



DIGITAL CHRISTMAS

Handout & notes

FIRST THOUGHT

- What will happen by Christmas?
- What is Christmas really about?
- Be creative - do something different, something that will engage with people, inspire and bring hope during a difficult time

GETTING READY

- Give yourself time to plan things
- How will people know? Promotion, engagement, messaging
- One Click Evangelism - liking, sharing and inviting done by your congregation to their community
- Next steps? January discipleship courses, fellowship, small group, fellowship groups through social

ONLINE SERVICES

- Live service
- Pre-recorded video
- SWBA wide service
- Connect with other churches

COMMUNITY CAROL SERVICE

- More community focused, engage with those on the fringes of church
- Maybe less of readings, prayers, carols, talk more focus on activities/ events/ people who are involved in the community
- Premier on social media to give a sense of unity when first watching

CRAFTING

- Blue Peter / Art Attack style
- Christingle, nativity, advent, bible readings, themes
- Resources & packs for families (or young at heart) to do at home alongside videos / live stream
- Follow up on social media - get those involved to show pictures, videos, encourage repeats

BIG COMMUNITY CAROL SING

- Take the church out!
- 'Clap For Carers'
- Opportunity to connect and invite to other church christmas provision (service, crafts)

Sharing the greatest story ever told in the digital age



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ASK

- Ask you congregation, community - what do they want/ what do they want to get involved in
- Get them involved
- Research - what are other churches doing?

FURTHER THOUGHTS

- Safeguarding (children, families, vulnerable people you may feature in your content)
- Collaborating with others (churches, charities, organisations)
- Gifts for community (tealights, crafts, booklets, gospels)
- Campaign /theme (light, angels, hope, migration, poverty) work campaign throughout the season - bible readings in run up to service, reflections from different people, readings that you wont have time to include
- Inclusive - different ages, interests, abilities, accessabilities, hearing, visual, platforms
- Promotion - build anticipation and excitement

RESOURCES

- Content creation - [Canva](#) / [Crello](#)
- Visual - [Unsplash](#) / [Pixabay](#) / [Pexels](#) / [Lightstock](#)
- Audio - Youtube Audio Library / [AmenWorldwide](#)
- Resources - [CPO](#) / [Bible Society](#) / [Scripture Union](#) / [Music Academy](#) / Central denomination sites
- Research - Pinterest / social media

QUESTIONS / NOTES

NEED MORE HELP?

- Email me Hannah@fhdigital.co.uk
- Visit swbaptists.org.uk/mission/digital
- Keep exploring and experimenting!