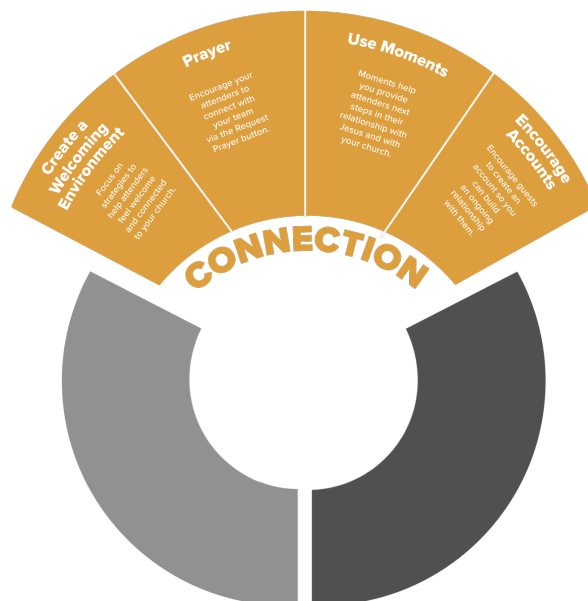


Level Up Your Online Experience: Building Connection & Engagement



Part of leveling up your church online services is providing ways to deepen your connection with online attenders and increase engagement. Remember, church online isn't simply watching services - it's about connecting and taking next steps online.

So, how do you create deeper connection with attenders online? Watch our video "Building Connection and Engagement" and consider the following action steps.



- If you aren't currently using chat in your services, consider turning it on. Chat is a low-barrier way to help attenders engage with your content.
- Chat can be an effective way to start or continue building rapport with your attenders. Take it a step further by using the Request Prayer feature and Prayer Moment. These features allow your attenders to request private prayer and it allows your church to minister to them in real time.
- Train your Hosts—whether staff or volunteer—to connect with and remember guests. Share some best practices, features, and processes that will allow them to engage in this way.
- Use Moments in your Service. Moments are calls to action that help lead people to deeper connection with your church or next steps in their relationship with Jesus. Explore the following Moments:

- | | |
|---|--|
| <input type="checkbox"/> Salvation Moment | <input type="checkbox"/> Give Moment |
| <input type="checkbox"/> Connect Moment | <input type="checkbox"/> Prayer Moment |
| <input type="checkbox"/> Image Moment | <input type="checkbox"/> Response Moment |
| <input type="checkbox"/> Quote Moment | |

- Schedule Moments. Use the scheduling feature so your Moments automatically post.
- Learn about what we consider low-barrier, medium-barrier, and higher-barrier engagement features, and assess which features you're using. Identify what types of features need to be added to your strategy.