

I have had a few people reach out to me about suggestions on how best to use video to reach churches and meet with them virtually. I spent about 20 years as a PR person or PIO and what I'm sharing is thanks to some really professional media folks who helped me along the way.

- Black and white colors do not work well on camera. Balanced colors (no green) work well on camera.
- Don't zoom in too tight to your face. The camera is unforgiving, trust me. Basic makeup for both men and women (ie foundation) is recommended. Avoid heavy makeup as it shows up on the camera.
- Do not zoom out too far. Your viewers do not need to see an empty sanctuary. When you preach in a church the dynamics are to speak to the group as much as individuals. When you are on camera, it becomes personal, one on one. Change your presentation as you are speaking to each person.
- Make sure the background behind you is not distracting and most certainly not moving.
- Make sure there are no background noises or other distractions like fans or AC blowers or your cell phone ringing or messages dinging on your computer. If there other people around be sure they know you are videoing or recording. People don't want to see your teenagers in their pjs.
- Speak a bit slower than normal. There is a bit of a delay and the quality of devices others are using may not be of a good quality.
- Know that facial hair and moustaches make it difficult for older folks and lipreaders to understand you.
- Avoid HD quality video because it requires more bandwidth and may be jerky and cut out.
- Have a "Plan B" – because of high usage, expect outages and lag time. I suggest you prerecord your message to already be available on FB YouTube and other platforms.
- Understand you get what you pay for. Free is nice but the quality of the platform will not be high quality and most likely will not be reliable and lack tech support.
- Twenty minutes tops. Anything after 20 minutes and you are gonna lose people.
- Don't try to adapt traditional worship to video.
- Take this opportunity to reach out to those who are unchurched.
- Don't get too excited about the number of viewers. FB counts a viewer if they watch 3 seconds or more. Focus on your message and don't worry about numbers.
- If you haven't already done so, you should have electronic giving that can be incorporated with the tag line of your videos.

- Music isn't going to come out well. Just know that. It is better to use a guitar or simple instrument if you are going to provide singing. Also know that vocals will be brutal to the singer
- You can still give an invitation
- You can still celebrate communion – if your denomination sanctions it.
- Be sure to pray before you broadcast that the Spirit will be present Invoke the Spirit as you pray to your folks.
- Don't be a robot. Try not to move around too much be so relax and be real and expressive both verbally and physically through smiles.
- Test your equipment and practice
- Make sure your av person actually knows what they are doing. If you are the av person, make sure you can handle the technical stuff while you present.
- Be genuine. Since you are going into people's homes, be real. This medium helps to spot a faker in a heartbeat.
- If you are gonna try graphics, make sure you have someone watch ahead of time to make sure they work ok. If you are going to show hymns and texts, be sure you have a license to broadcast that material. There is no emergency exemption and the copyright folks are watching.
- Take this opportunity to reevaluate how you do church. This is a time to consider changing paradigms and how you do things for the better.
- Be sure you are looking at the lens of the camera if you are by yourself, not your computer screen. If you have two or more people in the same location, look at them but square your shoulders to the camera.