

COMMUNITY

The Rule of 3: Houses of Worship

Ensuring a Connected World.



Offer Virtual Worship

- Members will feel more connected to you and their faith when they see you live
- Camera resolution matters and it determines the image your congregation sees
- “Presentation tracking” features allow your audience to follow you, without anyone adjusting the camera



Keep Communication Consistent

- Engage and inform your members with a plan to communicate at least once a week
- Consider one-on-one phone calls, text messaging and social media, in addition to emails, it will make a difference
- Create peer groups and your members can continue to communicate and stay connected to one another



Offer Tech Training to Members

- Learn how your members want to receive messages and communication, they'll be happy to tell you
- Tailor your content to meet your members faith needs, remembering that not all members are comfortable with technology
- Engage members with short how-to videos on where they can find and access content and materials



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