

COMMUNICATING CHURCH IN A DIGITAL CULTURE

Mark Crosby



MARK CROSBY BIO

Mark Crosby is the Director of Communications for Vineyard Churches UK & Ireland and serves at Vineyard Church Cardiff. He oversees communications for the Vineyard movement, including web, social media, resources, films, new platform application, training, and creative and strategic direction, and also trains churches in Europe & USA on healthy communications. His book 'So Everyone Can Hear', looks at being mindful about how church is communicated within an ever-changing digital culture.



FIRST THOUGHTS

Communication lies at the heart of every healthy community; the church is no exception. When communicating the values, vision, and identity of our particular church within the digital culture, how do we ensure that what we're saying is invitational and engaging to all people, and stays true to our authentic church persona? This is where Mark Crosby steps in.

With a wealth of experience and knowledge at his fingertips, we are presented with extremely practical tools to help make the most of our digital communications. Even more insightful is his analysis of what needs to be explored before anything is communicated on websites or social media. Throughout Mark's seminar, which is perfect for those directly involved in church communications, we are treated to a useful scattering of digital tools and app recommendations, but more valuable is the reminder that *prayerful planning prevents poor performance*.



MEDIA LINK

[Focus On : 0-16.45 / 22.52-26.22](#)



READ

PROVERBS 16:9 (NIV)

In their hearts humans plan their course, but the Lord establishes their steps.

PHILIPPIANS 4:8 (NIV)

Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable - if anything is excellent or praiseworthy - think about such things.



DISCUSSION STARTERS

1. *Prayerful planning prevents poor performance.* What is your response to this reminder? How good are you, or your church, at prayerful planning?
2. With your church in mind, consider the following. What does your website (assuming your church has one) say about its values and vision? Focus on the language, imagery and overall vibe!
3. How important do you think communicating to the digital culture is? And what priority does your church give to this?
4. If you're involved in church communications, reflect upon the steps Mark details between 14-17 minutes and review whether these are followed by yourself or your team. a) Work out your message b) Stay authentic c) Who is the message for? d) What media are you using? e) Which platform should you use? f) When should you hit send?



LIVING IT OUT

1. What does your church website and its social media platforms say about your church? Take time to search them all and reflect objectively? Are they informational, inspirational and invitational?
2. If you're directly involved in church communications, take time to read and research this article from Mark Crosby and explore the tools he recommends. [46 Comms Tools That Get The Job Done](#)



RESPONSE

Reflect upon Mark's introduction to 'So Everyone Can Hear'.

Times have changed, media have changed, attention spans have changed and churches have to change too.

Spend time praying out your responses to this comment, focussing on reaching people for Jesus in a digital culture.



SONG

[World Needs Jesus - River Valley Worship](#)



FURTHER RESOURCES

[So Everyone Can Hear - Mark Crosby](#)

[Church Online : Social Media - Laura Treener](#)

[Mark Crosby Website](#)