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INVITING PEOPLE TO ONLINE CHURCH

Your homepage is your church's virtual front door.

Think of your church's homepage the same way you think about your home's curb appeal. What impression will your guests get upon arrival? Decide whether you will directly embed or link to the live stream feed on your homepage. Also, ensure that you align your artwork and language across all your digital platforms.



Make it easy for everyone to share your content.

Did someone design promotional artwork for the new sermon series or small groups happening via Zoom? Provide shareable links and access to these promotional assets via digital download. Empowering your people to promote your events and services on their own platforms will exponentially increase your reach.



Care for the people who show up in your digital environments.

Virtual chat rooms have replaced the chairs in your lobby. What does it look like for you to shepherd people in the digital space right now? It means treating your social media and live stream audience as you would treat those attending a physical gathering—with care, compassion, and attentiveness.

Build anticipation for what's next.

In the digital age, curiosity drives participation. How can your church pique the interest of unchurched and de-churched people in this season? Your focus should be developing and deploying content that gets people talking and sharing. Don't fade to black! Every interaction should point people to their next step.





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