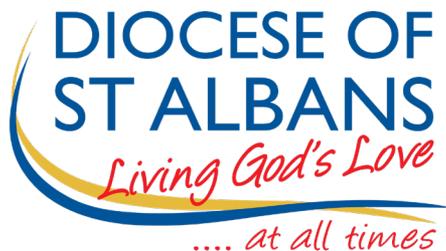


# Taking to the Air:

sustaining worshipping communities online during social distancing and isolation



It is increasingly clear that services may be online for several months, so, how can all parishes, except those where there is no broadband, take steps forward, week by week, to grow in their provision of online worship and in its promotion so that we might together sustain faith in our communities?

Where is your parish on this line?



Not online, neither audio nor video	Not online, but providing materials by phone, email or on a website	Online but sensing room to grow (e.g. the number of social media 'likes' and 'followers' as well as in the range of services, in technical quality and in the effectiveness of promotion	Simple, quality, offering of online services and prayer from one or two contributors and growing social media engagement	Frequent online services with service sheets produced with recorded contributions from others, including music, promoted on websites, and drawing regular worshippers and those from the wider community.
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Which one step will your parish take this week?

Who in your parish or beyond can help you take that step?

How will those beyond your church access worship and materials online? - see our top tips inside



# Prepare Produce Promote

“After only a few weeks of lockdown, many parishes have made huge strides forward in providing online prayer and worship. Developing this capability is going to be vital to sustaining and growing our worshipping communities in these times.” *Bishops Alan, Richard and Michael.*

## Three keys to successful online church

### Prepare

**Planning** for going online is not very different to planning a service in church: where are you going to stand? Are you audible and clear? Have you got everything ready before you start?

**Equipment** - A phone or laptop with a built-in camera is the basic equipment. Are lights, and a separate camera or microphone needed?

**Platform** YouTube, Facebook Live or Zoom? choose the appropriate platform for your audience and your current capabilities. Audio only using SoundCloud also works for some audiences.

**Recorded or Live** - pre- recording, then uploading can allow for the inclusion of more elements like music, readings by other people: live streaming allows for the gathering of a community at a particular time who can comment together on their experience.

**Service Sheets** - Are they easily found and downloadable? Are you showing words on screen as well?

**Giving** - Do you have an offertory in your service? Can people easily give online?

# Produce

**Rehearse** - check what the video will look like before streaming or publishing - do a test run and get any uncertainty about whether it everything is 'on' out of the way. Work out how long it will last and trim appropriately.

**Audio** - sound check: are you near enough the microphone and coming over clearly?

**Video** - is the image well framed? Don't be 'centre stage' all the time

**Lighting** - don't stand in front of a window with light behind you: you'll appear very dark. Ideally have light from obliquely in front of you.

**Start** - start well: SMILE! It will calm and engage people. The first 20 seconds are critical - introduce yourself and the service.

**Technology** - Could someone in your household look after technicalities while you concentrate on the content?

# Promote

**Publicity** - It is as vital to promote your online worship as it is to produce it. How easily can people find your services, especially those beyond your regular congregations? Do you advertise the coming Sunday's worship or other offerings on your website and on social media as well as in pew sheets, ahead of time?

**Liking and sharing** - As you lead people in the worship of God, at an appropriate point, ask participants to like and share it (if on Facebook or YouTube) if they have enjoyed it.

## A to Z of Help

<p><b>Audio:</b> make it audible! <b>achurchnearyou.com:</b> Keep up to date and set the 'online service' flag. 80% of users are first time visitors.</p>	<p><b>Hymns:</b> St Martin in the Fields produces <u><a href="#">hymns each week</a></u> copyright-free, for streaming.</p>	<p><b>Not Online:</b> <u><a href="#">Low-tech options</a></u> for places with little or no broadband</p>	<p><b>Unfussy</b> - works best on small screens</p>
<p><b>Be yourself</b> in front of the camera</p>	<p><b>Indoors or outside:</b> ring the changes if you can</p>	<p><b>Offertory: a must</b> in online services.</p>	<p><b>Video:</b> most services are video - but audio works!</p>
<p><b>Copyright:</b> Beware especially commercial recordings. The latest advice is in the <u><a href="#">FAQs</a></u></p>	<p><b>Jesus</b> - does your worship engage you and others with Jesus?</p>	<p><b>Plan!</b> <b>Produce!</b> <b>Promote!</b> <b>Pray!</b></p>	<p><b>Website</b> - is your online worship easily found?  <u><a href="#">Webinars</a></u> from the C of E</p>
<p><b>Distance</b> - not too far from the camera! A half-body view or less, check audio.</p>	<p><b>Keep calm and pray as you go.</b></p>	<p><b>Quality</b> - what does that mean for you?</p>	<p><b>X-hale:</b> You've got this!</p>
<p><b>Eye-line:</b> look into the camera; put words up behind or use PowerPoint behind the camera, clicking through with a remote like <u><a href="#">this</a></u></p>	<p><b>Live or recorded?</b> Live is best to gather a community online, same time each Sunday. <b>Lighting:</b> In daylight, don't have your back to a window.</p>	<p><b>Resources</b> (mostly equipment)</p>	<p><b>YouTube</b> - best for public worship - keep your virtual doors open. Free to use. Open to comments.</p>
<p><b>Facebook Live:</b> Easy to use with a mobile phone or tablet. Anyone can view or interact in the chat <b>Framing:</b> what apart from you is visible? Keep it relevant and tidy? Try not to be centre-frame all the time.</p>		<p><b>Service sheets:</b> make sure they are easily available on the web</p>	<p><b>Zoom:</b> Best for closed groups - bible study, etc. Only free for 40 minutes. Ideally needs a 'producer' or 'moderator'.</p>
<p><b>Generous Giving</b> click for more. Put donation links in your online services, websites and <a href="#">achurchnearyou.com</a> page.</p>	<p><b>Microphones:</b> either <b>built-in</b> to phones or laptops or separate: See Resources</p>	<p><b>Tips:</b> from Revd Richard Banham  <b>Telephone worship:</b> available from the C of E on 0800 804 8044</p>	