**Back in church but still online**

**How to Guide 2: Building online engagement and relationships**

**St Albans Parish Communications and Online Worship Group**

**Isaiah 42.1:** But now thus says the Lord, he who created you, O Jacob, he who formed you, O Israel: Do not fear, for I have redeemed you; I have called you by name, you are mine.

The key to building engagement is creating a database of names and online contact details. Knowing someone’s name and a conduit to contact them is the foundation to building a relationship with new people. We can gather contact details by regularly inviting people to contact churches using our websites, Facebook or email.

**Building engagement during services:**

At the start of an online service welcome visitors. During a service on Facebook or YouTube, encourage newcomers to like or comment on the service so that after the service a team of welcomers can follow up and say hello. There is an online host feature of YouTube that allows a church member to chat with newcomers during the service.

At the end of the service, provide an email address or telephone number so that people can contact the church. Keep a log of those contacts.

Even if you pre-record you service, you can still schedule a time for online chat after the service.

After the service host a virtual tea and coffee. Smaller groups of less than a dozen work best. Try and mix people who are new to your online church with established members of your congregation.

**Enquires’ and discipleship courses**

**Zoom Alpha.** At St John the Baptist, Farley Hill, Luton, enquirers watch the Alpha Film Series (2016), followed by a half-hour discussion on Zoom. [https://www.stjohn-luton.co.uk/](https://www.stjohn-luton.co.uk/)

**Zoom Bible Study.** Members of St John the Baptist, Farley Hill, Luton, are watching The Bible Society’s “The Bible Course”, followed by a discussion on Zoom. The eight-part series is available for £9.99. [https://www.biblesociety.org.uk/explore-the-bible/the-bible-course/](https://www.biblesociety.org.uk/explore-the-bible/the-bible-course/)

**Youth Alpha on Zoom.** St Paul’s Letchworth [https://stpaulsletchworth.co.uk](https://stpaulsletchworth.co.uk)

**Online Youth Groups.** St Paul’s Letchworth [https://stpaulsletchworth.co.uk/get-connected/youth-online/](https://stpaulsletchworth.co.uk/get-connected/youth-online/)
Zoom Pilgrims Course.

**Zoom Book Club.** Some 40 people, split across two groups, are meeting on Zoom at St John the Baptist, Farley Hill to discuss Michael Mitton’s *Restoring the Woven Cord: Strands of Celtic Christianity.*

**Prayer & Spirituality**

**Midweek Meditation:** St John’s, Harpendon
[https://www.youtube.com/channel/UCsWAHCM_K_3na-QAiZLbbvQ](https://www.youtube.com/channel/UCsWAHCM_K_3na-QAiZLbbvQ)

**Stations of the Resurrection,** Stotfold
[https://mailchi.mp/83a99c967f4e/stotfold-stations-of-the-resurrection-5-6](https://mailchi.mp/83a99c967f4e/stotfold-stations-of-the-resurrection-5-6)

Zoom Prayer groups. All Saints Riseley.

**Social events**

Parish Quizzes on Zoom