



REACHING OUT ONLINE

CONSIDERATIONS FOR ONLINE SERVICES



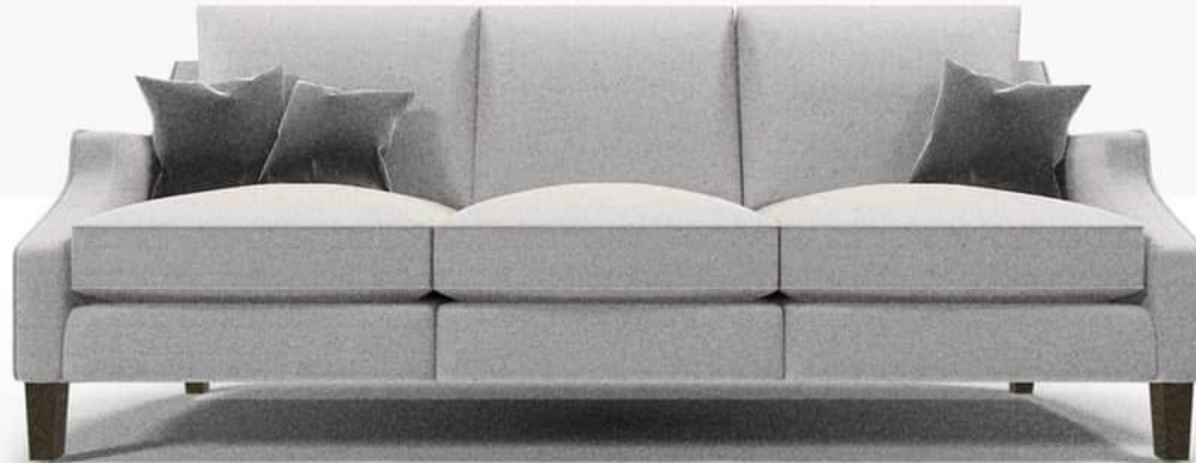
OUTLINE

- Options for online engagement
- Livestreaming
- Specific online content strategy

**Why should you consider online
outreach / church?**

CHURCH ON THE SOFA
WILL NEVER BE THE SAME AS

CHURCH IN THE SANCTUARY



He said to them, “Go into all the world
and preach the gospel to all creation.

Mark 16:15

We must **assess the needs** of our congregation when it comes to online (or other) methods of worshiping together.

“The livestream is a lifeline for us, it enables us to worship together with everyone else, which helps us to continue to feel part of the congregation”

**“Because we meet live, it helps us to
honour the Lord on the Lord’s day,
something important to us”**

“It also means I can worship at the top of my lungs and not disrupt the others around me”

**“For where two or three gather
together as my followers, I am there
among them.””**

Matthew 18:20 NLT

Think about what you are trying to achieve

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What level of interactivity do you need?

Think about what you are trying to achieve

What level of 'production' are you seeking?

Think about what you are trying to achieve

How are you going to staff this?

For those of you already livestreaming

Video is important,
however **sound is key.**

For those of you already livestreaming

Inclusion is important, a delicate mix
with your congregation is key.

For those of you already livestreaming

Keep your lead vocal slightly on top of
mix.

(although be careful, its always more present
than you think!)

For those of you already livestreaming

Automate wherever you can.
(Reduce the workload on sound people!)

If using an analogue desk, use a POST auxiliary to feed your livestream.

If using a digital desk, use a POST mixbus with some compression and potentially a limiter.

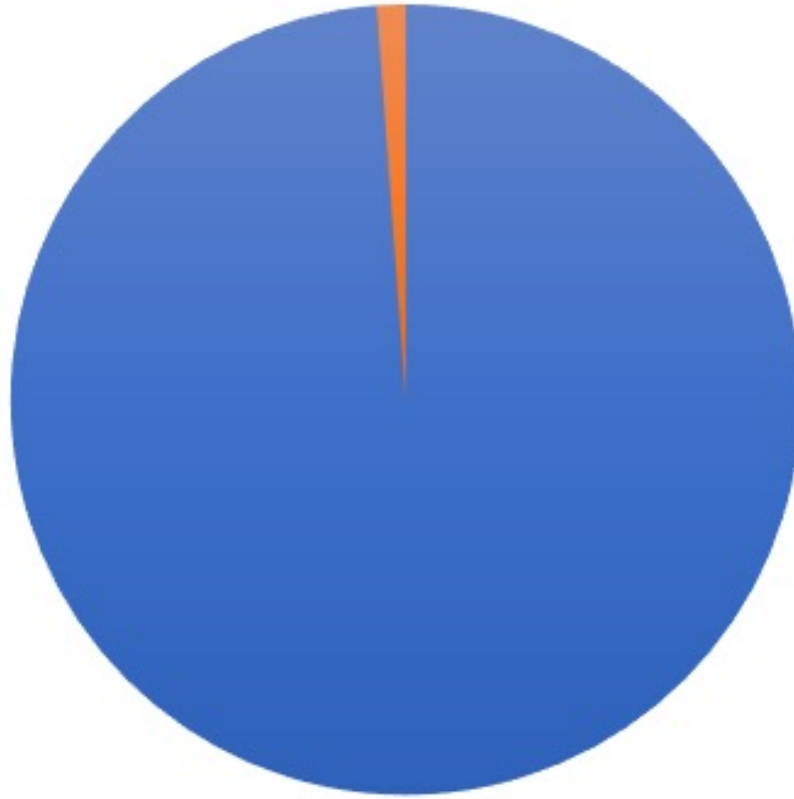
If using a digital desk with plenty of capacity, use several Mixbuses each with compression, then merge in a matrix.

For those of you already livestreaming

Monitor the livestream audio

John – Risen Media Highlands

168 HRS PER WEEK



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- 1) Optimize your Media
 - 2) Consider Targeted Adverts
 - 3) Create “Next Steps”

