

Level Up Your Online Experience: Better Experience

As you're looking to level up your church online services, let's talk about areas to focus on to create a better experience: building volunteer teams, making it easy to connect, and creating more engaging content.

For more information about each potential action step below, watch our video "Creating a Better Online Experience."



Make it Easy to Connect with Your Church

- Do an audit of your website and social media accounts. Can you easily find information about your online services?
- Consider adding your online services to your website at the top of the home page or on your locations page.
- Identify areas where you can begin sharing about your online services. Any church email communication, social media, or even from stage before a sermon are great starting points.

Maximize Your Online.Church URL

- Take advantage of the "offline state" in the Church Online Platform admin.
 - House a video of your church or a welcome video for your online experience. Consider swapping this out seasonally or even per series.
 - Use a photo to show attenders how to access tools from your church like reading plans/devotionals or service times.
 - Turn on offline prayer. This allows attenders to request prayer with you even if no one is present for live prayer.

Engage Volunteers

- Recruit a group of volunteers to help engage attenders in the chat and to pray with them in 1:1 prayer.
- Train your volunteers to respond to attenders. [View our free PDF Host Guide](#) to learn more about how we onboard volunteer Hosts.
- Train your staff or volunteer team to respond to 1:1 Prayer Requests. [Get access to our free PDF prayer guide.](#)
- Use the Host Tools to equip your Hosts with the tools they need to minister online.

Focus on Engaging Content

- Place your camera in a location that allows your pastor to look into the camera and speak directly to that audience. Try to avoid placing it in the back of the room or in a location that isn't natural to look at.
- Look at what's on camera around you and with you. Is there anything distracting in the background?
- Evaluate your equipment. How's your audio? Do you need to update a camera or a mic in order to get better sound and video.
- Coach your communicator to speak directly to your online audience by looking at the camera and using language that includes the church online audience. Saying things like, "Welcome everyone here and everyone attending online!" or "If you're watching online, type Amen in the chat." are great ways your lead pastor can engage from stage.