



# Messy Church Conference



**Church, but not as you know it!**

**Making the most of video, social media and the digital world**



# Messy Church Conference

## Aims of this workshop

- To provide new tools for your Church toolbox in the areas of:
  - Social media
  - Video
  - Digital world



## Social media

- Which ones do you use personally?
- Which ones do you use for Church?

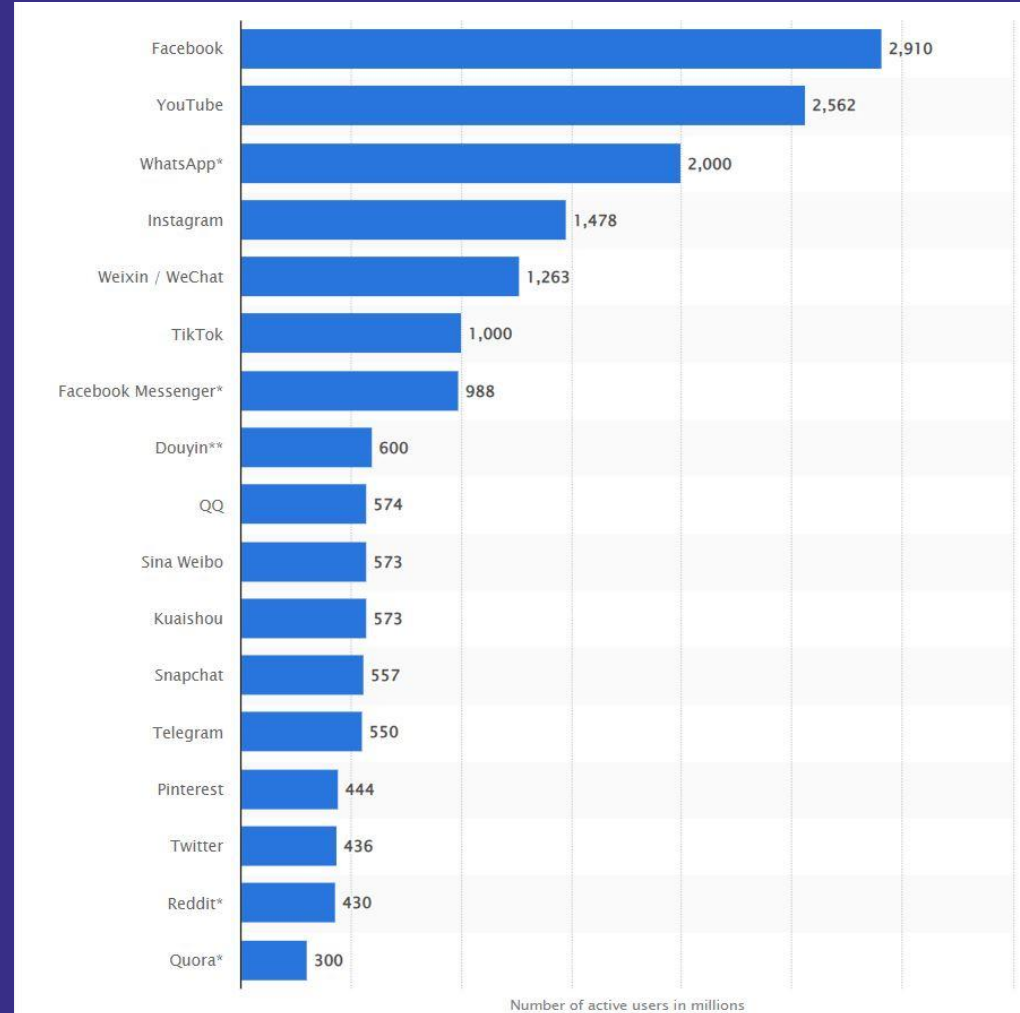


# Messy Church Conference

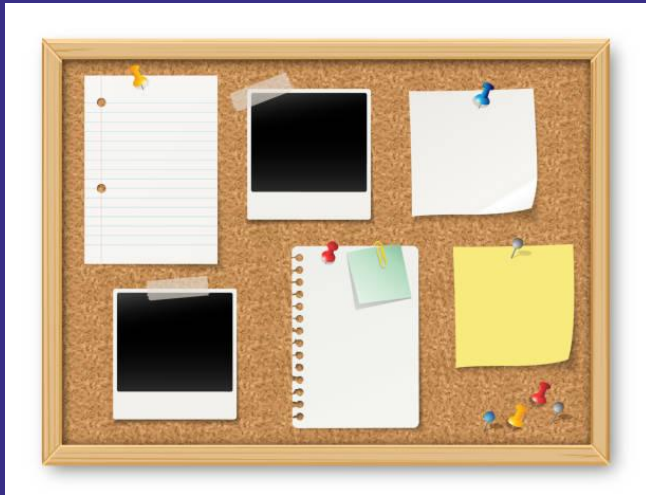
## Most popular world social media networks worldwide

Monthly active users January 2022

Taken from  
<https://www.wordstream.com/blog/ws/2022/01/11/most-popular-social-media-platforms>



## What's the difference?





# Messy Church Conference

Advertising and marketing



Instagram

twitter 

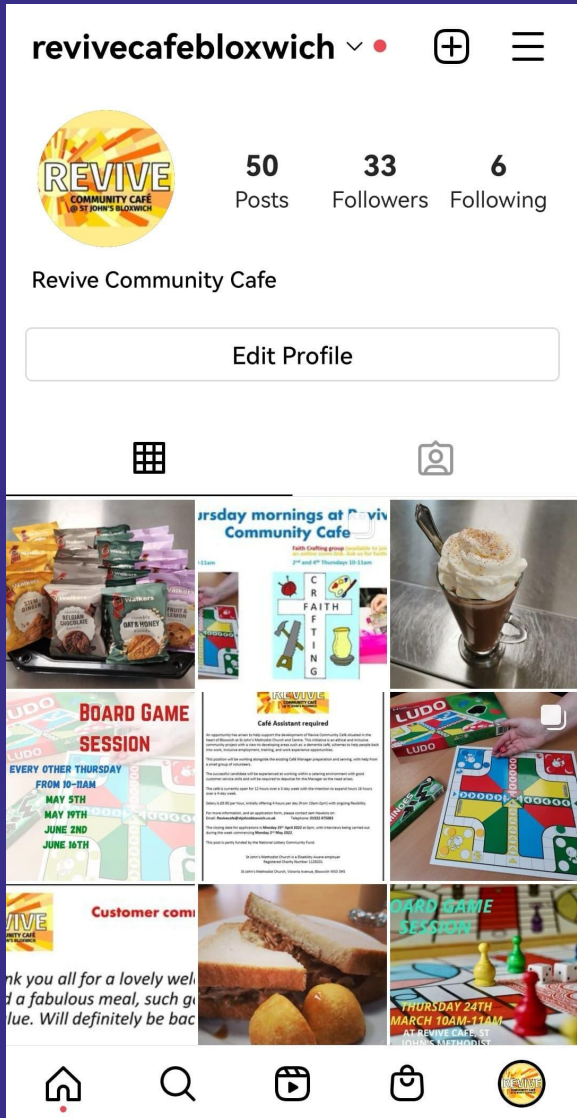




# Instagram

# Messy Church Conference

# 2022



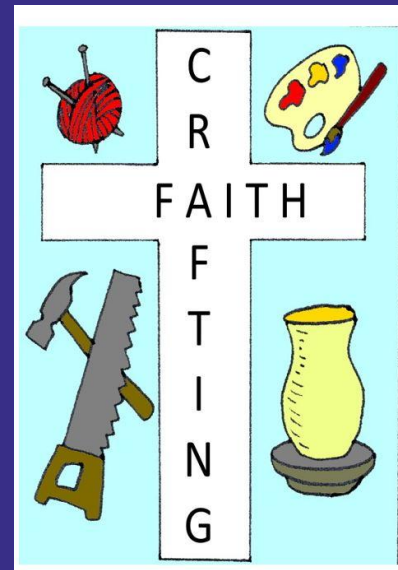
*'I can recommend the bacon and egg sandwiches, the best I have ever had!'*  
Satisfied customer Diane

Would you like to volunteer with our friendly team here at Revive Community Cafe at St John's Methodist Church, Bloxwich?

For more information and to register your interest, please email [Revivecafe@stjohnsbloxwich.co.uk](mailto:Revivecafe@stjohnsbloxwich.co.uk)



## volunteers needed



### Faith Crafting

Thursdays 12<sup>th</sup> May, 26<sup>th</sup> May, 9<sup>th</sup> June, 23<sup>rd</sup> June

Join us either in person or online to craft and chat together. Each session will have a different Biblical theme. Every 2<sup>nd</sup> and 4<sup>th</sup> Thursday of the month from 10:11am at St John's Methodist Church, Bloxwich. Contact [VLHEYDON@gmail.com](mailto:VLHEYDON@gmail.com) for the Zoom link if joining in from home.





# Messy Church Conference



**Messy Church Goes Cyber** @MCGoesCyber · Jun 10, 2021

Messy Church Goes Cyber LIVE this Saturday at 2pm on our Facebook page - storytelling, interactive crafts and activities, action song and Minecraft prayers!

**Andy Street** @andy4wm · 5h

Great to be at St. John's Methodist Church in Bloxwich yesterday for Messy Church. A wonderful welcoming church teaching youngsters the REAL meaning of Christmas! (i.e. there's much more to it than the @jlandpartners Christmas ad!)

2 1 13

Show this thread

**Messy Church Goes Cyber** @MCGoesCyber · May 19, 2021

Messy Church online festival 2021 - fantastic workshops and in the afternoon...the BIGGEST Messy Church in the world. Book your FREE ticket here: [messychurch.org.uk/messtival](https://messychurch.org.uk/messtival)

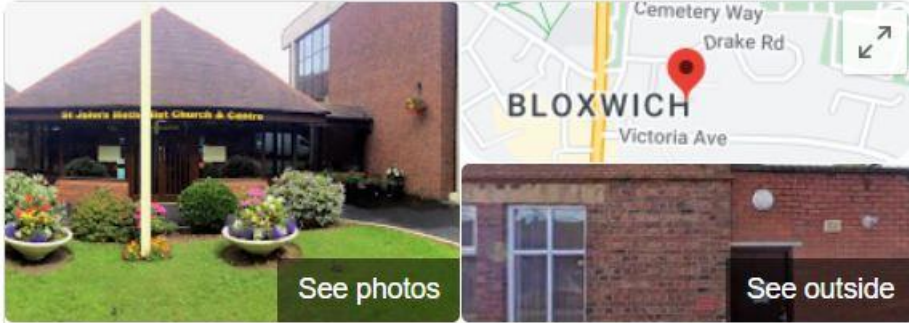






# Messy Church Conference

# 2022



## Saint John's Methodist Church and Centre

- Website
- Directions
- Save
- Call

4.6 ★★★★★ 42 Google reviews

Church in Walsall, England

You manage this Business Profile

A 3-min walk from [Coffee No. 22](#)

**Address:** Victoria Ave, Bloxwich, Walsall WS3 3HS

You visited 2 weeks ago

**Hours:** Closed · Opens 10AM Sun



### Your business on Google

5,153 views this month

### Reviews

[Get more reviews](#) [Add a photo](#)

- "Nice modern building and **facilities** with **car park** and disabled **access**."   
★★★★★
- "Joined the baby **group** here lovely place and **friendly people**"   
★★★★☆
- "Beautifully presented Christmas **decorations**, lovely **service**"   
★★★★★
- Vickie H-M** - Edit   
★★★★★ 3 years ago

[View all Google reviews](#)



Saint John's Methodist Church and C  
on Google

Add update



Join us for Easter Day 17th April 2022 at 10.30am led by our minister Rev Jem Hawkins.

16 Apr 2022



Revive Community Cafe is now OPEN! You are invited to join Tuesdays, Wednesdays and Thursdays from 10am-2pm.

9 Nov 2021

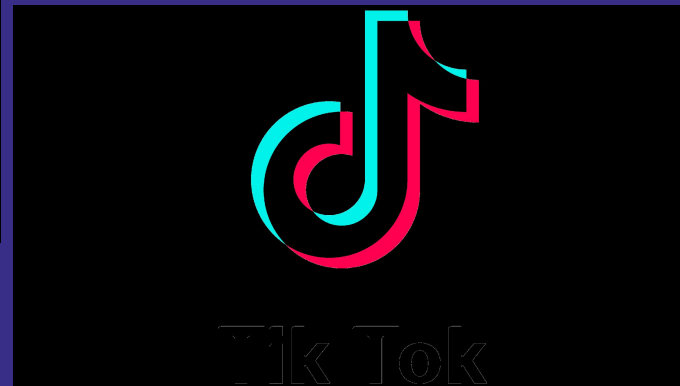




# Messy Church Conference

# 2022

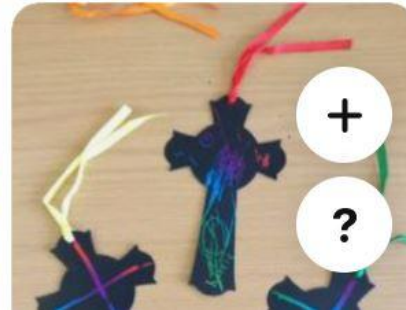
Resourcing and sharing  
ideas





# Messy Church Conference

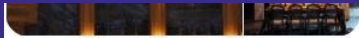

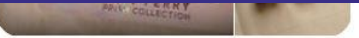















# 2022





# Messy Church Conference

# 2022

 <p><b>Chandeliers</b> 53 Pins 6w</p>	 <p><b>Chanel</b> 59 Pins 1y</p>	 <p><b>Cherries</b> 48 Pins 3w</p>	 <p><b>Childhood memories</b> 315 Pins 8w</p>	 <p><b>Christine McConnell</b> 36 Pins 17w</p>	 <p><b>Christmas craft ideas</b> 131 Pins 24w</p>
 <p><b>Clocks</b> 14 Pins 15w</p>	 <p><b>Coffee time</b> 1 Pin 1y</p>	 <p><b>Cologne and...</b> 41 Pins 3y</p>	 <p><b>Colourful and staine...</b> 102 Pins 15w</p>	 <p><b>Colourful cocktails a...</b> 45 Pins 27w</p>	 <p><b>Colourful places</b> 21 Pins 12w</p>
 <p><b>Comedy and funny...</b> 93 Pins 1w</p>	 <p><b>Cool clothes</b> 181 Pins 5d</p>	 <p><b>Cool shoes and boots</b> 96 Pins 3w</p>	 <p><b>Crafts from Messy...</b> 128 Pins 47w</p>	 <p><b>Creative prayer</b> 58 Pins 32w</p>	 <p><b>Crowns and tiaras</b> 48 Pins 2y</p>





# Messy Church Conference

# 2022

YouTube GB

brownhills and willenhall methodist circuit

Home Videos Playlists Channels About

Brownhills & Willenhall Methodist Circuit  
65 subscribers

SUBSCRIBED

Uploads

SORT BY

 1:12:41	 1:22:49	 1:12:51	 1:13:15	 1:25:58
Service from St John's Bloxwich: 8th May 2022 40 views · Streamed 1 day ago	Service from St John's Bloxwich: 1st May 2022 28 views · Streamed 8 days ago	Service from St John's Bloxwich: 39 views · Streamed 2 weeks ago	Service from St John's Bloxwich: 17th April 2022 28 views · Streamed 3 weeks ago	Service from St John's Bloxwich: 10th April 20 views · Streamed 4 weeks ago
 1:17:19	 1:27:40	 1:13:26	 1:19:45	
Service from St John's Bloxwich: 3rd April 2022 41 views · Streamed 1 month ago	Service from St John's Bloxwich: 27th March 2022 56 views · Streamed 1 month ago	Service from St John's Bloxwich: 13th March 2022 51 views · Streamed 1 month ago	LifeNsoul: light through the darkness. 12th March 2022 55 views · Streamed 1 month ago	Service from St John's Bloxwich: 6th March 2022 66 views · Streamed 2 months ago

SUBSCRIPTIONS

- TypeO Negative Li...
- Brownhills & Willenh...
- Brad & Lex
- Life With Recklezz





# Messy Church Conference

## Create playlists to organise your back catalogue

The screenshot shows the YouTube channel page for BRF, which has 851 subscribers. The 'PLAYLISTS' tab is selected, displaying a grid of 10 created playlists. Each playlist includes a thumbnail image, a title, and a 'VIEW FULL PLAYLIST' link. The playlists are:

- Messtival** (8 videos)
- BRF daily prayer: pray with us** (29 videos)
- Holy Week reflections | Holy Habits: Following Jesus** (7 videos)
- Babies and Toddlers** (8 videos)
- Holy Habits home group: Following Jesus** (14 videos)
- Holy Habits home group: Sharing Resources** (8 videos)
- AT HOME: Messy Church Does Science** (5 videos)
- Messy Church stories 2019** (3 videos)
- PFF Church side of the web** (27 videos)
- Holy Habits** (10 videos)





# Messy Church Conference

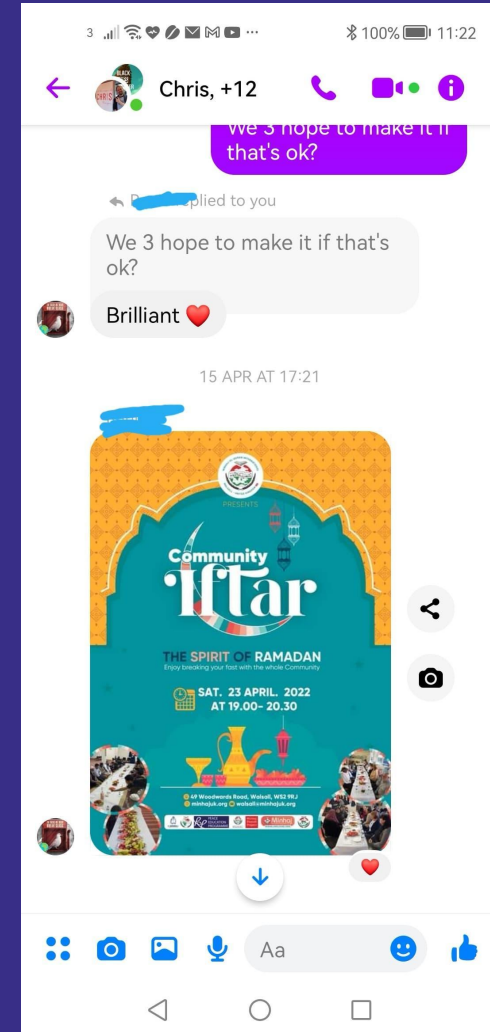
## Conversation and group planning





# Messy Church Conference

# 2022





Best overall winner

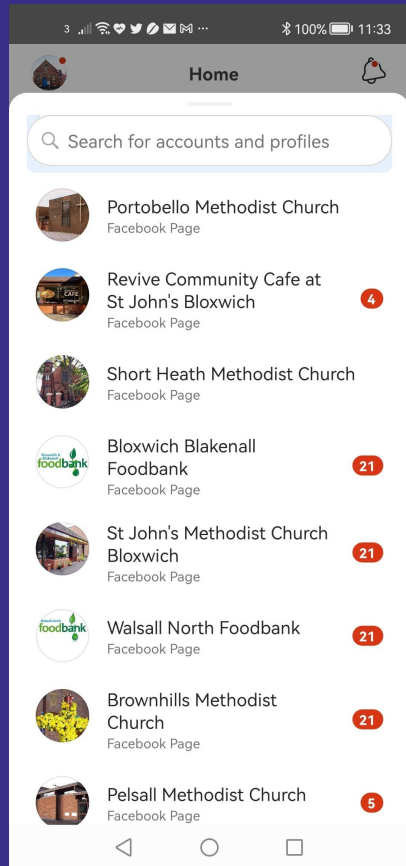


**facebook**



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## FACEBOOK PAGES



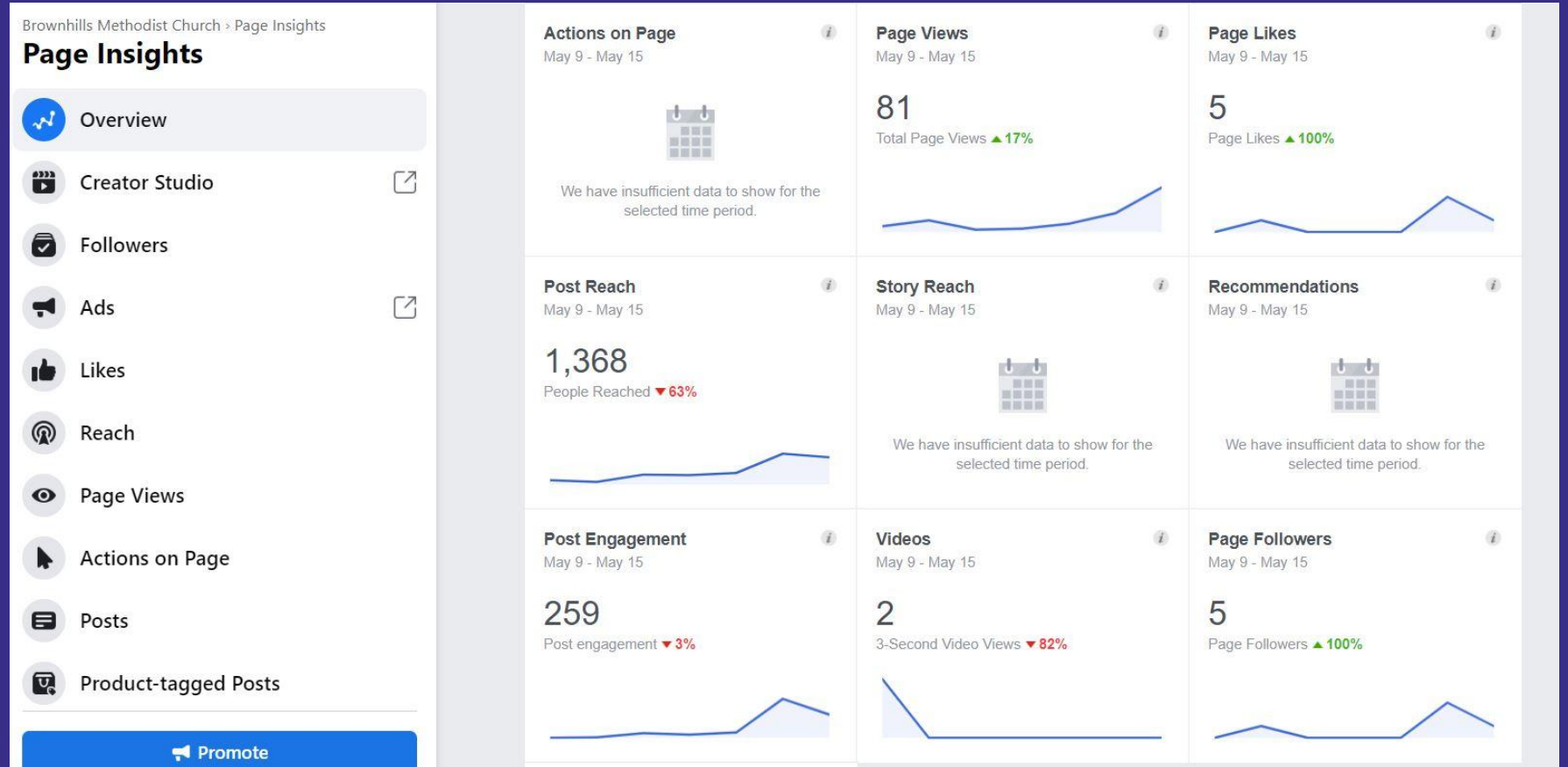
FACEBOOK  
Business Suite





# Messy Church Conference

## Insights





# Messy Church Conference 2022

## FACEBOOK GROUPS

Switch groups **Messy Church**

St John's Bloxwich [Edit](#)

**Messy Church St John's Methodist Church Bloxwich**  
Public group · 120 members

[+ Invite](#)

**Admin tools**

- [Pending posts](#)  
0 new today
- [Member-reported content](#)  
0 new today
- [Moderation alerts](#)  
0 new today
- [See more](#)

[Home](#)

Discussion Featured Topics Media Files People

Newest Activity

**Vickie Heydon-Matterface**  
Admin · 56m · [🌐](#)

Messy Church this Saturday at 10.30am - all welcome!

Seen by 28

They post:

- Visible  
Anyone can find this group.
- Walsall - Bloxwich
- General

[Learn more](#)

Recent media

**Vickie Heydon-Matterface**  
Admin · April 16 at 2:45 PM · [🌐](#)

Easter session 2022.

16

2 Comments Seen by 82

[Like](#) [Comment](#) [Share](#)





# Messy Church Conference

# 2022

- You don't have to be very technical
- Good quality photos
- Regular content and share videos. Scheduling.
- Respond to comments
- Reference current events (not political but things like the Jubilee etc..)
- Encourage engagement and RESPOND to people as quickly as possible
- Add hashtags to increase your visibility and to link with wider organisations such as #churchofengland #methodist #messychurchbrf etc... Ones for this conference are **#MCIC2022** and **#MakingADifference**
- Look at insights
- Some times of day are better than others – when do you look at social media? Lunch break? On school run?
- Use different faces (helpers, co-workers, families) to provide more 'colour'





# Messy Church Conference

## Video





## Making the most of your video

- Split it into sections
  - Use short clips
  - Don't assume people have watched the full video
- Use sections for advertising and use on other social media platforms
- Cross section – use hashtags to maximise views and help visibility of content



# Messy Church Conference

Watch video (5 mins 05 sec full length) – concise including welcome, story, talk, craft and prayer

[https://www.youtube.com/watch?v=-4RALN0FU14&ab\\_channel=Brownhills%26WillenhallMethodistCircuit](https://www.youtube.com/watch?v=-4RALN0FU14&ab_channel=Brownhills%26WillenhallMethodistCircuit)







## Video tips

- Grab their attention
  - Bold fonts and colours – visual impact!
  - Don't waffle
  - Make it hard to switch off (or stop the scrolling)
  - Smile 😊
- Keep it brief – get to the point quickly



# Messy Church Conference

## How NOT to start a video...

[https://www.youtube.com/watch?v=3x8yhajKo7k&t=177s&ab\\_channel=Brownhills%26WillenhallMethodistCircuit](https://www.youtube.com/watch?v=3x8yhajKo7k&t=177s&ab_channel=Brownhills%26WillenhallMethodistCircuit)

First 3 mins of this





# Messy Church Conference

Make a strong first impression:

[https://www.youtube.com/watch?v=zOPRXQx4GP4&t=87s&ab\\_channel=Brownhills%26WillehallMethodistCircuit](https://www.youtube.com/watch?v=zOPRXQx4GP4&t=87s&ab_channel=Brownhills%26WillehallMethodistCircuit)

Show first 30 seconds







# Messy Church Conference

Choose a good title and thumbnail photo

Does this describe what this video contains?



Service from St John's Bloxwich: 8th May 2022  
25 views • Streamed 1 day ago

 Brownhills & Willenhall Methodist Circuit

New

1:12:41

The image shows a screenshot of a YouTube video player. The video content is a solid blue room with a window on the right side. The video title is "Service from St John's Bloxwich: 8th May 2022". Below the title, it says "25 views • Streamed 1 day ago". The channel name is "Brownhills & Willenhall Methodist Circuit". There is a "New" badge next to the channel name. The video progress bar at the bottom shows the video is at 1:12:41.



# Messy Church Conference



Jesus cooks breakfast on the beach: all-age worship

342 views • 2 years ago



Brownhills & Willenhall  
Circuit Boxing Day service...

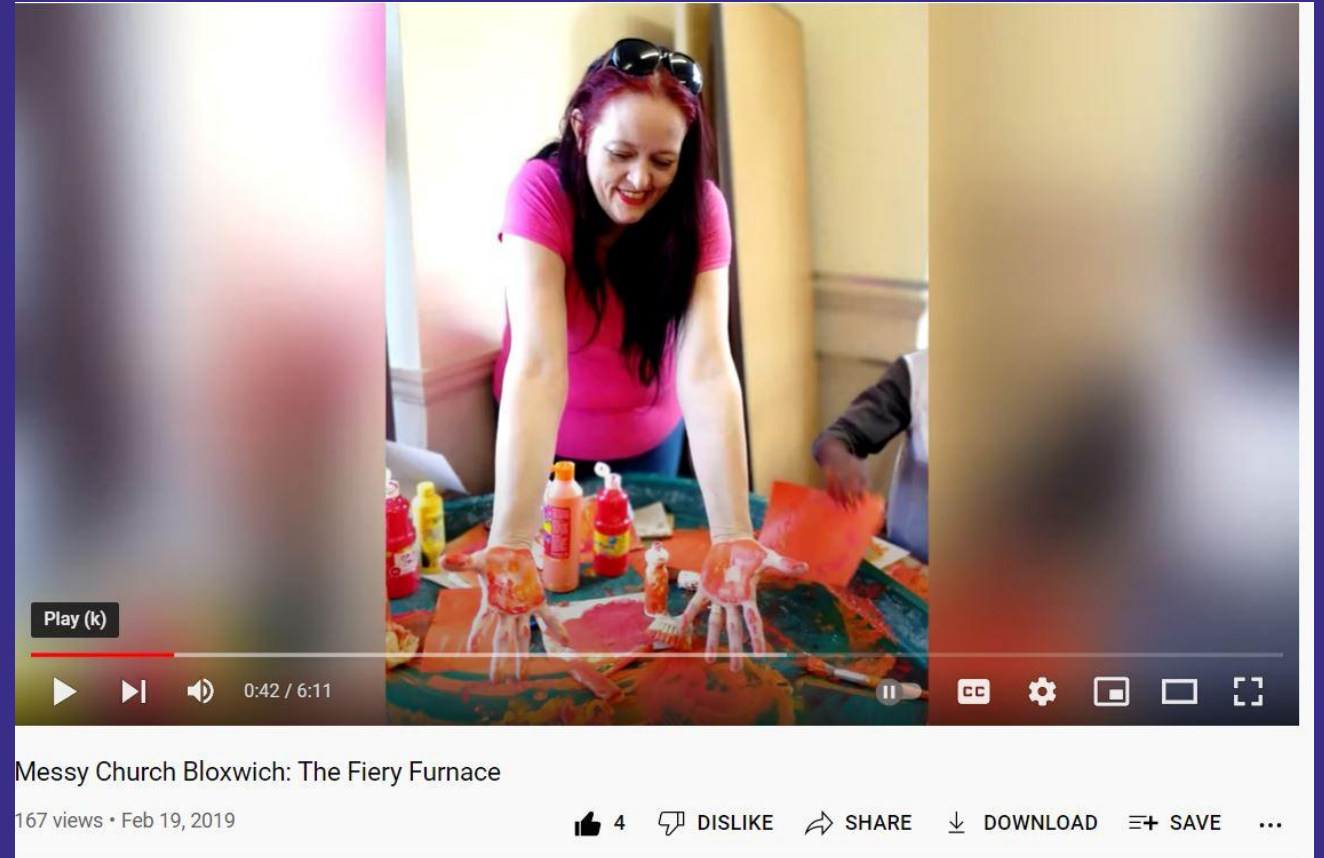
101 views • 4 months ago





# Messy Church Conference

- Camera phone is fine – always use landscape orientation for videos





# Messy Church Conference

Pre-record or live?

What are the considerations?



The New Parents

132 views • Dec 24, 2020

👍 2    🗑️ DISLIKE    ➦ SHARE    ⬇️ DOWNLOAD    ≡ SAVE    ...





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Dylan's [LIVE] bit on video editing







# Messy Church Conference

## Live example 1: Breakfast on the beach

[https://www.youtube.com/watch?v=C0VZviiO06Q&t=62s&ab\\_channel=Brownhills%26WillenhallMethodistCircuit](https://www.youtube.com/watch?v=C0VZviiO06Q&t=62s&ab_channel=Brownhills%26WillenhallMethodistCircuit)





# Messy Church Conference

## Live example 2: Easter TV interview

[https://www.youtube.com/watch?v=jdsQdFl0Izw&t=261s&ab\\_channel=MessyChurchGoesCyber](https://www.youtube.com/watch?v=jdsQdFl0Izw&t=261s&ab_channel=MessyChurchGoesCyber)



# Messy Church Conference

Live example 3: Courageous Fiery Furnace session

Photos, live video, adding music and text

[https://www.youtube.com/watch?v=U\\_CGiFET-uQ&ab\\_channel=ChrisMatterface](https://www.youtube.com/watch?v=U_CGiFET-uQ&ab_channel=ChrisMatterface)





# Messy Church Conference

## Animation example 1: Noah and the flood

[https://www.youtube.com/watch?v=QN5niu1Cz8w&t=1s&ab\\_channel=Brownhills%26WillenhallMethodistCircuit](https://www.youtube.com/watch?v=QN5niu1Cz8w&t=1s&ab_channel=Brownhills%26WillenhallMethodistCircuit)



# Messy Church Conference

## Animation example 2: The Great Commission

[https://www.youtube.com/watch?v=zqdMT3V2m1I&ab\\_channel=MessyChurchGoesCyber](https://www.youtube.com/watch?v=zqdMT3V2m1I&ab_channel=MessyChurchGoesCyber)





# Messy Church Conference

Animation: Jesus walks on the water (From 1min 54 sec to 4 mins 04)

[https://www.youtube.com/watch?v=ETMktW5XME0&t=248s&ab\\_channel=Brownhills%26WillenhallMethodistCircuit](https://www.youtube.com/watch?v=ETMktW5XME0&t=248s&ab_channel=Brownhills%26WillenhallMethodistCircuit)

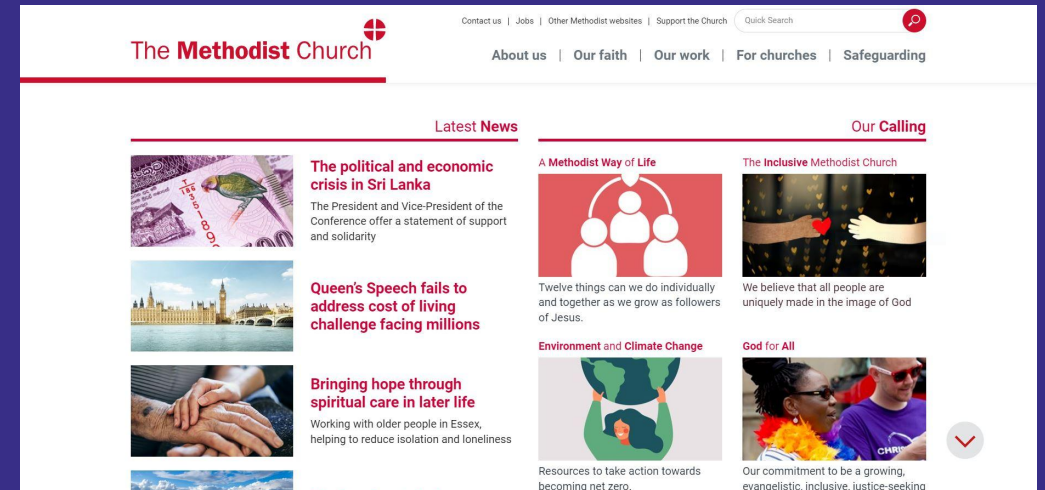




# Messy Church Conference 2022

## Digital world tools and engagement

- Branding
  - Use logos
  - Stick to same colour palette





# Messy Church Conference

## Marketing and graphic design

- Take photos!
  - Use with voiceover
  - Promotional







# Messy Church Conference

## Flyers – how NOT to do it!

summer tayre  
in aid of ST.GILES HOSPICE  
29<sup>TH</sup> JUNE  
1.30-4PM  
ST.JOHN'S METHODIST CHURCH  
VICTORIA AVE  
BLOXWICH  
WS3 3PHS

Clayhanger Methodist  
Church  
Cannock  
Salvation Army  
Band  
*Present an evening of Music*  
Friday 20<sup>th</sup> December  
7.30 p.m.  
TICKETS - £5  
(Refreshments included)  
On sale now from  
/C





# Messy Church Conference

# 2022

## Posters and flyers

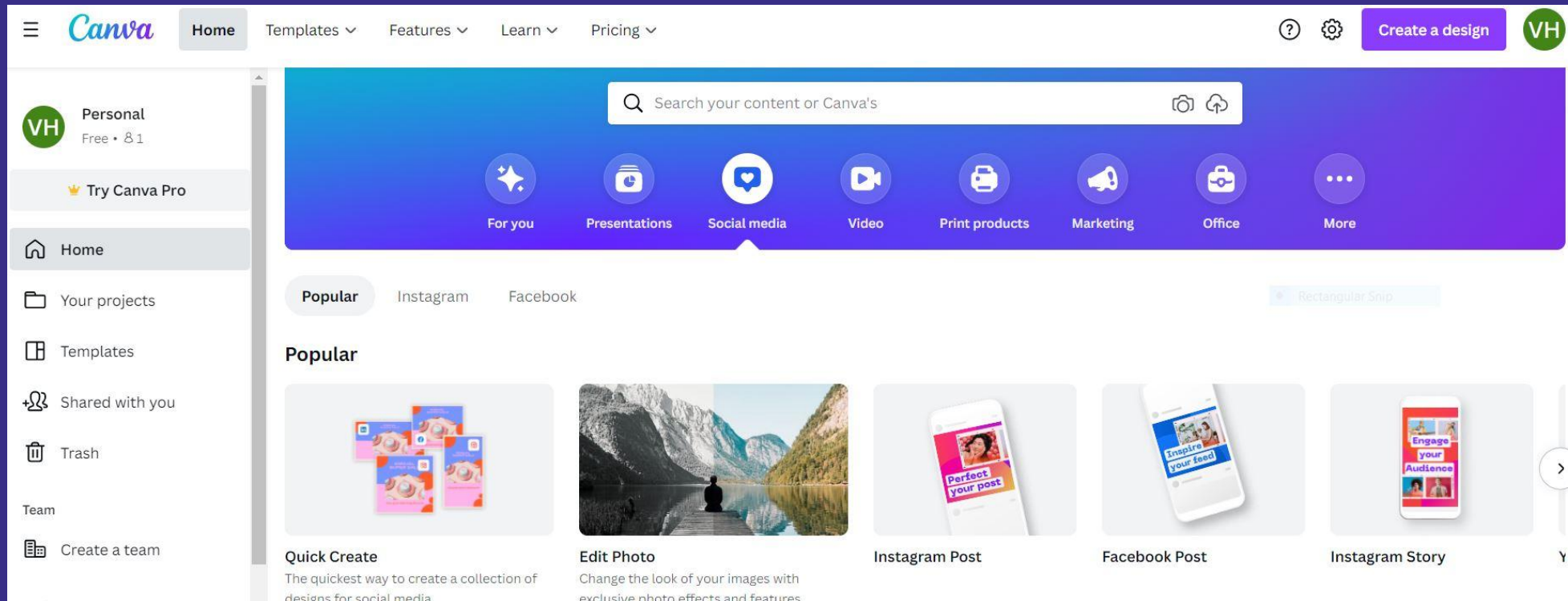
- Canva
  - Use Unsplash
- Fit to size
  - Banner is wide landscape
  - Instagram is square
- Add text
  - Colour palette





# Messy Church Conference

## Canva – free online design tool



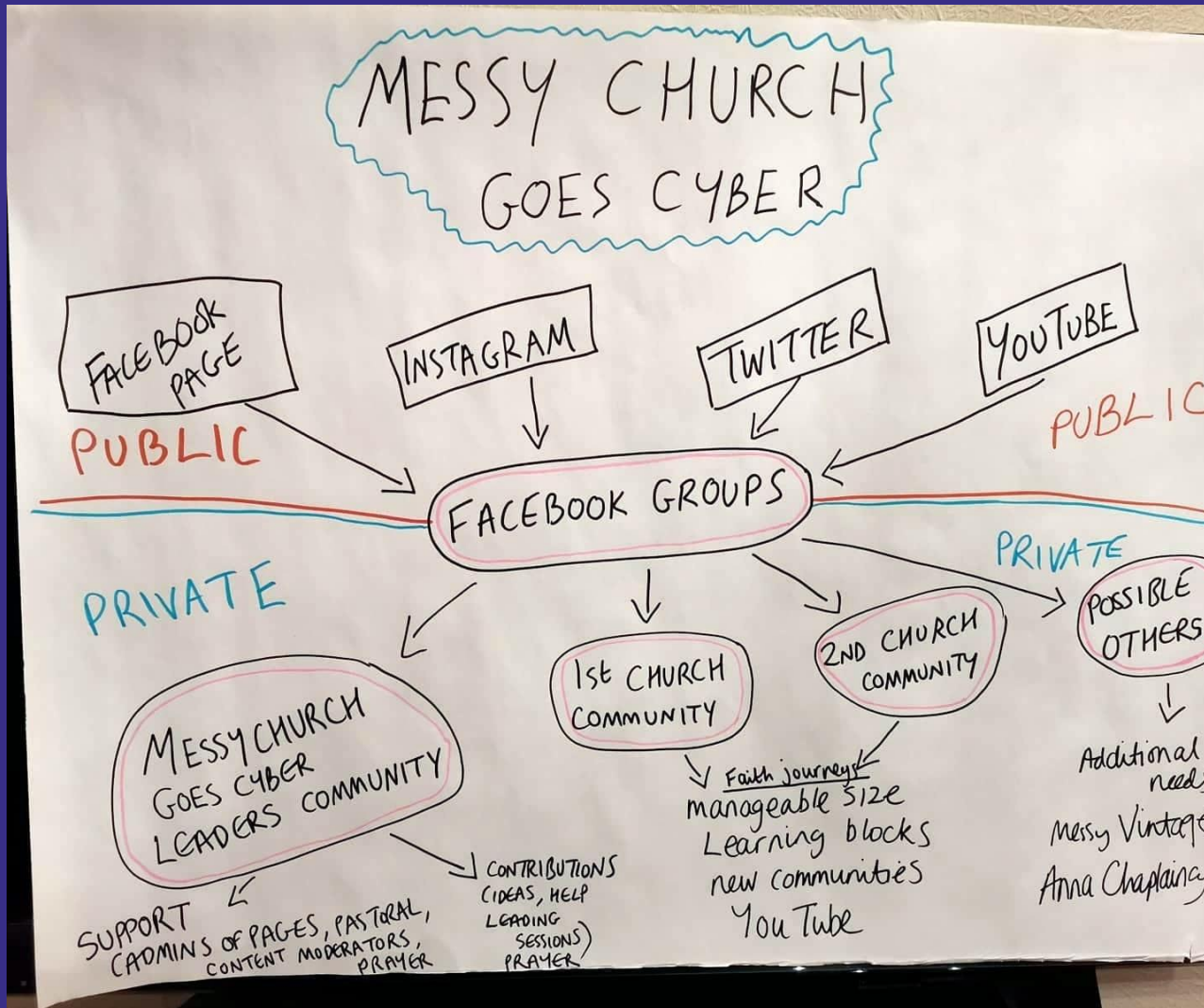


# Messy Church Conference

2022

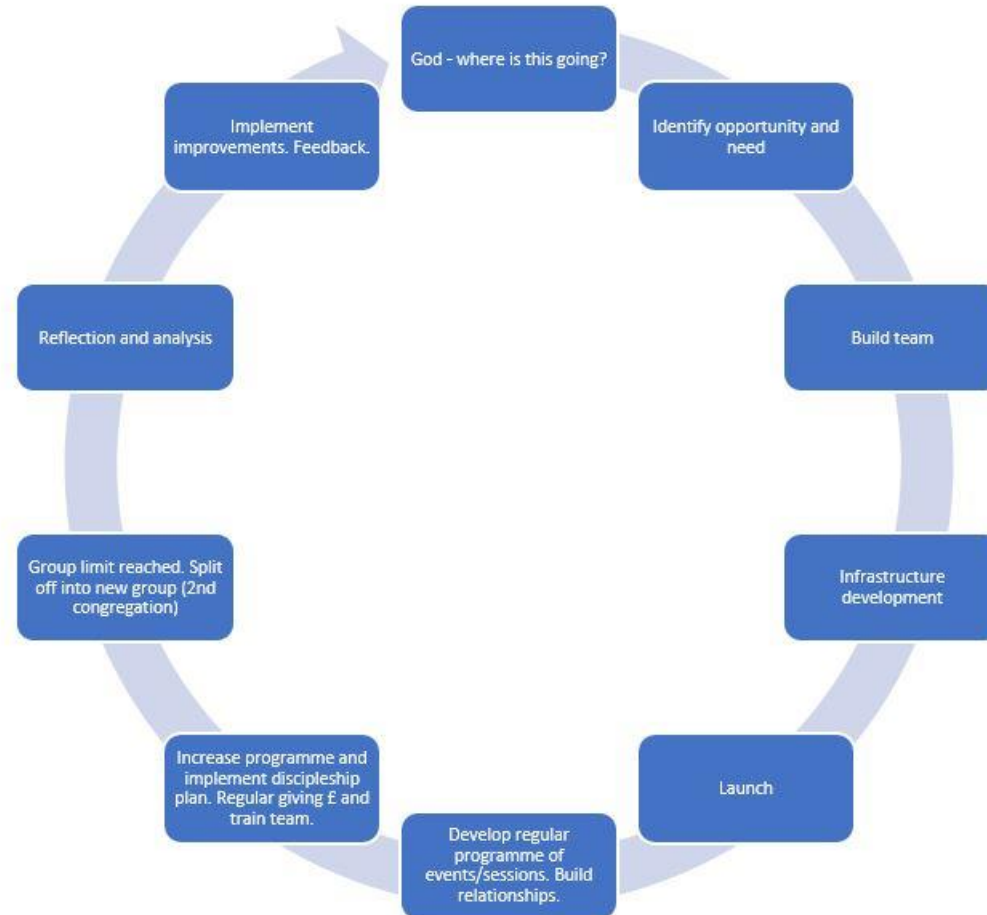
## Digital Church Plant - pilot





Public vs private

## Cycle of Church Planting





# Messy Church Conference

# 2022

Digital Church Plant

Messy Church Goes Cyber (BRF partnership)

Older people's group (Anna Chaplaincy/Messy Vintage)

Gathered congregation

Other emerging ministries

1st congregation

1st congregation

Support groups

Support groups

2nd congregation

2nd congregation



Goes Cyber





# Messy Church Conference

## For more information

- Digital Trends for Churches 2022
  - Blog
- Premier Digital
  - Webinars and training
- Digital Church Toolkit
  - Weekly newsletter







Our work would not be possible without the support of charitable trusts, gifts in wills and donations from individuals like you.

If you would like to support this ministry, you can become a friend of **Messy Church** by giving £2 a month or more.

Find out more at **[brf.org.uk/friends](http://brf.org.uk/friends)**

TEXT MESSY followed by your donation amount to 70450 (e.g. Text MESSY 3 to 70450 to donate £3). Texts cost your chosen donation amount plus one standard rate message.

Not all mobile phone networks support text giving. If yours doesn't, your message won't be delivered, and you won't be charged. You can always donate online at **[brf.org.uk/donate](http://brf.org.uk/donate)**.

Our privacy policy is available at **[brf.org.uk/privacy](http://brf.org.uk/privacy)**





# Messy Church Conference



To find out more, please visit  
[messychurch.org.uk](https://messychurch.org.uk)