

# Tips on digital worship

Many of us have learnt plenty about broadcasting worship over the past two years. But how can we make it even better?

## 1 CONSIDER YOUR DIGITAL AUDIENCE

Now that most people are attending physical worship, it's easy to forget some are still watching from home. Look into the camera and welcome them too.



## 2 UPDATE YOUR EQUIPMENT

If you're serious about engaging a digital audience, now might be the time to invest in a tripod, DSLR camera and radio microphones. That gives them a better experience than you broadcasting via a mobile phone



## 3 PLUG IN TO THE PA DESK

People may put up with fuzzy images, but they'll switch off if they can't hear properly. Use a cable to plug your camera into the PA desk, which ensures better audio.

## 4 ADMIN YOUR DIGITAL OUTPUT

If you are live-streaming worship on Youtube or Facebook, ask a volunteer to tune into the live feed, to welcome people as they join, and to respond to any comments made.

## 5 ADD LYRICS AND LITURGY

It really helps if you can add the lyrics to hymns and songs, and the words to any liturgy, to your livestreamed footage. Or direct people to an Order of Service they can download. Then those watching can join in.

## 6 BE AWARE OF SAFEGUARDING

There will be some adults and children whose images should not be broadcast publicly online. Ensure there is a 'safe' space in your church building where they can't be videoed.



## 8 ENGAGE THOSE WATCHING

Those leading the service or preaching can engage directly with those watching online by inviting them to type 'Amen' or to write comments in response to what is being said.

## 7 OFFER PRE-RECORDED CONTENT

A short video clip that has been pre-recorded and tightly edited might engage your digital audience better than livestreaming. Why not record someone's testimony, some of your church activities or a message for Christmas and share clips digitally?

## 9 FOLLOW UP

If people are watching online, it's easy to direct them to pages of your website so they can find out more about your church.

## 10 MEET IN PERSON

Why not offer to meet in person with those who worship digitally with you, to help them explore more about faith?