TECHNOLOGY 101

5 FUNDAMENTALS

01 WEBSITE
02 SOCIAL MEDIA
03 MULTIMEDIA
04 MOBILE APPS
05 PLANNING SERVICE SOFTWARE

- PLUS 1 KEY. 1% increased in 10 areas of ministry = 10% increase.

01 Website

You can choose a template that best fits your preferred design, theme, features and build from there.

www.elegantthemes.com   www.themeforest.net   www.templatemonster.com
Don't get discouraged if you don't have a website genius in your church that can help. There are a number of 'freelance' websites that can help. Example: www.elance.com (free to post your job)

02 Social Media

1. Setup your ministry/church as a **check in location** within Facebook and other social media avenues. Then encourage your members to sign in when they arrive at church and events.
2. When people **share your content** it leads to new people being exposed to your ministry. When creating content remember this industry phrase; **content is king**, so focus on creating good content, valuable, quality content that people would want to share and read.
3. Another key to remember is that people are 3 to 4 times more likely to share a post that has an **image or video** opposed to plain text. "Remember an image is worth a thousand words"
4. Social media is meant to **be social!!** So one of the best ways you can build your online activity is by responding with a "Thank You" to people that share and like your content.

Example: LinkedIn, Facebook, Twitter, Google+, Yelp, Youtube, Pinterest, Instagram, blogs
Top 20 FREE Business directories in order of Alexa ranking: yellowpages.com.au, truelocal.com.au, yelp.com.au, hotfrog.com.au, startlocal.com.au, vomo.com.au, aussieweb.com.au, dlook.com.au, localstore.com.au, localbusinessguide.com.au, yalwa.com.au, localbd.com.au, superpages.com.au, businesslistings.net.au, comeonaussie.com, local.com.au, yellowbook.com.au, raveaboutit.com.au, shopseek.com.au, companylist.com.au,

03 Multimedia Technology in our services

It's now a proven fact by using visual forms of media within our presentations, massively increases the attention span of the audience we're preaching too plus 90% of what they retain is visual.

Companies like **Church Motion Graphics** and others do the church community a great service here. They provide high-quality backgrounds images, sermon bumpers and mini-movies at affordable prices. Another great supplier of themes are the Skitguys.com or even Youtube.com to download free stuff. Keepvid.com to download the files.

04   Mobile Apps

With the massive growing users in MOBILE TECHNOLOGY, it doesn't take much to work out any investing in this platform will be a positive step and I believe that it will play a part in the continued future success of our ministries.

STATS:

- The average amount of time spent on Smart-Phones is 3hrs/day.
- 89% of use on Smart-Phones is spent using Apps.
- Users spend 3 times longer on Mobile Apps than they do websites.

Features:
- Listen to sermons/View outline of message
- Make notes on sermons while listening
- Live Events
- Giving online
- Push notifications to members just to name a few…

05   Planning Service Software

One of the best technologies that we have adopted into our church has been Planning Centre Online, an online service software product that helps us run our services more efficient. The ongoing cost is minimal around $20/mth.

There are plenty others in the market place, Easy Worship, Pro Presenter, MediaShout and more.

Helpful Links

Category	Description
Images & Video	www.dollarphotoclub.com (images)
	http://depositphotos.com (images)
	http://www.poweredtemplate.com (designed images & brochures)
	http://www.freeimages.com (images)
	https://www.videoblocks.com (video blocks)
	https://www.shutterstock.com (images)
	https://www.graphicstock.com (images, video & audio blocks)
	http://www.pond5.com (sound effects)
	http://www.creationswap.com/ (Church Graphics)
	http://www.stocklayouts.com/ (brochures & Artwork)
	http://www.bigstockphoto.com/ (images & videos)
	http://graphicriver.net (images & design)
	http://videohive.net (Video clips)
	http://www.layoutready.com/ (Templates for Microsoft Office)
	https://unsplash.com (free images)
	https://skitguys.com (great church skits & video content)
	http://keepvid.com (Download Youtube files on your computer)
	https://www.churchmotiongraphics.com (video background files)
	https://open.church/ *(Lots of great free church video content)*
	https://www.rightnow.org (kids, youth & church downloadable content)
	https://www.bluefishtv.com (kids, youth & church downloadable content)
	http://prochurchtools.com/ (Church Video Resource training for Bumpers)
App Building	http://www.goodbarber.com
	http://ibuildapp.com
	http://www.appypie.com
	https://bubble.is
Church & Projector Planning software	http://www.planningcenteronline.com (Projector/Front of House management, music for musicians, sign-ins, people + more.
	https://www.easyworship.com/ (Projector/Front of House management)
	https://www.elvanto.com (AU Church management software)
	http://www.excellerate.com/
	https://www.churchteams.com
	http://www.churchapp.co.uk
Freelance Online Work	https://www.elance.com
	https://www.upwork.com