

Online Service Experience - Episode 372

Weekend Quality Check (Part 5)

In this series, we've talked about how to evaluate your in-person weekend experience. But there is another aspect to the weekend that we don't want to overlook—the **online service experience**.

Evaluating your online service can be tricky; it's both part of the weekend and not. How do we measure the quality of it?

In this episode, Sean and Amy close out our Weekend Quality Check series by discussing how to evaluate your online service experience. Aaron Bennett from Stonecreek Church in Milton, GA, also shares his insights in an interview with Amy.

Key Quotes

1. AMY: "I don't think that online service views lead to declining attendance. At the very least, I think they correlate with actually increasing church attendance."
2. SEAN: "Before you can even start evaluating the quality of what you're doing now, you really have to be clear about the destination."
3. AMY: "Quality is a key part of an effective online service."
4. AARON: "Digital ministry can supplement what we don't have the time, resources or attention capacities to deliver on a Sunday morning experience."
5. AARON: "The more we move away from gimmicky things and really begin to know the people in front of us and to utilize these resources to meet their needs and further their spiritual growth, everything rises."

Self-Assessment: How Are We Doing?

1. Specifically for our online service, do we have clarity on our destination and audience? If so, what outcome are we working toward and who are we trying to reach?
2. Thinking about the best practices for quality Amy mentioned, how would we rate our online experience (on a red/yellow/green scale) in the following areas:
 - a. Audio
 - b. Camera angles
 - c. Lighting
 - d. Audience Cues (eye contact with camera, acknowledgment of online audience, etc.)
3. What digital tools (short videos for social media, downloadable resources, etc.) have we created in the last year that were well received by our audience? If none, what could we change in the coming year to increase engagement?
4. Are our online services and digital tools easily accessible and (where appropriate) in the same place / on the same platform?

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