

# MinistryTech

## SOCIAL MEDIA LITERACY

#CROSSCULTURE #DIGITAL #MINISTRY

- >> SPECIAL REPORT: DIGITAL GOLD FOR CHRISTIAN FAMILIES
- >> CYBER SECURITY FOR REAL, SIMPLE THINGS
- >> 12 GO-TO APPS FOR WORSHIP LEADING



MAY 2019

[www.ministrytech.com](http://www.ministrytech.com)

# CONTENTS

## 05.19



10



16



18

## FEATURES

- 10** | A CLOUD OF SOCIAL MEDIA WITNESSES
- 14** | MY 12 GO-TO APPS FOR WORSHIP LEADING
- 16** | SMARTPHONES, SOCIAL MEDIA AND DISTRACTED MINISTRY
- 18** | FOUR ESSENTIAL QUESTIONS FOR EFFECTIVE SOCIAL MEDIA

## COLUMNS

- 04** | ■ **TECH CHECK 05.19:** DATA PRESENTATIONS, INTERACTIVE SERMONS AND CELL SIGNAL
- 05** | ■ **PASTORAL TECH:** THANKS, APPLE: FAMILY PROTECTION JUST GOT HARDER
- 06** | ■ **WORSHIP TECH:** TEACHING VOLUNTEERS HOW TO QUIT
- 07** | ■ **COMMUNICATIONS:** THE BEST ADVERTISING IS...
- 09** | ■ **SAFETY & SECURITY:** SECURITY FOR REAL, SIMPLE THINGS

# Ministry Tech

Publisher  
Chris Yount Jones

Managing Editor  
Ray Hollenbach

Art Directors  
Troy Irvin, Henny Vallee

Contributing Editors  
Caleb Neff, Nick Nicholaou,  
Yvon Prehn, Jonathan Smith,  
Steven Sundermeier

Copy Editor  
Laura Severn

ADVERTISING  
VP Advertising Sales  
Jared Bryant

Marketing & Ad Ops Assistant  
Syndie Porter

Marketing & Digital Product  
Manager  
Bethany Payne

National Media Consultants  
Malari Foster, Joseph Landry,  
Seth Rankin, Ryan Yoder

Account Associates  
Leslie Massey, Lara Whelan

Administrative Director  
Rebecca Meyer

Publisher  
**OUTREACH<sup>®</sup>**  
PUBLISHING

Outreach Inc.  
5550 Tech Center Dr.  
Colorado Springs, CO 80919  
(800) 991-6011

Ministry Tech<sup>®</sup> is a registered trademark of Outreach, Inc. Written materials submitted to *Ministry Tech*<sup>®</sup> Magazine become the property of Outreach, Inc. upon receipt and may not necessarily be returned. *Ministry Tech*<sup>®</sup> Magazine reserves the right to make any changes to materials submitted for publication that are deemed necessary for editorial purposes. The content of this publication may not be copied in any way, shape or form without the express permission of Outreach, Inc. Views expressed in the articles and reviews printed within are not necessarily the views of the editor, publisher, or employees of *Ministry Tech*<sup>®</sup> magazine, or Outreach, Inc.  
© Copyright 2019 Outreach, Inc.  
All Rights Reserved.

## A WORD FROM THE EDITOR Ray Hollenbach



### DOES SOCIAL MEDIA SPELL THE END OF SPIRITUAL HEALTH?

There's a new literacy required for ministers of the gospel. It doesn't matter whether the minister has the title of "pastor," "secretary" or "IT professional." The new literacy is our ability to speak—and listen—in a world saturated in social media, [podcasts](#) and websites. This issue of Ministry Tech explores the brave new world of [social media](#), along with the overflow of websites and resources available to churches today. (It's also worth

TECH EMPLOYEES WHO KNOW  
BIT-AND-BYTES OR SOUND  
BOARDS ARE NOT EXEMPT  
FROM THE NEED TO **SPEAK**  
**THE NEW LANGUAGES OF**  
**SOCIAL MEDIA.**

noting the connection between the two: The number-one way we discover new websites is through social media!)

Tech employees (or [volunteers](#)) who know bit-and-bytes or sound boards are not exempt from the need to speak the new languages of social media, where everyone has a voice and everyone has an opinion. It's a world where much is said but little is heard. It's world where we look up from our portable device and wonder

where the day has gone. It's a world still in need of the Incarnated God, Jesus, the Son of Man.

This month we welcome a new contributor in Ed Czerwinski, the creator of [The Executive Pastor Briefing](#), about the spiritual toll exacted by our noisy digital world, ["Smart Phones, Social Media, and Distracted Ministry."](#)

Our crew of regular columnists often remind us of the need for a healthy balance between ministry and family life, so we are extremely excited to share a

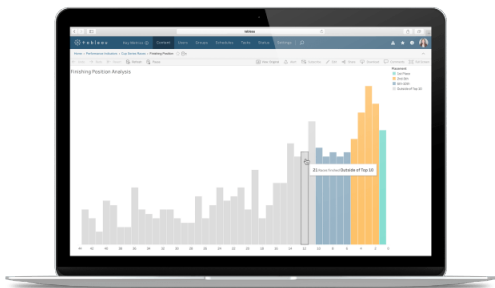
Ministry Tech Special Report, ["A Cloud of Social Media Witnesses: 12 Great Christian Resources"](#) to help your family and your spiritual life—a dozen outstanding, proven examples of websites and social media at their best. It's no accident that so many of the 12 deal with our ongoing need to live healthy, vibrant lives of *faith*, before we engage in ministry tech.

Ray Hollenbach is the Editor of Ministry Tech magazine. He is also the editor of [MinistryTech.com](#) and [ChurchPlants.com](#). You can reach him at [rhollenbach@outreach.com](mailto:rhollenbach@outreach.com).

# TECH CHECK 05.19

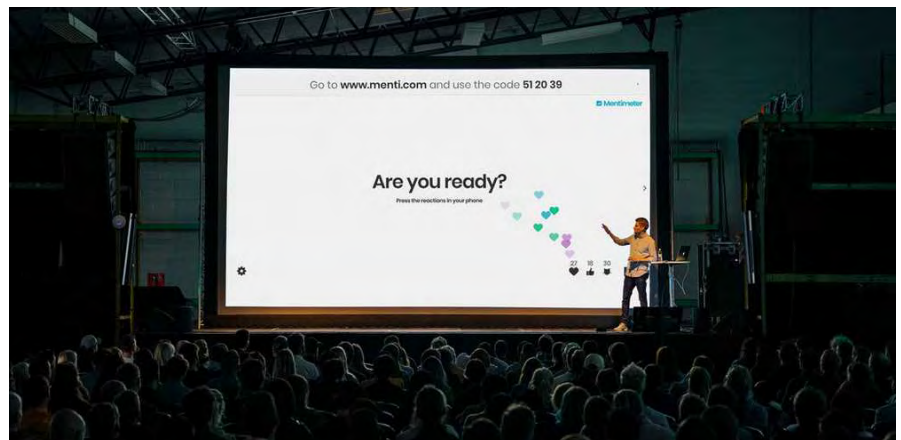
## FROM DATA ANALYTICS TO DATA PRESENTATION

These days it's not enough to *know* the facts—we must find compelling ways to *show* the facts. For any church, this means transitioning from doing the research to presenting the research, whether from the pulpit or from the video console. That's where a firm like [Tableau](#) comes in. Their tagline is “*Changing the way you think about data.*” From desktop to mobile, Tableau provides a suite of services that move well beyond database systems to creative and dynamic ways to communicate data. ■



## WHAT IF PEOPLE COULD TALK BACK TO THE SERMON?

Let's face it: People take their smart phones to church. So why not find creative and engaging ways to use smart technology to increase the impact of a sermon, or even a worship set? Companies like [Mentimeter](#) and [Swift](#) have developed interactive real-time SMS polling. Imagine being able to ask for the congregation's opinion on an important issue, and getting an answer *less than 60 seconds later*? It can be done—and innovation presentations are doing it now. Check out this fascinating [one-minute video from Mentimeter](#). ■



## BRING BACK MY LTE!!!!

Remember when we thought it would be a good idea to offer free Wi-Fi to everyone in the building at once? Here's the problem, as the congregation grows, so does the number of users on your system. The end result is slow Wi-Fi and unhappy campers. Simple: Just let people go back to their LTE signal—but what if your facility is also a building where cellular signals go to die?

Gadget companies have come to the rescue with cell signal boosters. And there are plenty of choices out there! We recommend this excellent [Guide to Cell Signal Boosters from the folks at the Repeater Store](#). You'll discover affordable solutions that put people back in touch with their wireless provider—and **off** your Wi-Fi network! ■

**EDITOR'S NOTE:** Who can possibly keep up with all the tech options available these days? TECH CHECK highlights tech news and new gadgets that save you time, energy, money—and keep you from re-inventing the wheel. Have a hot tech tip or news item? Email [rhollenbach@outreach.com](mailto:rhollenbach@outreach.com).

# THANKS, APPLE: FAMILY PROTECTION JUST GOT HARDER

I have often written about how to [protect your family](#) on the various devices they use. Protection is important, especially as future generations are growing up constantly surrounded by devices and all the content the Internet has to offer.

One of the challenges with writing about family protection software and apps is it is constantly changing. If you use an Apple device, this month's column is especially for you. Even if you don't use an Apple device, it is vital to realize software and apps change constantly: *Whatever you use to protect your devices and family today may not work tomorrow.*

Apple has lagged behind in providing built-in family protection controls. Microsoft has some of the best controls around for families on Windows devices, built in and free. Android also includes numerous controls built in as well as providing access to numerous third party apps.

Earlier this year Apple started blocking [parental control](#) and family monitoring apps which duplicated some of the new capabilities in iOS 12. iOS 12 was the first time Apple started providing screen time management and content controls per user/device in a family. Apple's history has been to prevent apps in its app store from duplicating functionality provided by iOS. That's a fancy way of saying, "If Apple does it, you can't." Unfortunately, in this case the enforcement of this policy has left families and parents unprotected.

The content filter and protection software I used for my family, [curbi.com](#), was shut down because of this change. Their app was blocked from the app store, and

as a result, they completely stopped all services for iOS and Android. The bulk of their business was from iOS and they couldn't justify the costs to keep operating just for Android. Curbi is one of many services that found themselves blocked from the app store because of what Apple offers in iOS 12.

While iOS 12 provides some great family features, it's still lacking in several areas, particularly content filtering and reporting. It is unfortunate apps that

provide great content filtering got blocked. This leaves parents with some difficult decisions to make as there is no longer an easy, simple solution. I have started using [Mobicip.com](#) for content filtering and combining it with the built in iOS screen time and app control features. This works well, but is not easy for a novice tech user.

If you are looking for something simple, [The Circle](#) by Disney is a great choice for both network and device control. So far, Disney has managed to avoid being blocked from the app store but that could be merely due to the size of Disney. Mobicip was blocked for a while but managed to appease Apple by making some changes to their software so they could get back in the app store.

As Apple continues to add features to iOS they may continue to force third party applications from the app store that provide excellent features and services for families. We all have to be aware of this constantly changing environment and make sure we keep our families protected. Churches have a marvelous ministry opportunity here to [help families](#) as they struggle with device management and content control.

**PROTECTION IS IMPORTANT,  
ESPECIALLY AS FUTURE  
GENERATIONS ARE  
GROWING UP CONSTANTLY  
SURROUNDED BY DEVICES...**

**Jonathan Smith** is the Director of Technology at Faith Ministries in Lafayette, IN, an author and frequent conference speaker. You can reach Jonathan at [jsmith@faithlafayette.org](mailto:jsmith@faithlafayette.org) and follow him on Twitter @JonathanESmith.





## TEACHING VOLUNTEERS **HOW TO QUIT**

Everyone will eventually leave your church... including you.

It was a helpful paradigm shift for me to begin to see my church and her volunteers through a more eternal, Kingdom of God mindset. God has entrusted us to help fulfill the mission of the church with our own talents along with those we recruit, train and [allow graceful dismissal](#).

Yes: “graceful dismissal.” The coming and going of volunteers can be one of the most difficult things about ministry. I’ve had good friends—people I’ve mentored, held their babies, experienced true life with—send me a text like this:

*“Hey man, thanks for sending the schedule for the next three months. Sorry I didn’t block out any dates. Feeling super swamped and sensing from God I need to spend more time with family—I hope you understand.” - Jim (Not his real name!)*

How does this happen? What is going on here? How hard is it to serve at church two hours out of 168 hours in a week? How we as worship leaders respond in such moments is crucial. Over the years (and through God’s help) I have recalibrated my expectations for volunteers and realized there are pastoral things we can do even as they leave us. Here are three things to keep in mind:

### **EXPECT QUITTERS**

We must be ready for the possibility that anyone could quit at any time. Hold people loosely and be prepared for changes in life. This does not mean you live in fear or with a scarcity mindset, but we should not think things will stay the same. Have a plan in place for attrition and make sure you are ready to respond when people want to quit. This means we are constantly recruiting and training sound techs and musicians. Constantly.

### **GIVE PROCESS FOR QUITTERS**

We are usually pretty good at telling new recruits what we expect of them on the front end of a commitment, but we don’t often teach people how to give notice and leave the team. We must have gracious off-ramp systems and expectations for volunteers. Teaching people how to “quit well” can be part of your initiation process.

For example, “If at any time you need a break from serving either temporarily or permanently, please give your leader six to eight weeks notice so we can identify new folks to help and allow for a smooth transition.”

### **BLESS QUITTERS**

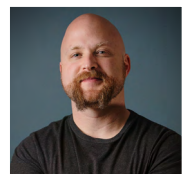
There will be some exceptions to this, but in general, we should bless the socks off of those who are stepping down from our teams. It’s important we recognize their contributions and let them know how much they are appreciated.

For one such volunteer, I wrote a [thank you note](#) and itemized a summary of all the hours they served and the number of people they impacted through their volunteer hours. Depending on the length of commitment, you could recognize them from the stage or throw a party. This speaks volumes and often people will return to service later, when the time is right for them.

Sometimes people want to quit prematurely because of a system, relational or workflow issue. This means their reason for quitting may not be something on their end. *If* someone quits via text or email, I always make a phone call and ask them why and if there are any other contributing factors. Sometimes it’s something small that can be remedied. That keeps them on the team when we solve the issue.

Ministry leaders set the pace for how we recruit, train, sustain our teams—and how we reflect the goodness of God’s kingdom!

**Mike O'Brien** holds a B.A. in Music from Kennesaw State University and a Master of Worship Studies from the Robert E. Webber Institute for Worship Studies. He has worked as a producer, engineer and mixer at Lucko Sound Studio, and with a collective of 25+ musicians called Poured Out Like Wine. Together, they produced seven albums with over 15 published songs with Vineyard Worship USA. He lives in Atlanta, GA, with his wife, Susan, and son, Ezekiel. You can reach Mike at [vineband@hotmail.com](mailto:vineband@hotmail.com)



## THE BEST ADVERTISING IS...

Quick: Name one advertisement you've seen recently from Tesla Motors. Now: Name any advertisement you've seen from the company, ever! Tesla's marketing strategy is as disruptive as its business model. It lets you and me advertise for them, for free. Tesla does not spend millions of dollars in a traditional ad campaign. They let you and me discuss their product, rave about it, hate on it, or rejoice in the spirit of going electric in a Tesla, and be the catalyst to a viral and brilliant [marketing campaign](#). At the end of the day, Tesla pays little to nothing for their "advertising."

### HOW CAN THIS HELP THE CHURCH?

As someone who has been active in the church for many years, I know when someone is excited about their faith, when they are actively living as an apprentice of Jesus. When their lives are being changed as they walk with Him and study his Word, they want to tell their friends. When they love without judging, are helpful and accepting while being honest when needed, when they genuinely care and forgive because they've been forgiven, others are drawn to Jesus. And they *want* to share.

A growing disciple, someone who loves his or her church because the church is the source of growth and family, is a disciple doesn't need to be *told* to invite friends to church—they can't quit asking!

Perhaps when we look at [outreach and marketing](#) in our churches, we should first ask ourselves what we are doing to help our people become the kind of disciples who will share their faith and invite people to church because they are excited with what they've found and can't wait to share it.

### WHAT IS YOUR CHURCH DOING TO GROW PEOPLE IN THEIR FAITH?

What I'm going to say next might not be terribly popular, but when I ask what you are doing to grow people in their faith, I'm not asking how exciting and contemporary your worship service is, or whether the 15-minute sermon is cool. Those things might be fine and we can all use an hour of upbeat music and a few encouraging words, but that in and of itself probably won't make an unchurched person into a committed follower of Jesus when life gets difficult and the noise of everyday struggles drowns out their Sunday-joy.

People need to know the spiritual resources they have in Christ. They need to know God's viewpoint of life and how He wants them to live. They need to know how to take what's in God's Word and apply it. The only way they will get this is by studying and applying the Bible.

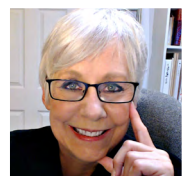
In the Bible, the Creator of the universe and Savior of our souls talks to us.

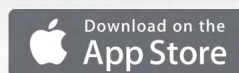
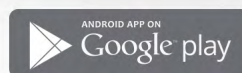
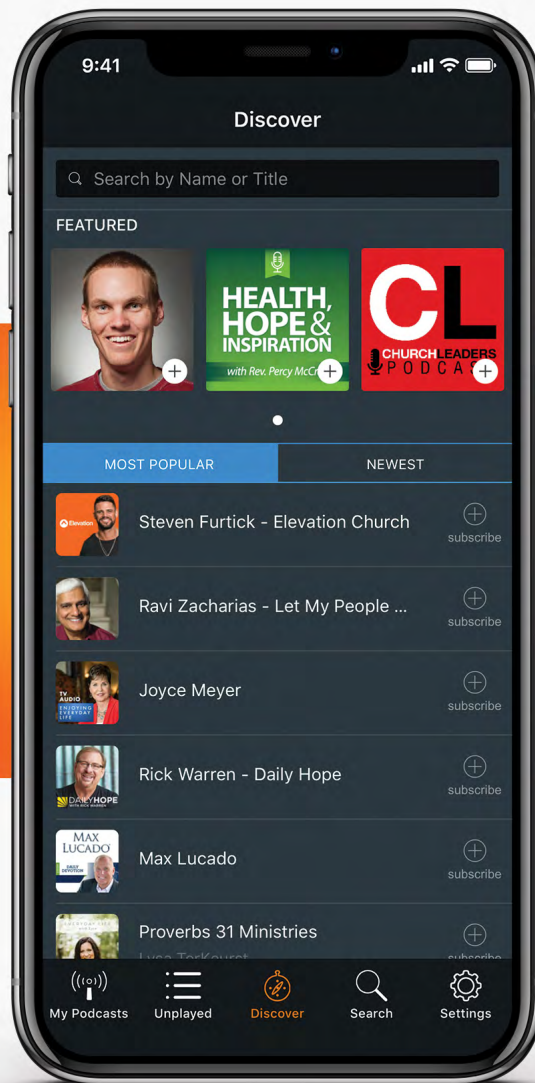
Think about that; stop and think for a minute what that truly means. If we really believe perfect love and wisdom are available to us; that the answers we need and the peace we seek can be found; that there is little new that God's people haven't experienced and conquered, I imagine it won't be very hard to get people into Bible studies.

I've seen it often: When people start reading their Bibles, when they are taught both the big picture and the instructive details, when they learn, think about it, talk about it, and try to live what they learn, their lives change. They get excited and they want to share with their friends. That's authentic communication!

(This column is adapted from Yvon's new podcast, [Bible 805](#). Check it out!)

**Yvon Prehn's** ministry to church communicators has two parts: [effectivechurchcom.com](http://effectivechurchcom.com), a site of FREE templates, strategy and resources, and [churchcomtraining.com](http://churchcomtraining.com), a Church Communicators Online Training School.





# FAITHPLAY

Today's best teaching in the palm of your hand.

Powerful, uplifting messages from today's top Christian podcasters.

[faithplay.com](http://faithplay.com)



# SECURITY FOR REAL, SIMPLE THINGS

As a family, we've recently been challenged in coping with the loss of three loved ones. The most sorrow-filled challenge has been grieving the sudden passing of my mother-in-law ("Grandma").

Grandma will always be remembered for her kind-hearted, loving and positive attitude. She loved her birthday, cheering her hometown baseball team, and she never missed a chance to visit a county fair. However, despite all the beautiful and wonderful memories, it is the little things that often went underappreciated that we miss most.

With our increased attendance of funerals lately, my brain must be attuned to the topic, because I came across an article the other day explaining a tragedy within a tragedy—it highlighted recent occurrences of condolence cards stolen at funerals. (People stealing the cards for the money that might be in them.)

Likewise, in the "big picture" of [cyber security](#), planning and protecting for the future is essential. But when it comes to church network security, we must also resist the tendency to miss the little things, and in today's article, I mean the *physical* risks of keeping our networks safe in the moment. I'm talking about physical items, such as locks, doors and access control cards. It's a far-off concept to imagine for most church-goers, but the reality of harm and people purposely choosing it is there.

Focusing merely on [guest service systems](#), here are a few examples:

1. Check-in stations are housed in lockable cabinets designed for the safety of the computer and the printer, which prints the guest stickers. The doors on these carts are seldom locked: meaning the contents stored are readily accessible for attacks and mischief.

THE BEST SAFEGUARD AGAINST  
ALL SECURITY THREATS IS TO  
**KNOW YOUR STAFF.**

Access to USB drives make keyloggers, data-stealing Trojans and other forms of malware an unfortunate possibility. If tablets are preferred, they're rarely locked or chained, and over time fall into the wrong hands.

2. Barcode-based cards are created for the simplification of entering passwords and speeding up the process of checking in visitors. Despite setting highly secure passwords, if these cards are accidentally misplaced, left in the open, or stored in an unlocked cabinet the likelihood of a cybersecurity breach is greatly increased.
3. Placement of public terminals should also be in open areas—not tucked away in a corner of a hall.

The best safeguard against all security threats is to *know your staff*. Take the time to get to know which users may be prone to forgetfulness or to outright ignore security policies.

Security seems to be a thread that weaves through every area of my life. I stand by the mantra that being proactively protected makes all the difference. Whether at a remembrance service, or in our place of worship, and our homes: Be smart and be safe. Don't miss the little things! And with the people in our lives too: Don't miss the "little things" that will one day be big memories.

**Steven Sundermeier** is the owner of [Thirtyseven4, LLC](#), a leading provider of antivirus/security software. With 17 years of experience in the cybersecurity field, he is one of the nation's leading experts in virus, malware and other threats. Before founding Thirtyseven4 in 2009, Steven worked in a number of roles in the antivirus industry dating back to 1999.



# A CLOUD OF SOCIAL MEDIA WITNESSES

12 Great Christian Resources



**50** years ago Larry Norman wrote the Christian rock anthem, "Why Should the Devil Have All the Good Music?" Today we should be asking the same question about social media, web content and apps for families—where is Christian social media?

Well, of course, the devil doesn't have all the good stuff. Christian tech entrepreneurs have been busy all over the Interwebs producing and sharing great content. It's a theological stretch, but perhaps the "great cloud of witnesses" in Hebrews Chapter 13 might now include the 10,000 creators of Christian online content. But that's a lot of content—where do you start? We're thrilled to highlight some of the best the web has to offer in Christian [websites and apps](#). Here are a dozen outstanding, proven examples of websites and social media at their best.

IT'S A THEOLOGICAL STRETCH,  
BUT PERHAPS THE "GREAT CLOUD  
OF WITNESSES" IN HEBREWS  
CHAPTER 13 MIGHT NOW INCLUDE  
**THE 10,000 CREATORS OF  
CHRISTIAN ONLINE CONTENT.**

## MARRIAGE & FAMILY HEALTH For Every Mom

[For Every Mom](#) was founded on the belief that being a mom is amazing, wonderful, fun and beautiful. It's also frustrating, exhausting and just

plain hard. Motherhood is the hardest job ever, but it's also the best job ever—the pay may be low, but the payoff is priceless.

Editor Bri Lamm says, "We made *For Every Mom* because we wanted a place online where women could experience the essentials of motherhood: Jesus, laughter, community and really awesome parenting tips. This is a place

where we're all in it together: working moms, stay-at-home-moms, stepmoms, adoptive moms, foster moms, single moms, married moms, new moms and experienced moms. We may be at different stages of motherhood, but every mom is a full-time mom."

## National Center for Biblical Parenting

This very helpful [Christian parenting website](#) offers books, videos and live conferences to help Christian parents. Their section on developing your church's [parenting ministry](#) is a great resource for pastors or family ministers to help Christian parents.

## Proverbs 31 Organizer

This app is a daily organizer for busy Christian women, based on Proverbs 31. It provides many features including a checklist, alerts, scheduling tools and notes. You can also set priority levels for each task. Find it on iPad, iPhone, Android and Kindle Fire.

Of course, **Focus On The Family** remains the leading [Christian parenting website](#). They offer guides on child development, health and safety, discipline, and parenting stages. Their daily radio program is a virtual seminar on Christian parenting.

## ENTERTAINMENT

### Pureflix

The PureFlix app provides a family friendly alternative to the usual Hollywood content available on other streaming services.

PureFlix is a Christian movie studio that produces, distributes and acquires Christ-centered movies. Their vision is to influence the global culture for Christ through media. Their mission is to be the world leader in producing and distributing faith and family media. From their website: "Since day one, we continue to strive to make

# The Easy Way to Track It All!

DONARIUS® CHURCH MANAGEMENT SOFTWARE



Over the last 20 years, Donarius® has been continuously improved and refined from the comments and suggestions of over 900 happy customers making it **"Software Tailored for You!"**

That's why over 2,000 churches/ministries use it to track their members, contributions, pledges and more.

**Have it all:** >>> **functionality**  
>>> **great customer service**  
>>> **low cost**

★★★★★ (396 reviews)

4½ stars on Capterra

<b>Try Donarius® for 30 days!</b> Starting at \$63.97 for the base version	<b>Nuverb Systems, Inc.</b> www.donarius.com 1-888-479-4636
--	---

**DOWNLOAD YOUR FREE DEMO TODAY!**

a difference for His name. Hollywood has played a major role in shaping our current culture by controlling most of the media we experience today. We challenge you to stand up for Christ and share these heart-felt movies with your families, friends, communities and church to impact our world for Christ." It's everywhere: iPad, iPhone, Android, Roku, Chromecast, Amazon Fire TV and Apple TV.

### JellyTelly

[JellyTelly](#) is an online video and game network for families, developed by VeggieTales and "What's In the Bible?" creator Phil Vischer. As a faith-based alternative to other children's entertainment, JellyTelly provides

families with a safe place to learn and play online and help raise the next generation of Christians. JellyTelly hosts faith-based videos, games, and devotionals created and curated to entertain your children while teaching them about God and faith. JellyTelly provides a safe place for your kids to access worthwhile faith-based entertainment via desktop, mobile apps and Roku.

## BIBLE APPS

### YouVersion

If you haven't heard of [YouVersion](#), where have you been? Since its launch in 2008, Life Church's YouVersion has become the one-stop, go-to app for all things Bible: more translations than you can shake a stick at (seriously: more than 1,700!), videos, devotionals





To  
fully fulfill  
the Great  
Commission

**RESOURCES FOR  
CHURCH  
COMMUNICATORS**




Training  
Templates  
Strategy  
Resources  
Podcast

[www.effectivechurch.com.com](http://www.effectivechurch.com.com)

Delight  
**YOURSELF**  
in the Lord  
AND HE<sup>2</sup> WILL  
give you THE desires  
of your heart

Psalm 37:4

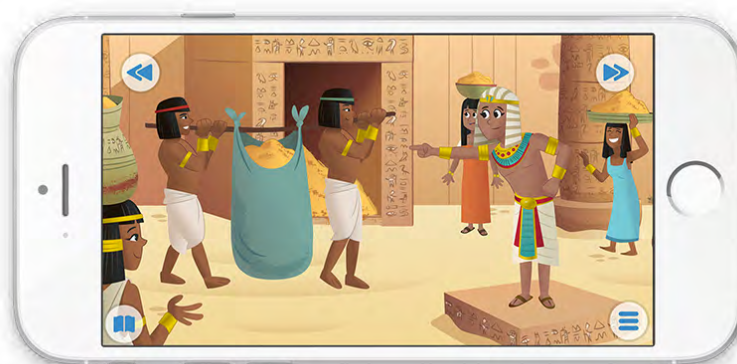
**thirtyseven4.com**

A leading provider of Windows, Mac and Android antivirus solutions

and customizable reading plans. This free app has seen eye-popping success, installed in 345 million devices worldwide. All platforms, all free.

### Children's version

[Bible App for Kids](#)? Um, YouVersion has that covered, too. For parents, the Bible App for Kids companion website offers free resources designed to complement the app, such as coloring pages, activity sheets and video episodes. It also has free resources for churches, such as the Bible App for Kids Curriculum, a complete two-year course for kids aged two through kindergarten that features video episodes and activities; original, license-free music; and leader guides and training videos.



### Not Just Words

[Not Just Words](#) is a thesaurus-ran Bible search app that helps you locate scriptures and verses within the Bible when you're having trouble. All you have to do is plug a few key words in the search tool and the app will point you in the right direction. *Price: Free!*

### SPIRITUAL FORMATION

#### Renovaré

Renovaré provides practical resources for cultivating a life—the “with-God” life—that makes us like Jesus from the inside out. Their motto is, “Training, not trying,” which underscores the possibilities of Christian maturity as learned behavior. This ministry is currently [web-based](#), with a [popular podcast](#) as well, and they are developing an app called “Dwell” for release later this year.

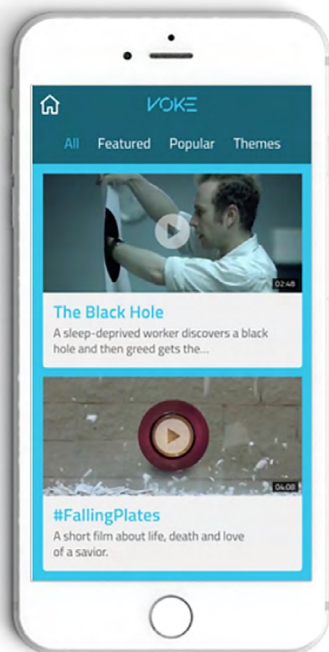


## Prayer Notebook

We all say to our friends, “I’ll pray for you” but it’s so easy to forget! Good intentions aside, there’s a way to remember all of the daily prayers you want to make: [Prayer Notebook](#) is an iPhone app that allows you to set daily reminders so you can make all the prayers you intend to. It also synchs with email and social media, so you can send a quick message telling a friend that you just finished praying for him or her. All prayers are password protected. Cost: \$1.99

## CHRIST-CENTERED SOCIAL MEDIA

### Voke



If you’re tired of the negativity and data-collection so common to the mega-social media sites, you might try going smaller with something like the [Voke app](#), a “a community of Christians inspiring hope and building deeper friendships through faith.”

Voke is a video and blog social media app, allowing you to share content

with friends (whether they are on Voke or not), and invite them into a larger conversation of faith. Their formula is: “(1) Share compelling videos, (2) Engage in deeper conversations, (3) Grow your faith through adventure.” **MT**

## BONUS!

Don’t forget all the great web properties available from the Outreach Media Group, parent company of [MinistryTech](#) and other great sites, like:

- **ChurchLeaders.com** - [ChurchLeaders.com](#) is dedicated to resourcing, informing and connecting a community of church leaders for greater Kingdom impact worldwide. You’ll find engaging articles from today’s leading voices in the church, fresh ideas, current news, free resources and a growing leader community, all geared toward helping you lead better.
- **SermonCentral.com** - [SermonCentral](#) is the world’s leader in sermon resources and research. We are dedicated to equipping pastors worldwide in excellence in preaching.
- **ChurchPlants.com** - [ChurchPlants.com](#) is dedicated to resourcing, informing and connecting a community of church planters for greater Kingdom impact worldwide. On ChurchPlants.com, you’ll find engaging articles from today’s leading voices in the church, fresh ideas, upcoming events, free resources and a growing church planter community, all geared toward helping you become more effective in your mission.
- **Outreach Magazine** - The vision of [Outreach Magazine](#) is to share stories of outreach, helping Christian leadership discover the ideas, innovations and resources that will equip them to advance the kingdom of God through the outreach efforts of the local church.
- **ChurchJobFinder.com** - [ChurchJobFinder.com](#) is the largest church job site for fresh ministry openings, pastor jobs and Christian positions.
- **FaithIt.com** - [FaithIt.com](#) exists to encourage you in your Christian faith and to help you encourage the faith of others by sharing great content that matters. At FaithIt you’ll find compelling videos about radical compassion, inspiring images to remind you of God’s scandalous grace, infographics, music and articles all geared to help you express your faith online.
- **ToSaveALife.com** - After releasing a movie in 2009, To Save a Life became an online community of over one million individuals facing mental health battles, struggles with addiction, suicide, sexual sin, relationships and shame.



# MY 12 GO TO APPS FOR WORSHIP LEADING

*Always on My Phone, Always Ready*

by Mike O'Brien

I ncreasingly, I find myself pulling my phone out before, during and after worship gatherings to use [apps for worship leaders](#). Here are 12 helpful apps that I am using consistently in worship ministry.

## 1. ESV Bible

As worship leaders, we need to keep the word of God close to us. The ESV is the version of the Bible my church uses, so I keep [this app](#) handy. This particular app is free, well designed and functional. Some traditions might discourage reading from a phone on the stage, but I have found that it's nice to have an illuminated screen and reading from a device models a great use of technology. Additionally, it models what real life might look like.

## 2. Strong's Concordance

Every word in the Bible has a foundation outside of English in either Greek or Hebrew. The [Strong's Concordance](#) is one standard for referencing the meaning behind each word. You can click on highlighted text for the original Hebrew or Greek. I find it helpful to reference the original language in both worship songwriting and scripture used in worship services.

## 3. Daily Office Lectionary

Many Anglican and Episcopal traditions use the Book of

Common Prayer to guide their daily devotions. If you are leading worship on a day outside of Sunday, you can open [this app](#) to find scriptures that millions of Christians around the world are already reading that day. Many times these scriptures align with themes already recognized in the current Christian calendar (Advent, Lent etc.).

For example, if I am leading worship in a small group I might employ the assigned scriptures this way.

## 4. Sunday Lectionary

The Sunday Lectionary app is the service order taken from the Book of Common Prayer. The previous app, Daily Office, is for daily devotion, whereas the Sunday Lectionary is for gathered worship.

When planning weekend services, I will often add the Psalm or Gospel readings from the Lectionary.

## 5. [FranPratt.com: Congregational Prayers and Responsive Readings](#)

My good friend Fran Pratt keeps an [ongoing blog](#) with prayers for corporate gatherings. Many of these litanies (congregational prayers) are in response to modern day events and can be incredibly helpful in giving the church voice for current events. You can copy and paste these prayers into presentation software so the congregation



can respond to the text in bold.

*NOTE: This is technically not an app, but a shortcut to a website. On the iPhone, you can save a website to the desktop by going to the website and clicking the icon that looks like [this](#).*

## 6. Wunderlist

[Wunderlist](#) is a popular “to-do list” app that I use to organize sermon notes, song lyric ideas, and make quick reminders. I have folders called “worship song ideas,” “lyric ideas” and “2018 goals.” Sometimes I just need to make a quick note after talking with a volunteer; this app is super user-friendly and customizable.

## 7. CCLI Top 100

No longer as relevant as it was 10 years ago, the [CCLI top 100](#) list of most “popular” worship songs as reported by churches MIGHT give you an idea for a song in a pinch. Keep this list handy for reference.

## 8. Worshipteam.com

My favorite administrative tool in my role as a worship leader is [worshipteam.com](#). It is geared for musicians exclusively and works wonderfully for planning sets and finding songs.

## 9. Planning Center Online

Many houses of worship use [Planning Center Online](#) to oversee their volunteer systems. Although I prefer [worshipteam.com](#) to Planning Center for worship, I keep this app handy when I am a guest in other churches that use this popular system.

## 10. Boss Tuner

[The Boss](#) is my favorite tuning app because it looks just like the pedal tuner I have been using for years. It is very basic. Many times you might be handing this app to a newbie violin or mandolin player that does not have his or her own tuner. It’s quick and easy.

## 11. iMaschine 2

This is a highly customizable [beat making app](#) that I use primarily for songwriting. It’s nice to have a beat looping as you craft lyrics and strum chords. You can also use this app to create beats for your drummer to utilize during rehearsal. If a drummer struggles to play with a click, they might do better playing with a more developed beat.

## 12. US Department of Transportation Musical Instrument Guidelines

If like me, you travel via airplane on occasion, I have found it helpful to have the new law regarding instruments from the FAA handy. It used to be that if you wanted to carry on an instrument on a plane you were at the mercy of the flight attendants to allow you to store it in available space. Now there is a law that requires the staff to treat your instrument with the SAME standards as any other piece of luggage. In other words, if there is room for it in the overhead bins they cannot force you to gate check it. I have shown this web link to several airline employees to inform them on [this rule](#). **MT**

---

**Mike O'Brien** holds a B.A. in Music from Kennesaw State University and a Master of Worship Studies from the Robert E. Webber Institute for Worship Studies. He has worked as a producer, engineer and mixer at Lucko Sound Studio, and with a collective of 25+ musicians called Poured Out Like Wine. Together, they produced seven albums with over 15 published songs with Vineyard Worship USA. He lives in Atlanta GA with his wife, Susan, and son, Ezekiel. You can reach Mike at [vineband@hotmail.com](mailto:vineband@hotmail.com).



*Mike's ability to break down complex ideas into memorable phrases and move-forward practices is second-to-none. I wholeheartedly recommend that you have Mike in to work with you, your musicians, and your techs. You won't regret it; he carries the heart of worship deep within him — and it spills out everywhere.”*

— Dan Wilt

[www.themikeo.com](http://www.themikeo.com)

A close-up photograph of a person's hands holding a rose-gold smartphone. The person is wearing a blue sweater. In the background, a laptop keyboard and a spiral notebook are visible, slightly out of focus.

# SMART PHONES, SOCIAL MEDIA AND **DISTRACTED** MINISTRY

*Tech, Yes—But Also Ministry*

by Ed Cyzewski

**D**istracted from a mind filled with thoughts is one of the greatest obstacles to spiritual formation according to most Christians I've heard from in the past few years. This comes as no surprise since we are immersed in a distraction-rich ecosystem.

If our [smartphones](#) and other digital devices leave us feeling distracted and a bit at the mercy of their content, what is driving that distraction?

I would argue that, in part, our consumer economy that relies on social media for entertainment and church attendance couldn't be overlooked as a factor in filling our minds with thoughts. Some estimates say the average person is exposed to 10,000 advertising messages per day.

In other words, we can't even process how many ads we're seeing and hearing.

Adding to the complexity of our advertisement-driven economy, these ads are often selling us the comfort, status and efficiency that we either crave or try hard to resist. These ads are appealing and tap into real needs and desires that may or may not be good for us.

The pursuit of comfort and the use of elegant interruptions are detrimental to the flourishing of Christian spirituality because they distract us

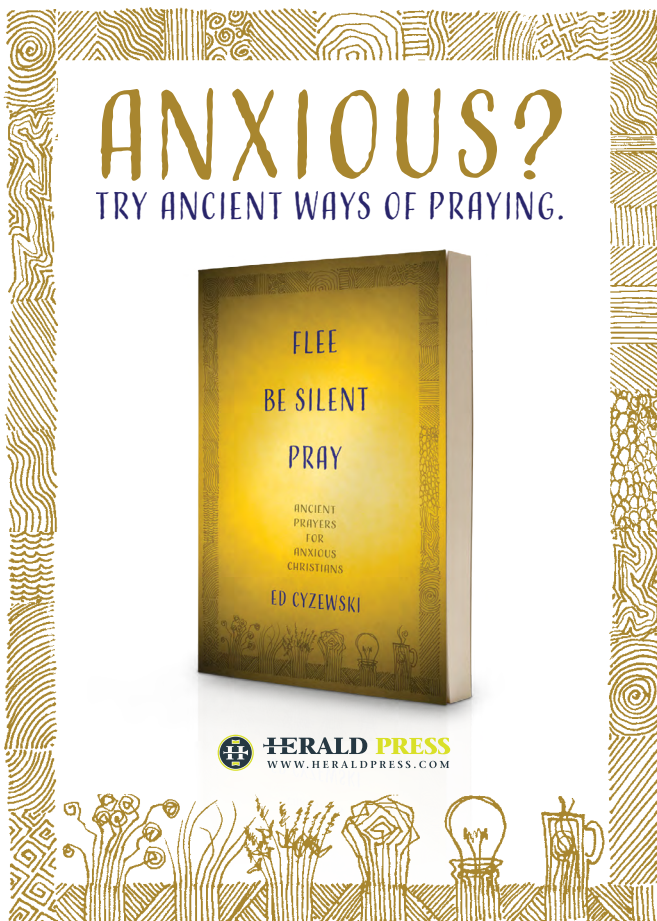
and can even give way to a resignation. We may accept that the distractions and diversions of our smartphones and other screens must be accepted at face value.

What can we do about [distraction](#)? We may well feel helpless as advertisements distract us while pushing and pulling us toward the latest product or lifestyle.

In 1983, the journal "ETC: A Review of General Semantics" published an interview with French philosopher and devout Christian Jacques Ellul about the role of technology in society and the wider trend of efficiency and manipulation. Ellul shared his concerns about advertising:

"Advertising has now created a new type of man . . . *Publicite* is one of the ways to shape a new mentality for modern man. It has succeeded in making modern man into a consumer and has pushed him to take advantage of consuming. And now, advertising has shaped a conformist man . . . a man who is more into pleasure. He is a lot less worried about his work, more worried about consuming than living the agreeable part of life . . . I think for this reason we find ourselves in a society which more and more tries to strip the individual of his responsibility. And it seems that we are in a completely different world compared to





other societies. And being in the presence of such complicated phenomena, we do not have the impression of being able to do much.”

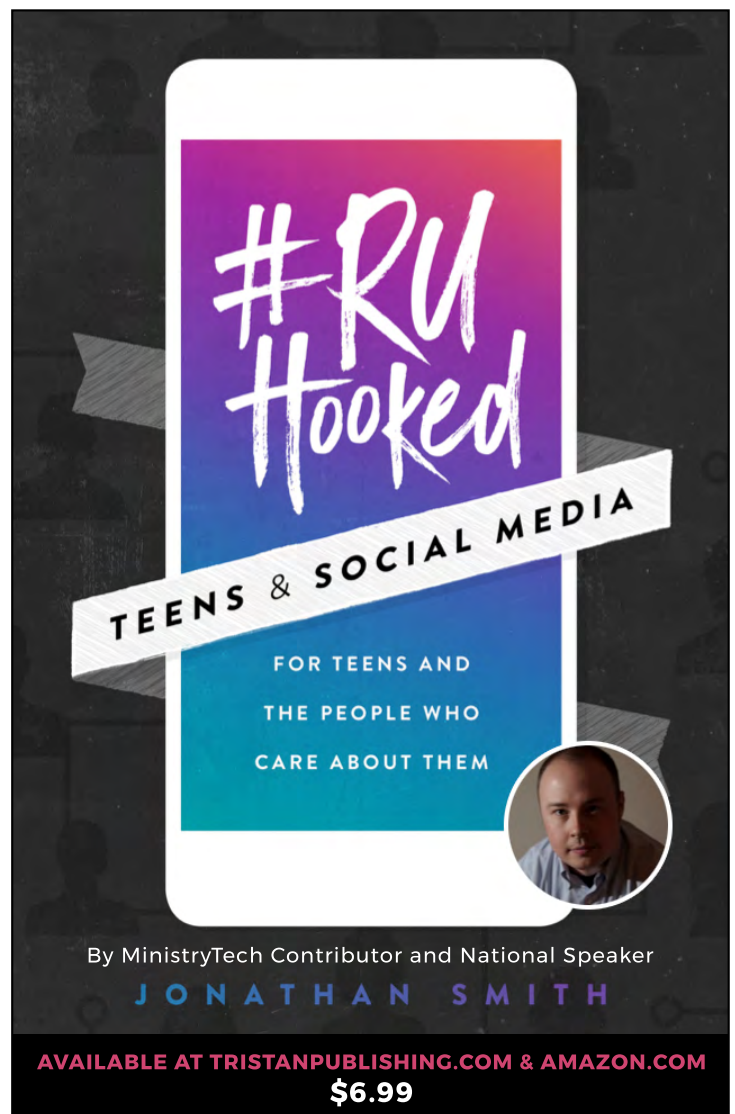
This creation of a society that conforms to the demands of advertising and resigns itself to accepting the distractions can feel hopeless. How can spirituality thrive when there is a daily avalanche of offerings that demand a reaction and push us toward action?

While some may prefer drastic measures, most of us will benefit from a commitment to become the kinds of people who can sit in silence and intentionally move away from our screens for set periods of time.

Even two minutes of intentional silence (heck, use a timer if you want) can help us get our bearings and lay the foundation for a habit of daily silence.

Give yourself a bit of silence in the car on the way home from work or the store and then work on expanding the time a little bit each week.

Learn what it feels like to be free from the noise and appealing colors of your screens so that you can be fully present for God. Over time you’ll get a better handle on what it feels like to be present in the moment rather than at the mercy of technology.



## SOME NEXT STEPS...

If you’re ready to remove some of the prompts to use your smartphone more frequently, consider this [list of changes you can make to your phone via the Center for Humane Technology](#).

As you remove these prompts and make more space in your life for prayer, consider new prompts you can create for prayer. For instance, you could take a few minutes to write down some thoughts about the previous day each morning and use those as a prompt for prayer. Or you could read the [morning office](#) and seek a word from scripture to carry with you throughout the day.<sup>MT</sup>



**Ed Cyzewski** is the author of *Flee, Be Silent, Pray: Ancient Prayers for Anxious Christians* and other books. He is the editor of [Executive Pastor Briefing](#) and writes weekly at [www.edcyzewski.com](http://www.edcyzewski.com).



# FOUR ESSENTIAL QUESTIONS FOR **EFFECTIVE SOCIAL MEDIA**

*What Every Ministry  
Should Get Right*

**by Joel Schaap**

**W**e have all stalked that church on Facebook, Instagram or Twitter. You know the one I mean. The mega church with the huge media budget that posts such amazing pictures and resources that our brains spin with digital jealousy. Their website is perfect. Their Instagram feed is a Who's Who of famous speakers passionately preaching to a raving audience. Their stage lighting was borrowed to light up a local Coldplay concert.

They pop up on our social feeds and trigger deep longings in us to be just like them.

Well I have good news—you can be! I'm betting it's safe to assume you don't have millions of dollars in your budget to make yourselves look like that church. Even without that budget, you really only need the answers to four basic questions about how your church will [communicate on social media](#).

## **1. WHY ARE YOU DOING THIS?**

The first step is to understand why you want a social media presence. If your reasoning is even remotely “because everyone thinks we should,”

your platform will operate below its potential. Understanding the *why* helps frame the content you post. For example, if your church wants to use social media to [reinforce the Sunday sermon](#) throughout the week, you will post much differently than if your goal is to notify parents of junior-highers what the youth pastor's latest crazy game idea is. Understanding the *why* helps you make faster decisions on the *what* to post.

## **2. HOW WILL YOU TALK?**

Every church has a unique voice. Embrace it! I often find the best way to understand a church's voice is to discover the style in which the church speaks. How is the speaker typically dressed? Is the message presented from sticky notes, or memorized word for word? What needs are emphasized? Is it formal or casual? Humorous or serious?

Each answer is a clue to how you talk. If the way you talk on social media is the opposite of how your church speaks in real life, it's not going to translate correctly to those attending your church.



### 3. WHAT IS YOUR END GOAL?

Often the allure of social media is that you have a somewhat captive audience. People will see whatever you post, so let's post everything! This is actually worse than posting nothing at all.

Each post should have only one goal. A good way for me to remember the end goal is to ask myself: And then what happens? Am I going for a laugh? Do I want them to take action? Where do you want them to go next after they see this Instagram post?

### 4. WHERE DO YOU BEGIN?

While there are many ways to answer this, a good rule of thumb is consistency in content creation. No matter how you start, every social media account should have a similar feel. They may have different expressions—like the children's ministry featuring things differently than the college ministry—but all should have consistency in tone and design. All copy, every single bio and contact information, as well as the dates of events should have the same basic formatting and color scheme. Every platform should feel similar.

Think of every Starbucks store there is. The layout varies from shop to shop, but the branding, ton and atmosphere are nearly identical anywhere in the world. Every social media account for every department at your church needs to smell similar.

A great [social media presence](#) is more than possible for your church! It may be tempting



**You want the freedom to**

- ... reach out
- ... minister to people
- ... create fellowship
- ... contribute to your community

**PowerChurch Plus was created for just that!**

<b>Membership</b>	<p>We provide you with the tools to increase administrative efficiency and streamline accounting tasks, freeing you up to perform the work that matters.</p> <hr/> <p><b>Install on your PC or network, or access online.</b> <b>Choose which fits your needs.</b></p> <hr/> <p><b>POWERCHURCH PLUS</b></p> <p><i>We provide software tools, freeing you up to fulfill your mission.</i></p>
<b>Accounting</b>	
<b>Contributions</b>	
<b>Events Calendar</b>	
<b>Check In</b>	
<b>Completely Integrated</b>	

**www.PowerChurch.com • 800.486.1800**

to try to imitate every other church on social media, but just like David wearing King Saul's armor, it's not going to be a good fit! Understand your unique and God-given role in the community, and then be yourself!

You got this! **MT**



#### **About Joel Schaap:**

*Most churches struggle to talk about what they do in a clear and engaging way. Joel loves helping churches and nonprofits tell their stories in ways that are memorable and create a buzz. Contact Joel if you have questions on focusing your message. This article by Joel [originally appeared at Churchjuice](#), and is used by their kind permission.*

# SHARE MinistryTech

This PDF magazine is uniquely targeted to serve and encourage people who work and volunteer at the intersection of ministry and technology—that's a specialized group of people. Share this **FREE issue** today!

SHARE ON FB ►

SHARE ON TWITTER ►

SHARE ON LINKEDIN ►



## DON'T MISS THESE IMPORTANT ARTICLES ON **MINISTRYTECH.COM**:



THE BEST FREE RECORDING ADVICE  
MONEY CAN BUY



ARE YOU AN "IT" PRO?  
MAYBE MINISTRY'S FOR YOU



IS YOUR TECHNOLOGY DESTROYING  
YOUR VOLUNTEER MINISTRY?

## CATCH UP ON BACK ISSUES



LIKE US ON  
**facebook**