

A blue-tinted photograph of a tree with bare branches against a dark sky. The text is overlaid on the image.

church2.0

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Is your church 21st century?

- *From a recent Barna Poll of Protestant churches* *:
- 65% - large screen projection systems used for services.
- 56% - commonly send email blasts to large groups of people or to the entire church body.
- Websites?
 - In 2000: 34%
 - In 2005: 57%
 - Currently: 62%

* as detailed in a post on the blog “ministry best practices”

Is your church 21st century?

- 26% - some presence on one or more social networking sites (like MySpace or Facebook.)
- 16% - adopted podcasting.
- 13% - blog sites or pages through which people can interact with the thoughts posted by church leaders.

Is your church 21st century?

- How does your church stack up?
- Is it in the 21st century?
- If not, what keeps you from embracing new technologies?

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- Take a look at this Video
- Does it shed clues as to why the church might want to adopt and use new technologies?
- Does it inform us as to why a church might want to integrate different tools to engage the culture?

church 2.0 – why?

- What do we mean by Web2.0?

church2.0

- Web 2.0 describes changing trends in the use of web technology and design aimed at enhancing:
 - creativity,
 - secure information sharing,
 - collaboration, and
 - functionality.

Video: Web 2.0

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- Web 2.0* concepts have led to the development and evolution of web-based communities and its hosted services, such as:
 - social-networking sites,
 - productivity & management tools,
 - video sharing sites,
 - wikis,
 - blogs, and
 - Folksonomies.

* this along with the definition on the previous page come from wikipedia.

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church2.0 adapts web2.0 and other technologies to:

- increase collaboration and stimulate creativity,
- invite others into the conversation, and
- develop and deepen relationships.

All with the goal of inviting people into the Kingdom of God more effectively in a rapidly changing world.*

* this definition is my own

church2.0 - tools

- blogging
- social networking
- productivity
- open source software

church2.0 - blogging

- My blog: www.thechurchgeek.com
- How I got started

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church2.0 - blogging

- Why pastors should blog*:
 - Make your ministry's vision STICK.
 - Communicate, Communicate, Communicate
 - Allows people to interact with the Sunday message
 - Improve writing skills
 - Network with others in ministry
 - Increase your reach beyond your congregation
 - Let people see that you are human too.

* the first 5 reasons are from a blog post @ “ministry best practices”

church2.0 - blogging

- How do you keep up with all those blogs?
 - Just about every blog produces a RSS feed.
 - Google Reader or some other news reader can collect those feeds and let you know when new material is posted.

church2.0 - social networking

- Facebook
 - church group page
 - youth group page
- Myspace
- Twitter - microblogging
- Dangers?

church 2.0 -web productivity tools

- Google owns me...my e-mail, my rss reader, my calendar, who knows what will be next??
- Document collaboration
- Task management
- Scheduling meetings
- Evernote (for collecting all that great stuff you find on the web.)

church2.0 – open source software

- open office (OS Office package)
- open lp (lyrics projection software)
- sourceforge.net (source of OS Software)

church2.0 - teching it up

- Hire a tech savvy staff person under the age of 30 and set her/him free. They can*:
 - chose the new copy machine (who knew you can buy a copier that digitizes?)
 - re-design the Sunday bulletin (because we have a cool new copy machine)
 - make the whole building wireless
 - install flatscreens in the lobby for Sunday announcements

* these thoughts come from a blog post by presbyterian pastor Jan Edmiston @ “a church for starving artists”