



# Go Chatter

## Online Engagement in a Post-Covid Church





## Social Media

The Do's and the Don'ts

## How to make social videos

Other strategies you might want to use

## Other tools for online engagement

Working effectively out of lockdown

A collage of various social media content, including posters, videos, and graphics. Visible text includes: '4 Words 4 Stories', 'PRESENCE AMAZING GRACE POEM', 'UNRESISTED', 'DO NOT FEAR', 'HAPPY FATHER'S DAY!', 'EURO 2020', 'HE IS RISEN', 'VISIT OUR WEBSITE FOR MORE INFORMATION', 'I AM PILATE OFFICIAL FILM', 'WHEN THE WORD OF GOD', 'IF YOU HAD BEEN HERE A POEM FOR EASTER', 'AND AGAIN, REJOICE', 'MESS || SPOKEN WORD', 'SPOKEN-TRUTH.COM', 'THINGS MIGHT LOOK A LITTLE DIFFERENT THIS YEAR...', 'SERVICE INTRO & OUTRO', 'SILENT NIGHT', 'SOMEONE IS COMING', 'GOD with us', 'essentials Reveal', 'Searching for hope?', 'A new job', 'Move house', 'The missing bit of life', 'Another drink', 'New relationship', 'Holiday', 'WINNER', 'FOUR KINDS OF CHRISTMAS', 'WINNER', 'THE PERFECT PLACE TO PUT A VERSE', 'MYSTICAL THEORY', 'We know things have been o', 'Your church invites yo', 'THE', 'DIVIN', 'GO', 'THE'.



## Structure

### **Talking for 30-40min**

Feel free to put questions in chat

### **Ending questions session**

Time to ask any further questions



**Go Chatter**



Go to  
**[www.pigeonhole.at](http://www.pigeonhole.at)**

Enter passcode

**GOCHATTER01**

**[www.pigeonhole.at/GOCHATTER01](http://www.pigeonhole.at/GOCHATTER01)**

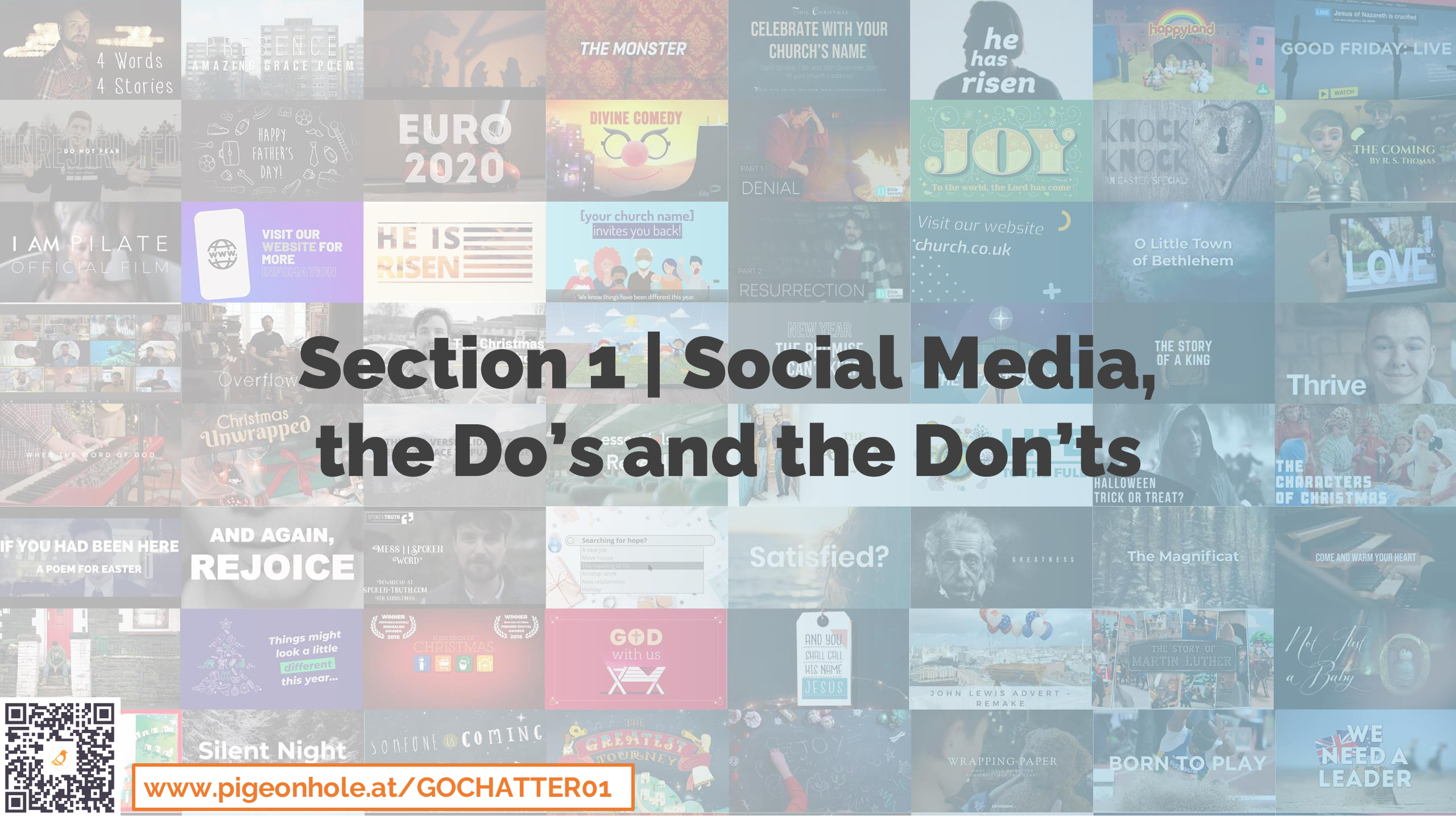


**| “Social Media is the new town centre**



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# Section 1 | Social Media, the Do's and the Don'ts



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## Context:



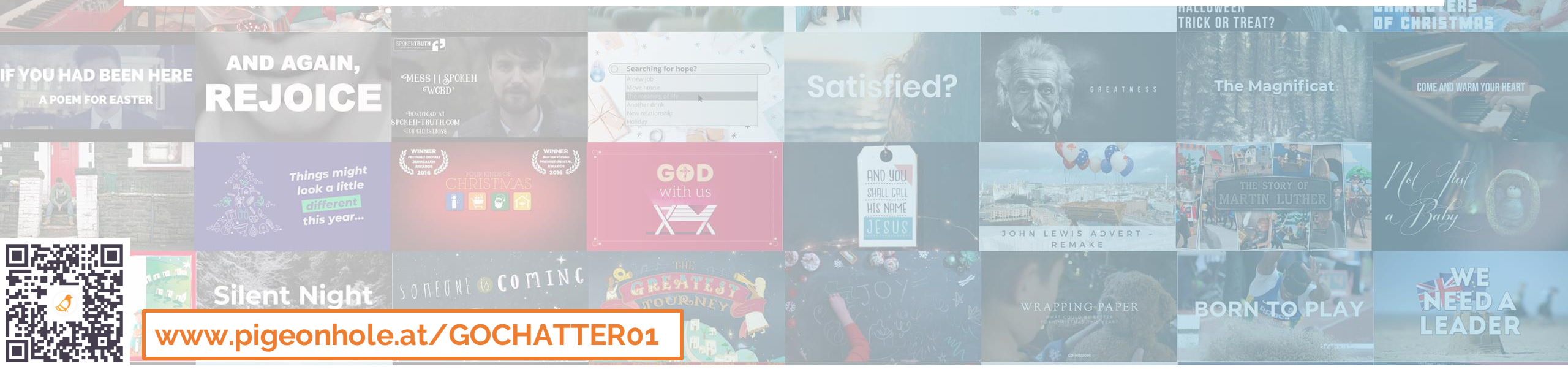
2.74 Billion people, 34mins per day

1.5 Billion hours online every day

600-625 Adverts Per day



**| “Social media is not just about *adverts*”**



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## Facebook Groups

Private online Pages

## Group chats

Private church family integration

## Public Pages

Tools for reaching the public

A collage of various church-related posters and images. Visible text includes: '4 Words 4 Stories', 'PRESENCE AMAZING GRACE POEM', 'UNRESTRICTED DO NOT FEAR', 'HAPPY FATHER'S DAY!', 'EURO 2020', 'HE IS RISEN', 'VISIT OUR WEBSITE FOR MORE INFORMATION', 'I AM PILATE OFFICIAL FILM', 'WHEN THE WORD OF GOD', 'IF YOU HAD BEEN HERE A POEM FOR EASTER', 'AND AGAIN, REJOICE', 'MESS || SPOKEN WORD', 'SPOKEN TRUTH', 'THINGS MIGHT LOOK A LITTLE DIFFERENT THIS YEAR...', 'SERVICE INTRO & OUTRO', 'SILENT NIGHT', 'SOMEONE IS COMING', 'GOD with us', 'essentials Reveal', 'Searching for hope?', 'A new job', 'Move house', 'The message got lost', 'Another drink', 'New relationship', 'Holiday', 'WINNER', 'FOUR KINDS OF CHRISTMAS', 'WINNER', 'THE PERFECT PLACE TO PUT A VERSE', 'A VERSE SLIDE SO THE PERFECT PLACE TO PUT A VERSE', 'We know things have been c', 'Your church invites yo', 'THE DIVIN', 'THE'.

**Building  
Community**



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# Go Chatter

## Facebook Groups

### **They are Private**

Need to Request to join them

### **Perfect notice-board**

Keeps people up-to-date

### **Quick to run**

Only needs updating weekly



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# Go Chatter

## Group Chats

### Message Conversations

Share personal points

### Consider GDPR

Everyone can see others contact



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## Public Pages

**All about building community! | Make all posts relatable**

### Get people to think

"Is God Loving? Yes/No/Maybe"

### Make it fun

Show baking for a coffee morning

### Ask for ideas

"What do you want us to cover"

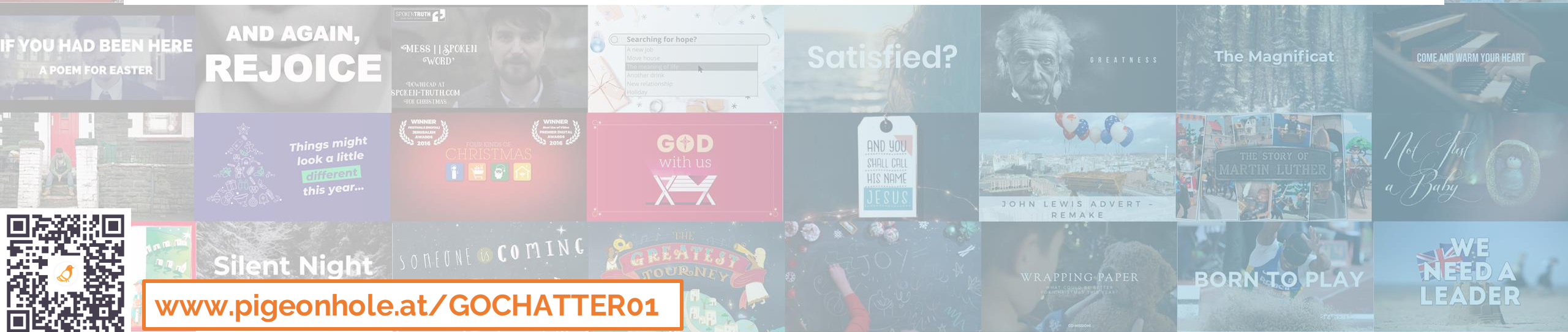


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**| “Social media is not just about *adverts*,  
so be creative**



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**"Love this, wish I  
was there**

**"So relatable not  
gonna lie**

**"ITS SOOOOO HOT**

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**New way of keeping cool for  
our social media planning!**



**What are you doing to keep  
cool?**

Type something...

**"Hiding inside**

**"using a fan  
#regrets**





## Don't be boring:



"We are running a service on Sunday at 10:30, please come along."



"Come along to our Family service this Sunday at 10:30am! We would love to see you there!"

# Use Colour







## Evangelistic Videos

Quick way to get people thinking

## Photos

Recent church events?

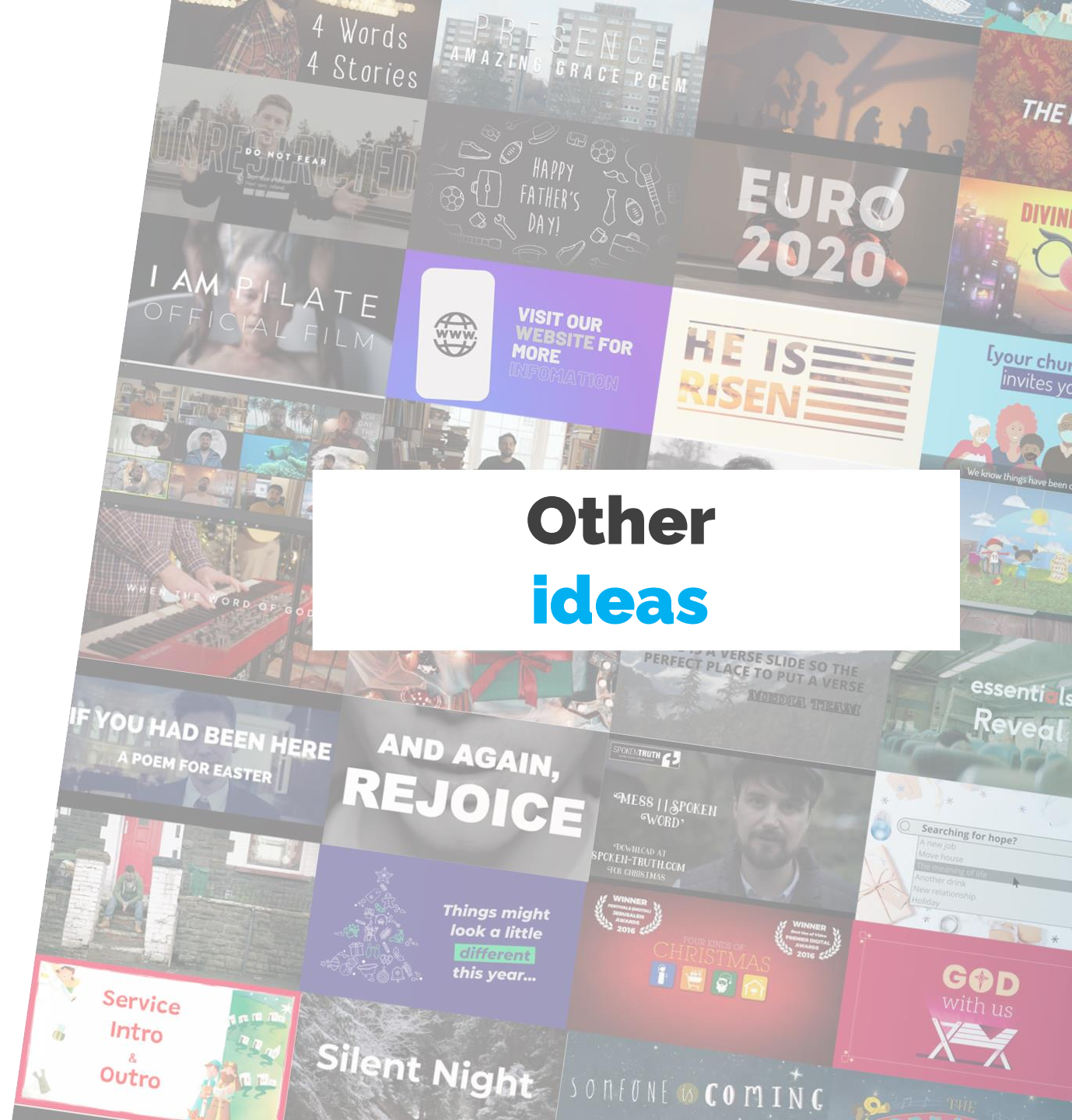
## Stories

Everyone has a story (Under 150 words)

## Bible Verses

Cause people to think

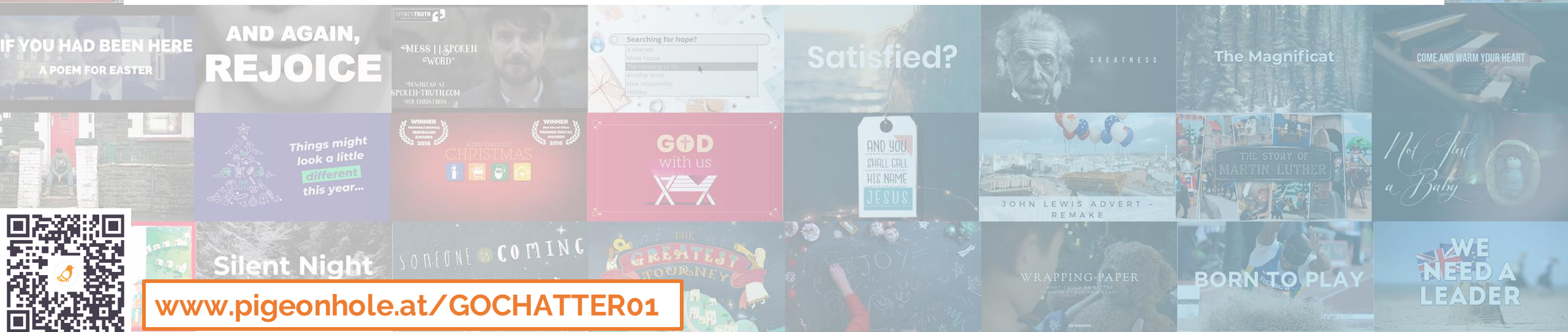
**Other  
ideas**



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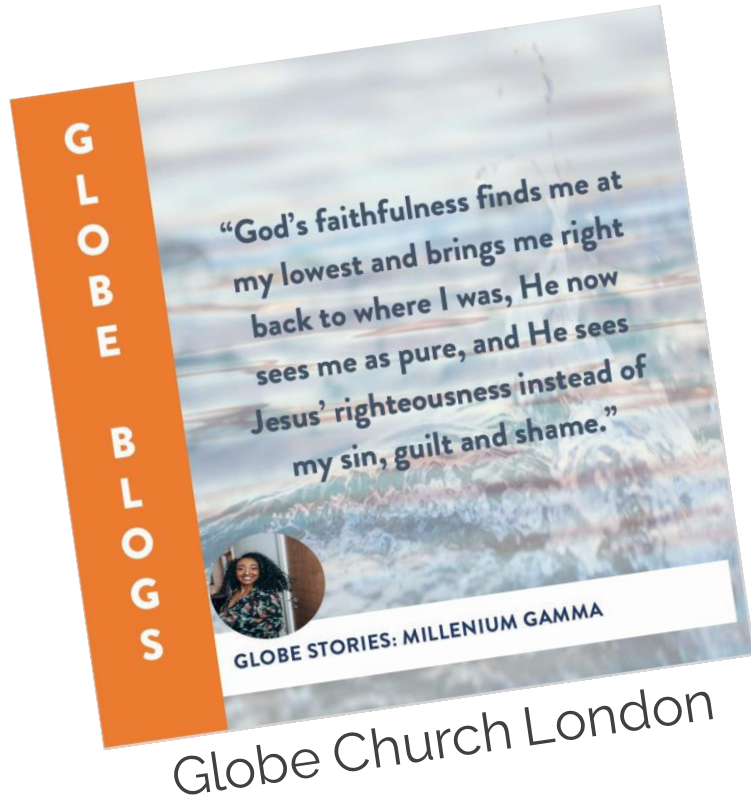
**| “Social media needs *variety!* Try different things**



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# Great Examples



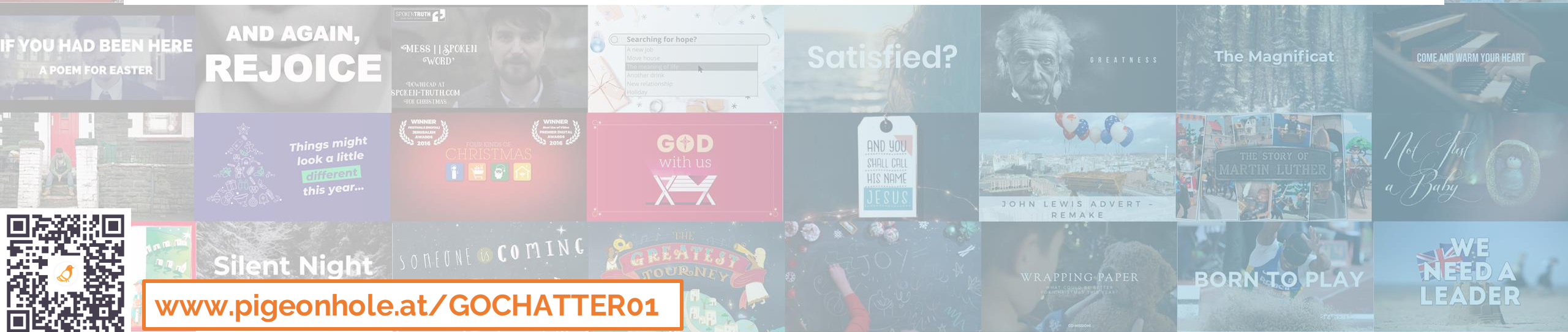
Dundonald Church







***“Everyone’s social media is different!  
Test what works and go from there!”***



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# Section 2 | How to make social videos

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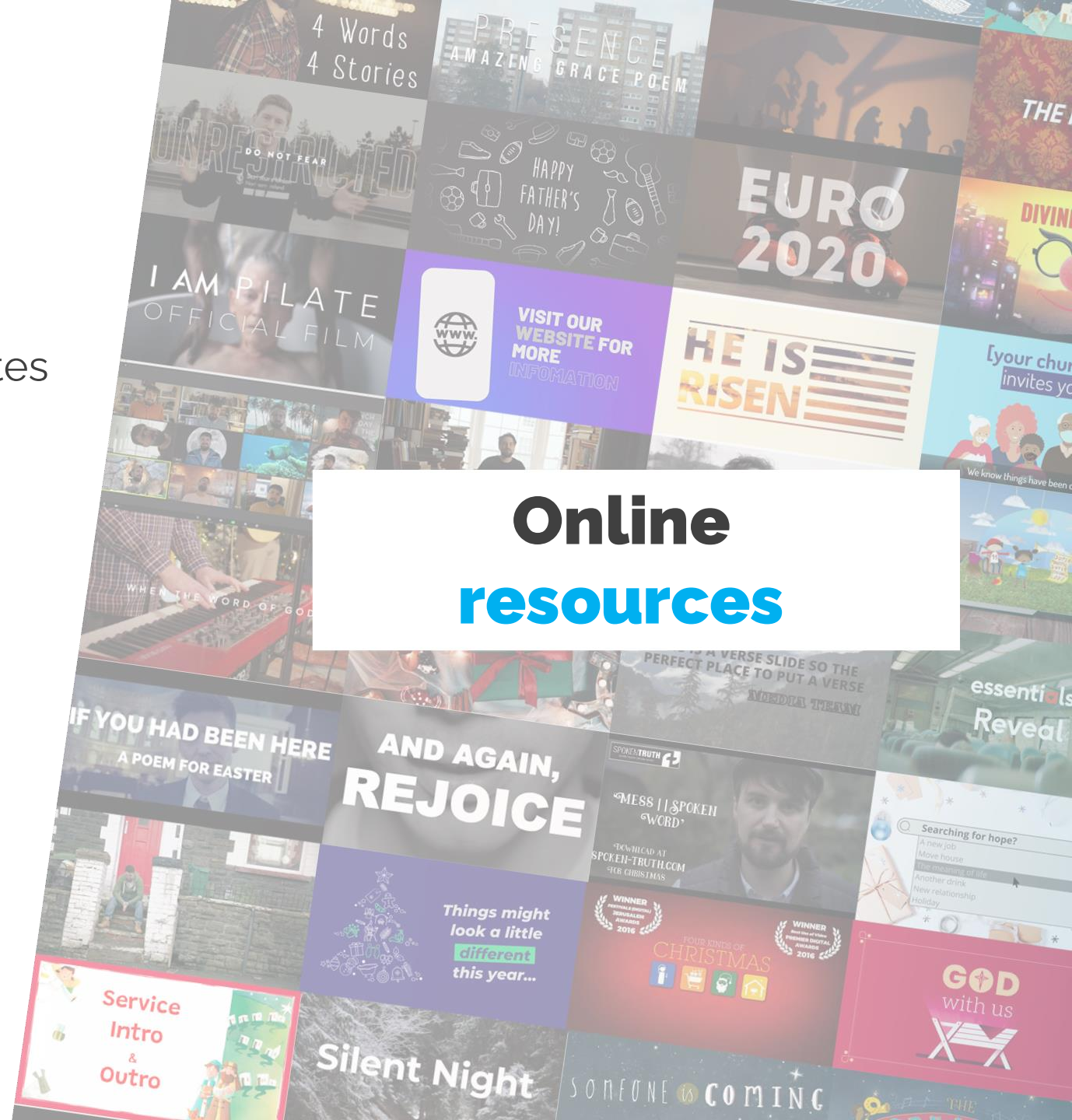
# Online image editor & video templates



# Online Video Editor



Copyright free images and videos  
(Some require attribution)



# Online resources



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## What about GoChatter?

### Specific Christian content

All our content is Christian

### Complete packaged resources

Every resource is ready to use

### Custom Tool

Our custom tool is simpler & quicker



You are welcome to give us feedback... Help us develop the tools as we strive to serve churches

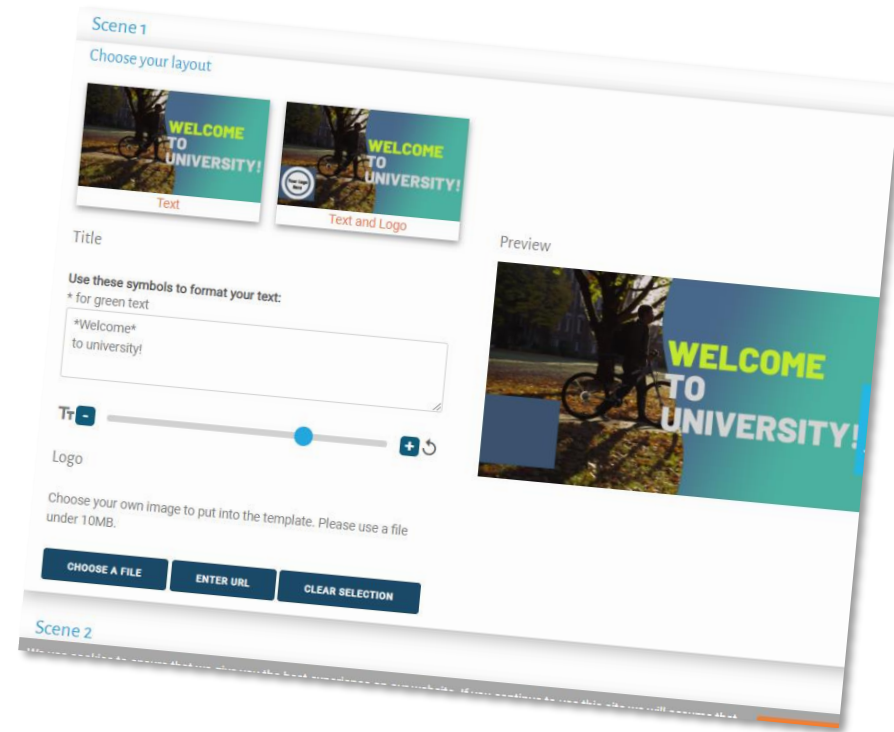
[www.pigeonhole.at/GOCHATTER01](http://www.pigeonhole.at/GOCHATTER01)





# Custom Videos

How to create a custom video  
**GoChatterCustomVideos.com**



You are welcome to give us feedback... Help us develop the tools as we strive to serve churches

[www.pigeonhole.at/GOCHATTER01](http://www.pigeonhole.at/GOCHATTER01)





## Download Videos

### 100s Videos

A range of seasonal & topical videos

### 100+ Creators

More than 100 content creators have contributed to the site

### How to download a video

[GoChatterVideos.com](https://www.GoChatterVideos.com)

You are welcome to give us feedback... Help us develop the tools as we strive to serve churches



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# Section 3 | Other tools for driving engagement online

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# Hybrid Prayer Meetings

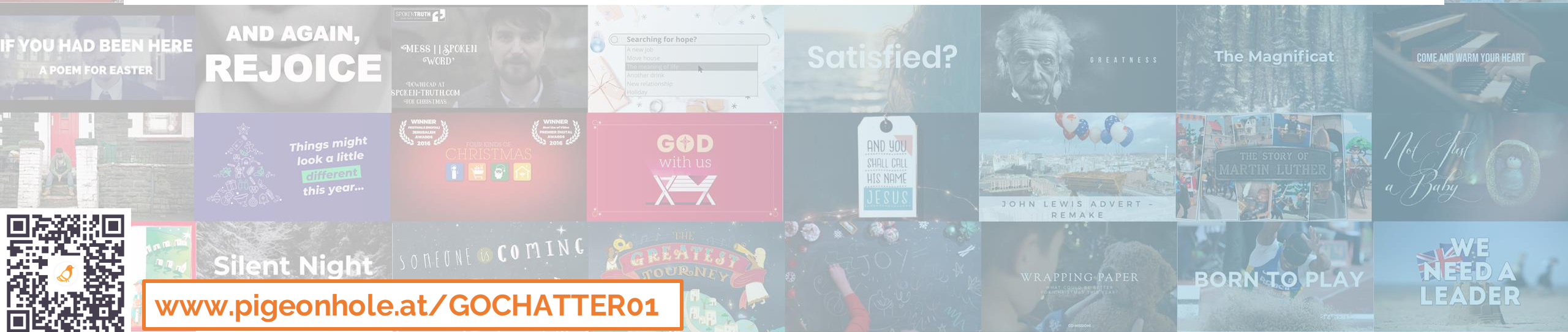


Logitech Group Video Conference





# Short 10-20min zoom prayer meetings?



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## Live Polls, Q&A

PigeonholeLive.com & Sli.do



## Quizzes & Online Jigsaws

Kahoot.com



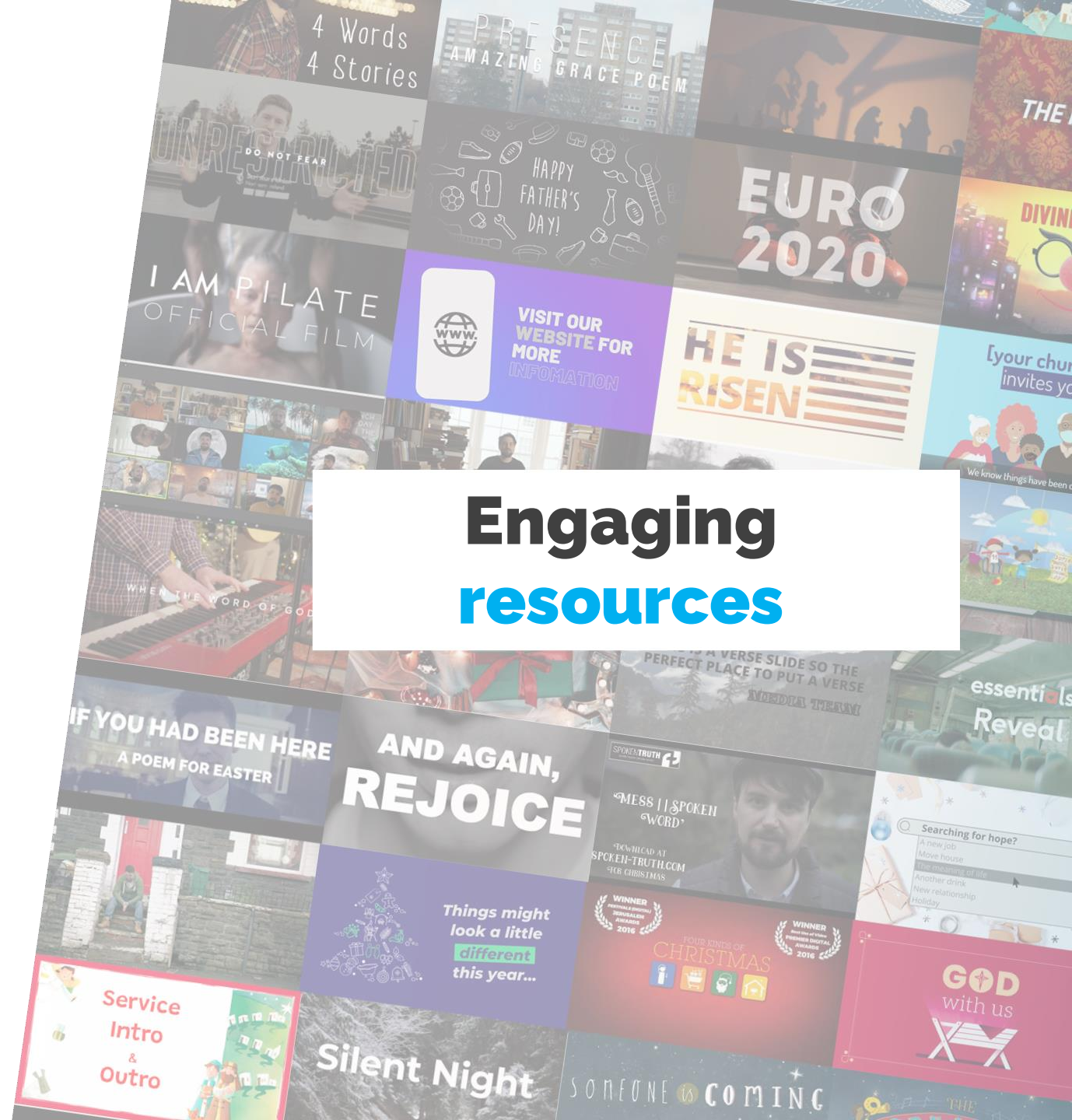
## Word Clouds

Mentimeter.com



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# Engaging resources





# Go Chatter

## Your Website

### Big Questions

A page answering big questions

### Find out more

Space to find out more about Christianity

### Resources

"Send me a book" or "Meet up for a coffee"



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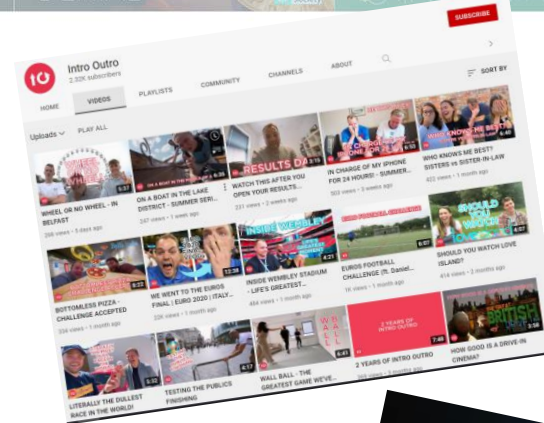
## YouTube Tricks

### Thumbnails

Best Thumbnails have faces on

### End screens

Link site at the end & offer meet up





**Want to know  
More?**

**Got Questions? Want to work out  
how this fits with your Church?**

**Have a chat with our team**

**[GoChatterVideos.com/Chat](https://GoChatterVideos.com/Chat)**