadcast anytime
- You can interact with people through chat

## Google Meet

- Account is free to set up
- This is more of an intimate setting with a lot more gadgets to play with
- Perfect for Bible Studies as you can create a classroom and layout your curriculum.

# Social Media

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- This allows you to bring the pulpit to your home!
- You can have a whole church service through a live broadcast or recording
- Increases the reach of the church
- Connect with those who physically cannot attend church
- People are one click away from hearing you proclaim the Gospel
- This is how church will be for the generations that follow us
- Bible study, seminars, prayer calls, small group meetings, mediations, preaching



# Facebook

- The largest social media presence in the world, great for content
- You can reach many with one click
- Prayers, Devotionals, sharing content
- Engagement is priceless, evangelism is at your fingers

*People today are not concerned with having a relationship with the preacher who stands behind the pulpit. They are more concerned with having a relationship with the preacher who comes down from the pulpit.*



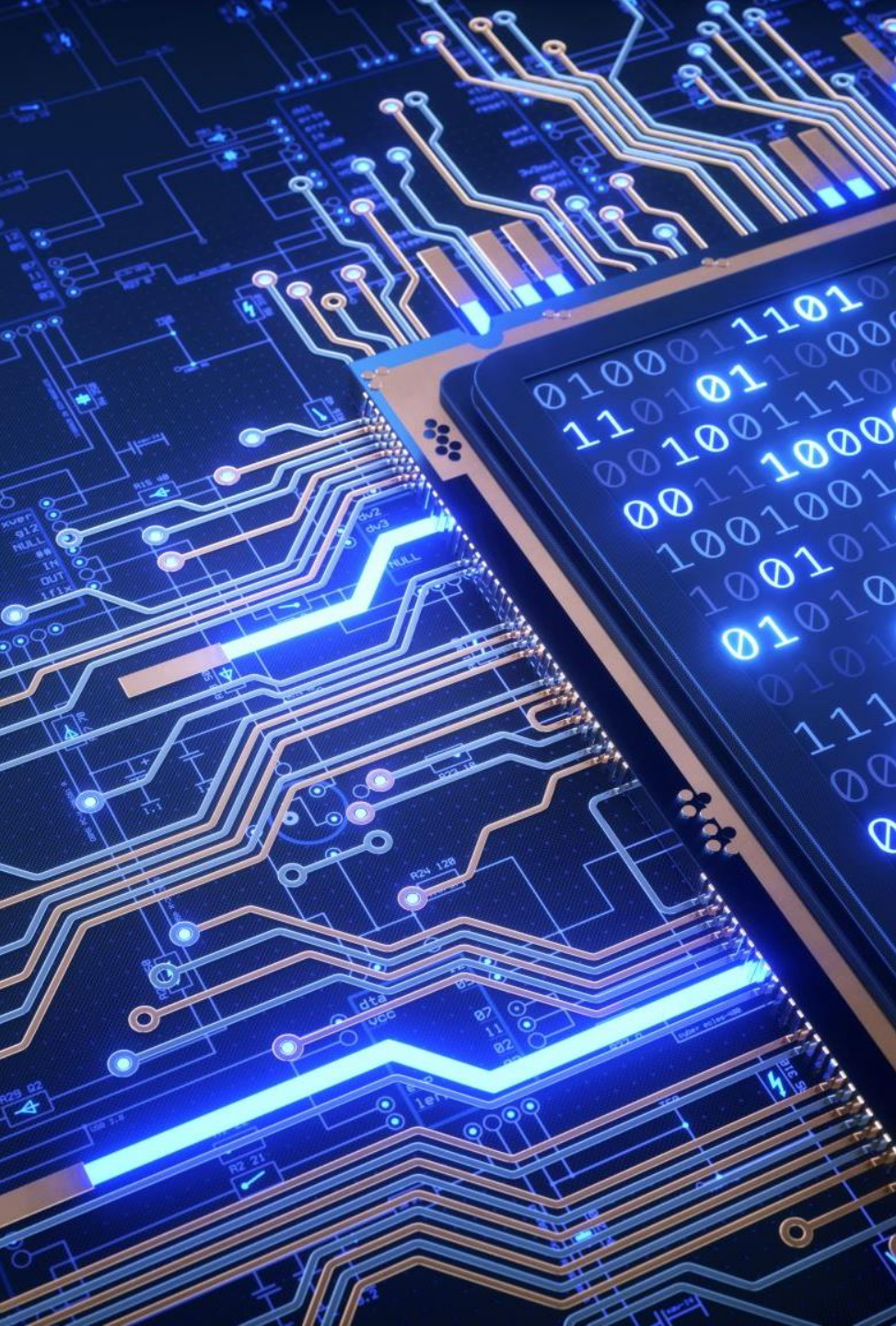
# Social Media

# Instagram

- The snapshot of ministry
- Scriptures with pictures are excellent to post
- As you follow people, they will follow you back
- Create inspiring video messages

# Twitter

- It is the coolest of the social media platforms
- Post thought provoking and inspirational quotes, or retweet (or repeat) what someone has said that you believe is worth sharing
- Fun and personal posts that let people know about you
- Hashtag is royalty!!!



# Website

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- At a minimum, a church website must have the following
  - A home page that reflects your congregation (False advertising leads to damaged credibility)
  - Your Church Address (people who are local want to find a place where they can connect with God and the people)
  - Service Times (while this may be small, if people don't know what time to show up, then they probably won't show up)
  - Photos that reflect your congregation (Be real!!!)
  - A welcome message (text is fine but a video can make words come to life)
  - Contact Information (for you church and ministries)
  - Leaders (they are an extension of you!!!)
  - Be Brief (the website is not a novel!!!)

***Question: When is the last time you did a detox of your church website?***

## Theme

*Your website should attain the 3 C's: clean, consistent, compatible*



# Website

## Clean

- Your website should be easy on the eyes
- Too much going on will drive someone crazy
- Organizing the content on the website is critical to drawing people

## Consistent

- If you still have content from 2020 as your primary source of information, you are not relevant
- Your content should match what you are doing within your church and congregation

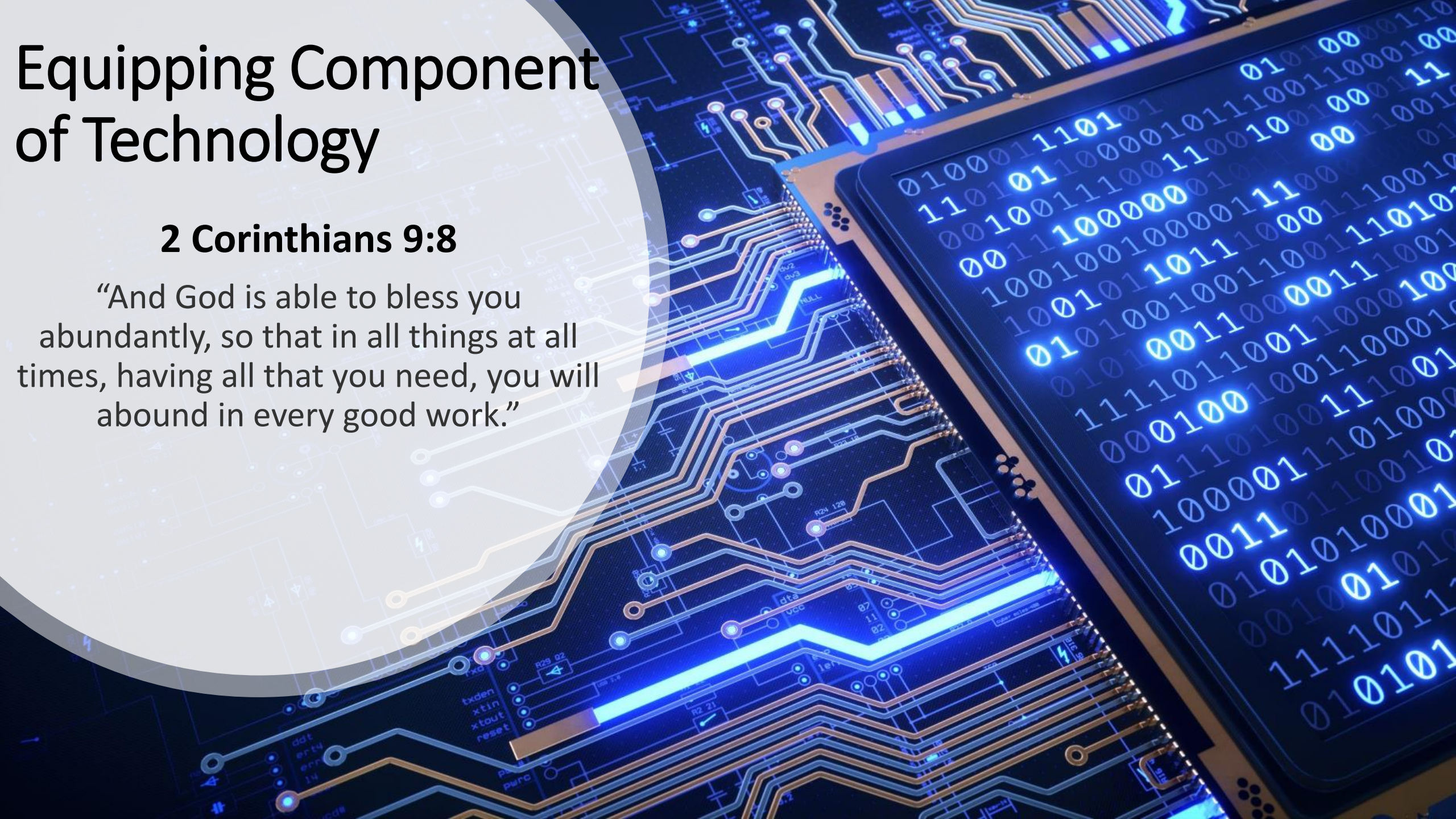
## Compatible

- There are 2 types of people who are visiting your website: those who attend your church and those who may want to attend your church
- There needs to be a connection to every generation on your website

# Equipping Component of Technology

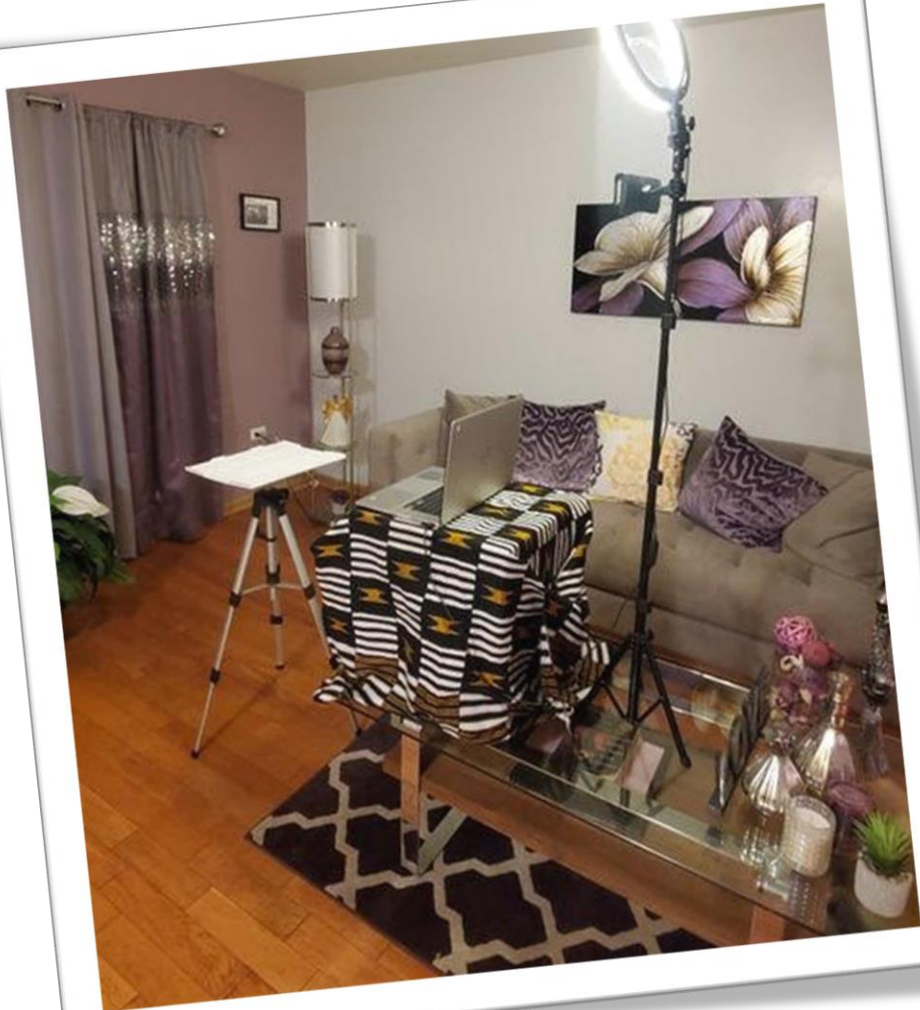
## 2 Corinthians 9:8

“And God is able to bless you abundantly, so that in all things at all times, having all that you need, you will abound in every good work.”





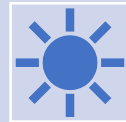
# Lighting



Light should never be behind you



Natural light can work just as well when it is a nice day outside



If standing, the ring light should be on a tilt down towards you



Don't be afraid to play with the brightness and filters

# Microphones

- Using the mics allows people to hear you more clear
- Speak into the mic, don't be intimidated.
- When using built in devices as mics (phones, computer), the quality is not the same
- Minimize the distance between you and the mic
- Plug in mics minimize other sounds in your house



# Background



Make sure there is no light behind you



Accent walls bring style to your videos



Your space should represent you



Offices and study rooms can bring a distinguished look



Tapestry, color wall, or curtains can make great backdrops

# Professional and Personal

- If you are looking for the pulpit look, the camera should be focused from your head to your waist or podium
- Presentation is everything
- If sitting, your head should be centered to your computer screen or camera
- When posting on social media that is focused on personality or having fun, use more candid look when it comes to your post



# Application Component of Technology

## Isaiah 43:19

“See, I am doing a new thing! Now it springs up; do you not perceive it? I am making a way in the wilderness and streams in the wasteland.”



# Pre-COVID

- On a typical Sunday, you are ministering to your congregation who physically attend worship
- The preacher was not allowed in the congregation's homes unless for a family loss
- God can be worshiped in the building
- Evangelism was more about face to face and conversation
- People are seeking hope



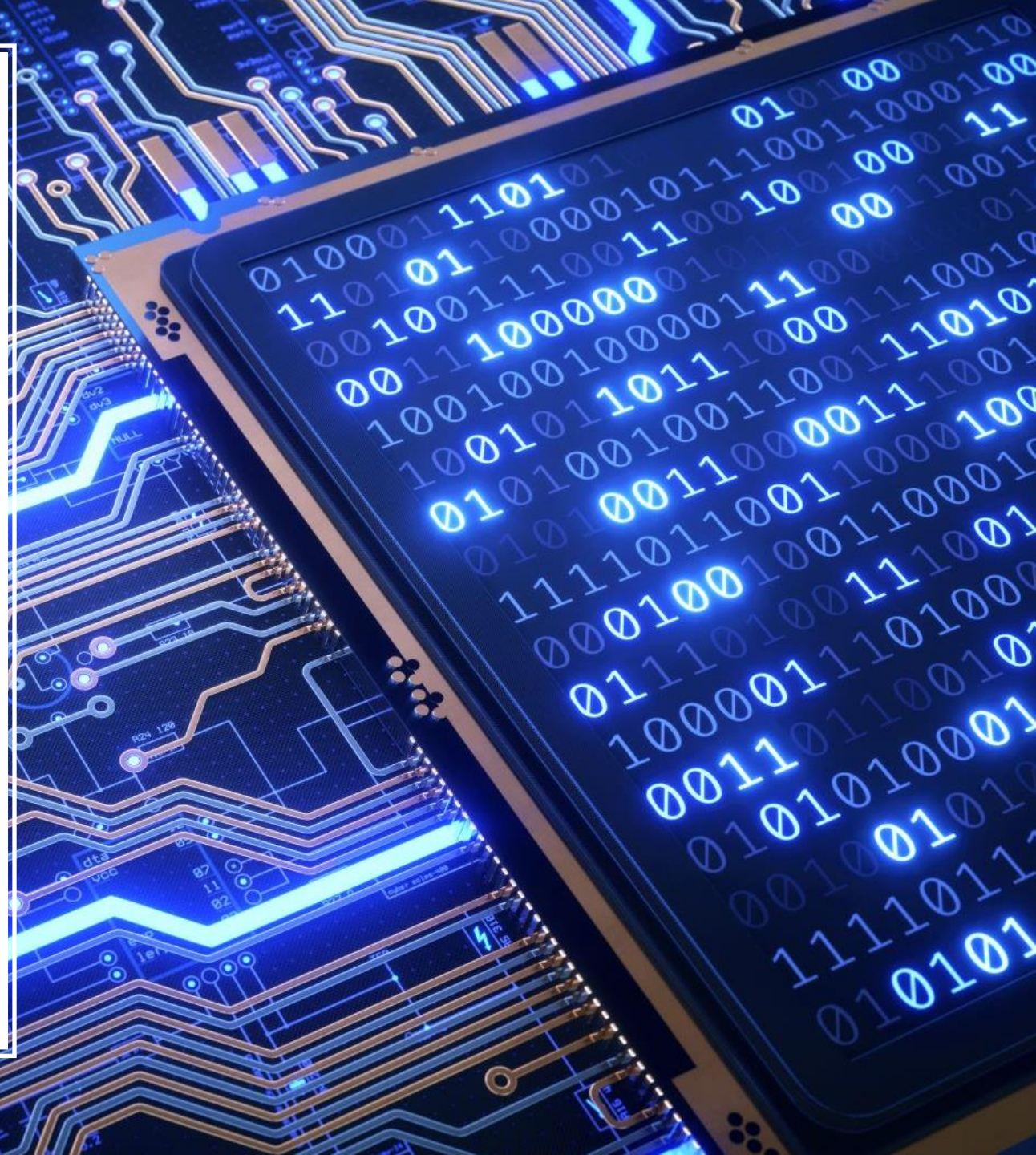
# Post-COVID

- On a typical Sunday, you can reach hundreds and even thousands who virtually attend worship
- The preacher is “preaching” in the homes of the congregation now.
- God can be worshiped in the home
- Evangelism is more about texting, tweeting, and posting
- People are seeking hope



# You Can

- Jesus is all about relationship. You can too.
- Jesus led others. You can too.
- Jesus served others. You can too
- Jesus was consistent. You can be too.
- Jesus was compassionate. You can be too.
- Jesus encouraged. You can too.
- Jesus included others. You can too.
- Jesus' mission was not to inform but to *transform* the world. We can too!!!





# Marching Orders

**Matthew 28: 19**  
**GO YE THEREFORE...**