

Complete Online Service Plan

Communicating & Building Excitement

One week out:

- ❑ Schedule your live service or premiere. Do this as early in the week as possible, so you can get the link in place when you're promoting your service. Make sure you link to your landing page in the description!
 - ❑ Here's [how to schedule a Facebook live](#).
- ❑ When you schedule your service be sure to use these tips: Tag the church leaders who are in the video. Make it fun and invitational. You can drop "online" church. Emojis add color and increase engagement. Encourage those reminders. Activate the shares. Give a bonus engagement step. Scroll stopping photo with minimal text. Title the video. Pin it to the top of your page. [Look at this post for an example](#).
- ❑ In this weekend's service, be sure to invite people to your next weekend service. Build excitement and explain the value to them if they show up. Then encourage them to make it social and start inviting friends to attend with them. Think of this like a movie or a late night talk show. They kick off the experience by inviting you to come back.
 - ❑ Advanced tip: On Monday morning have your Messenger Bot follow up with anyone who commented on your weekend service and invite them to go ahead and get a reminder for your next service. You can also do this manually using your church's page and clicking on the Message option on their comment.
- ❑ Update your landing page with a link to your scheduled service. Also, verify that you have the following information ready to post on your landing page:
 - ❑ Resources related to the message.
 - ❑ Any calls-to-action you'll be mentioning during the service, such as online giving, joining a church-wide Facebook group, submitting prayer requests, etc.
 - ❑ Instructions for how to access your "back-up" service in case something happens to the internet or the platform you're using.
 - ❑ The [embed of the service](#) so people can watch on your website if they aren't on social media.

During the Week

- ❑ Level 1: Get your phone out and go live on your page, building excitement and inviting people to your online service.
 - ❑ Include the link to your scheduled service. For Instagram, stories, or videos where you can't include a link then share your landing page (yourchurch.com/live) in the post, audio, or the video.
 - ❑ Use different styles: selfie videos, behind-the-scenes, devotionals, etc.
 - ❑ If you're planning to do a premiere on Sunday, then throughout the week ask on-topic conversation starters and mine those posts for comments and questions that the pastor can weave into the Sunday message. This will make your premiere way more engaging for your audience.
 - ❑ If you want to run an ad for your Sunday service, use one of these videos as your ad, then use the link for your scheduled service as your call-to-action button.
- ❑ Update your Facebook cover photo to promote your upcoming digital service. As soon as you update it, go in and add an invitation/description and add the direct link to your service. (digital driving directions)
- ❑ Pin your scheduled post on your Facebook page
- ❑ Share from other pages & into groups

Thursday, 8 a.m. - Email with a direct link to your service

Let people know in advance where they can worship with you by sending an email with a direct link to your scheduled service. In the body of your email, inspire conversation and invitation, and encourage them to like your church's page, select "See First," and subscribe to live notifications. Encourage your people to start inviting and sharing your lives!

Tip: If you have members of your congregation who are not tech-savvy, consider using something like [loom](https://www.loom.com) to film quick tutorials on how to take the steps (like selecting "See First") that you're encouraging them to take.

Link Tip: If you can't get a specific link to your upcoming services, then create a dynamic link for your church's Facebook and YouTube channels. Here's how for each platform:

Facebook: If you use `fb[dot]com/yourpagehandle/live` it will go to a special page that lists all of your scheduled, currently live, or replays. [https://www.fb.com/\[organization name\]/live](https://www.fb.com/[organization name]/live) If you are using this link on facebook then use this formatting: <https://www.facebook.com/churchmarketinguniversity/live>

YouTube: To get your church's direct subscribe link just add `?sub_confirmation=1` to your YouTube channel URL. The Church Marketing University (CMU) link looks like this http://youtube.com/churchmarketing?sub_confirmation=1 Try it out and see how it functions.

24 hours before service starts- Facebook/Instagram Story

Invite people to your service & insert the link to your service in your story.

30-20 minutes before service- Host a team huddle!

Have your hospitality volunteers online for a quick meeting before service starts. (Training on huddles & supporting downloads can be found in the [Coronavirus Course](#)) Give them:

- Prayer! This is the most important part of your huddle.
- One great story that demonstrates how the work they're doing matters.
- A quick rundown of what you expect from them.
- Answers to any questions they have.

Then, you can all jump over to the video and start commenting as people "arrive" on your live.

20 minutes before service- Start your worship watch party & start talking!

Have your staff and volunteer leaders jump on the post 20 minutes before service starts, leading the way in conversation and greeting people as they join you. If you're planning on hosting a worship watch party, you can start it now and add your livestream at the end of the watch party.

Periodically, make sure someone is dropping the link to your landing page in the comments, so that people can access resources or view your service if the stream is interrupted.

3-10 minutes before service- Send a text with the direct link.

Send a quick reminder and the direct link to your scheduled service via text when you're ready to get started.

When People Start Watching

- Welcome them individually, as soon as you can.
- Build excitement for what is about to happen
- Turn them into ambassadors who are helping you build excitement, create conversation, and share on social media.

Hybrid Online/In Person Services

- If you're back to meeting physically as well as online, don't forget to continue engaging the online community
- Consider hosting a premier that airs after your in-person service
- Maintain digital greeters and ensure your pastoral staff interacts with viewers online
- Consider hosting a watch party (or more) at different times during the week to allow for engagement and flexibility
- Tape or live stream the online hosts before and after the worship/message component of the service
- Consider a virtual welcome center for pre & post service fellowship (Facebook group, Zoom, etc.

Order of Service

Here's our recommended order of service, based on making this an engaging, relational experience for your people.

Opening

- **The First 10 Seconds:** The first ten seconds of your live are crucial! So, make sure your hosts are prepared to quickly hook your audience and explain why they should care about the upcoming content.
- Quick tips for hosts:
 - Greet your audience like you're talking to one person.
 - Hook them, build excitement, and explain *why they should care* about the upcoming content.
 - Give your audience a fun conversation starter, like a question of the day.
 - Tell all your leaders and teams that you need them to lead the way with every call to engagement throughout the service. If the host asks for a comment you want ALL of your congregation responding.
 - Practice the opening segment ahead of time. This is when people will be deciding whether or not to continue watching, so you want to make sure your message is clear and compelling!
- After you've hooked them, transition to starting a countdown timer. Here are some things to include:
 - Suggest that the next 5 minutes, encourage your audience to spread the word about your service and invite others to join.
 - You can also let them know that they can stay informed of future lives by liking your page and selecting "[See First](#)" and turning on live notifications.
 - Point them to your landing page, too, so they can find resources for the day's service.
- Repeat your fun question of the day, and start the countdown timer.

Countdown Timer

For the next 5 minutes, allow time for conversation- this is like an in-person greeting time to get your people used to reacting in the comments. Leaders, make sure you're leading the way in answering the questions and talking with people!

Greeting

It's time for your hosts to come back on and get this party started! Here's how:

- Greet the audience! (Again, address the audience as if you're speaking to one person.)
- Set the stage for what's to come and let people know what to expect.
- If desired, include one, big announcement that you want to make sure everyone hears.
- Transition into worship time.

Intro Worship

For worship time, simplicity is your friend. Have a paired-down set list (two songs is great), your worship leader, and one instrument (an acoustic guitar or keyboard are both great options).

Tip for worship leaders: Call for engagement on a more spiritual level during worship time, by asking questions that go along with what you're singing. For example, "What are you thankful for today?" or "Say 'Amen' in the comments if you've seen God's faithfulness in your life this past week."

Announcements (5-10 minutes)

While your worship leader plays music in the background, have your hosts come back up for announcements. Here are some things you'll want to make sure you cover:

- ☐ Kids. Are you offering special programming or resources for them? (It's a really good idea! We have a [google doc](#) to help you do just that.) If so, let families know where to find it.
- ☐ [Online Community](#). Let people know where they can connect with others from your church, whether that's a Facebook group, your website, or another resource.
- ☐ [Giving](#). Share a story related to the ministry that's happening as a result of the generosity of your members, and let them know how they can give online.
- ☐ Prayer requests. How is your church handling and communicating prayer requests? Let them know where they can reach out with a request or praise report.
- ☐ Landing page. Mention your landing page again ([yourchurch.com/live](#)), so people can find links to all the things you've mentioned during announcements! Let them know to head to that page if they have any technical difficulties or if the stream crashes. (Use something like Vimeo and have your on-demand video on the page and ready to go.)
- ☐ Mention "See First" and turning on live notifications again, so that they are all set to join you next week!
- ☐ Transition to the message. You can do this by introducing the message, playing a bumper video (check your licensing if you got it from a third party), or by bringing your worship leader on to play another song.

Message

Now it's time for you pastor to preach! Encourage conversation about the message in the comments section. This is an opportunity for your church to bond over the things of God- the things that really matter!

Pro Tip: If you can't find the "message" button when you're looking at comments on your live, click on the video itself and you should be able to respond from there.

Tip for pastors preaching to online audiences: Remember that social media is a two-way communication platform, and if you lean into that you'll see better results. How do you lean into it? Ask questions and respond to comments, whenever possible. If you're pre-recording your message so that you can be more responsive in the comments section during the service, pull comments from previous posts or questions you've personally received throughout the week. That way, you're still responding to the audience during your message.

Closing

Bring your hosts back up one last time to offer prayer, help with next steps, and to put about 10 minutes on the clock to let people have conversations, just like in-person church. Hosts can stay on the screen and respond to comments live, or put a timer up. This is a great time to offer prayer, open your digital info center, and encourage next steps like getting into the church's Facebook Group or a digital small group.

Facebook often starts videos right after the live, premiere, or watch party is over, so ending with a countdown is a good chance for people to know that the church service is over and navigate away from the page if they'd like. That way, they're not potentially seeing something raunchy right at the end of the sermon.

Comments and Follow-Up

Training Your Team

- ❑ Train your volunteers to be thinking, “What do we want to be encouraging?” and to respond to that.
- ❑ It’s the principle of watering and fertilizing what you want to see happen, not policing what you *don’t* want to happen.
- ❑ Check out [this handy training guide](#) for service hosts from Lakeside Church.

After Service

- ❑ Go back and look, and invite everyone who engaged with your post to like your page.
- ❑ Go back and make sure your page is engaging with the most relevant comments.
- ❑ Send messages to the people who engage with your posts (this makes it more relational, PLUS it sets you up to be able to message them within 24 hours using a bot.)

Conversation Starters

Example Questions of the Day:

- Tell us where you're watching from!
- Tell us how you like your coffee!
- Tell us who you're watching with!
- Where did you grow up?
- What's your favorite breakfast food?
- Who do you wish you could see at church today?
- Do you have any pets watching with you today?

Example Scripts from Church On a Mission

In order for you to see what this looks like in action, here's a script for each part of this service from Church on a Mission:

INTRO FOR LIVESTREAM HOSTING

Ryan: Hey everyone, my name is Ryan.

Tieler: And my name is Tieler.

Ryan: And we wanted to welcome you to our Online Worship Experience!

We need you to do us a favor right now - can you go over and hit the share button so you can get the word out to all your Facebook friends that we are live right now! (Go Share)

Tieler: Also, we would love to know which area of New Orleans you are watching from: Kenner, Metairie, Destrehan, Westbank - let us know in the comments where you are tuning in from!

Ryan: We love to see everyone from all over the metro New Orleans area tuning in to worship together digitally!

In just a moment, a countdown will come up and during that time we encourage you to greet one another in the comments and get settled down for an awesome online worship experience.

Tieler: And if you have never been to Church on a Mission or watched our livestream, we would love for you to fill out our digital connect card (link is in the comments) and we will send you a FREE gift!

Ryan: That's right, you get a FREE gift for filling out that connect card!

So the 3 min countdown is coming up, we will see you back here shortly!!

TIME FOR WORSHIP LIVESTREAM HOSTING

Tieler: We are back live! And it is getting time to worship together and hear an encouraging message from Pastor Ryan!

Ryan: We want you to remember that the church was never about a building (elaborate and land with “we want to help you win while you stay in”)

Tieler: That’s right. The bible says where there are 2 or more gathered, He is there. We may not be physically together, but we are all gathered online expecting God to speak to us! So let’s jump into the worship experience!

PRAISE/PRAYER REPORT LIVESTREAM HOSTING

Ryan: Even with us not being able to physically meet, God is constantly at work in the life of the people at Church on a Mission. And I have a Praise Report to share with you:

(Share Praise Report)

Tieler: Our prayer is that sharing these praise reports will encourage your faith during this time because we believe God will turn your prayer request into a praise report!

If you have a prayer request, we would love to pray with you right now! Leave your prayer request in the comments and our team will begin praying and believing God with you!

Ryan: And now we can’t wait for you to hear this message from Pastor Ryan! Our prayer is that you are encouraged by this message during this time, so get your bibles out, get your pens ready, and let’s get ready for God’s word!

DISMISSAL LIVESTREAM HOST

Ryan: Cmon! Who is excited for CM TV!!! We will be having content out everyday that can help you be in our online community! We will be posting the CM TV Schedule this evening!

Tieler: And We hope that you were encouraged by today’s message! Let us know right now in the comments how that word spoke to you!

Ryan: You can let us know too how many cups of coffee you have had already this morning???

Tieler: And don’t forget, if this is your first time checking out Church on a Mission, hit the connect card link in the comments and we will send you a FREE gift!

Ryan: Thank you again for joining us for our online worship experience! And remember, we want to help you win while you stay in! Adios!