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### Small steps in the digital world can advance the Gospel.

- *Fulfilling the great commission*
  - “The digital world is a mission field that should not be neglected.” – Tom Rainer
  - This statement may seem more evident during a pandemic when we clearly have populations of people who aren’t or can’t attend in-person, but after the pandemic is over, digital populations will still exist. The technology to connect with them is now affordable and accessible to everyone regardless of technological background. We are also seeing a growing population of digital-first people. Viewing the digital world as a mission field can help change our perspective on reaching this people group with the gospel.
- *Equipping our church family for evangelism*
  - We can create resources that not only teach, but that can also be used by our church family to share with others. People seem to be more interested in sharing and using content that they have a connection to. Some seekers seem to be more receptive to local content as well.

### Can we really do it?

- *We don’t need a big (or possibly any!) budget for it*
  - If one of our pastors has a modern smart phone we may not need to spend anything. If not, if the church could afford a monthly cell phone reimbursement of \$20-40/month for an upgrade that can be enough.
- *Audio is an easy way to start*
  - A phone and [anchor.fm](http://anchor.fm) is a completely free, start-to-finish set-up.
  - A USB mic and desktop/laptop with *GarageBand* (free on Mac) or *Audacity* (free on PC) is another method.
  - Affordable hosting on [buzzsprout.com](http://buzzsprout.com) (\$12/month) or [captivate.fm](http://captivate.fm) (\$17/month) can be used if we’d rather not use a free service. Paid services will come with better customer service and less advertising towards the user.
  - Tip: record in a room/place with little noise pollution.

- *Video is not as difficult as we may think*
  - A phone and [youtube.com](https://www.youtube.com) is a completely free, start-to-finish set-up. YouTube can be used as free hosting for embedding on our own websites.
  - Tip: turn your phone sideways and prioritize good lighting. Record in a room/place with little noise pollution.
  - We can take the quality up a notch for very little \$\$\$. Ring lights or small panel lights go for around \$100-\$200. A *Saramonic* lavalier microphone system for cell phones is \$220. There is great, free video editing software available—iMovie (free on Mac) or Resolve (free on PC).

## What digital content should I create?

- *Authentic*
  - We can use the experience and strength of those involved and be ourselves. It's not about plays or likes.
- *Focused*
  - We don't have to try and tackle too much. There are 100's of thousands of podcasts and video series tackling the biggest theological debates of our time, however—what is it about our context, our congregations, our communities— that God is calling us to speak into?
- *Prayerful*
  - We should cover our brainstorming in prayer. It's not a session. It's seeking.
- *Small Team*
  - We don't need to over produce and over complicate things at first. A focused idea with just one or two people for feedback and/or collaboration will make it easier.
- *The Pastor or Someone Else?*
  - This is a wonderful pastoral and evangelism opportunity even if it's a little intimidating.
  - Sometimes people resonate more with personal testimonies or hearing from people in their church family that don't normally get to encourage and equip them.