

TOP TEN TIPS FOR ENHANCING YOUR COMMUNICATION IN THE COVID ERA

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walkingthetext.com

1

GIVE 80/20 ATTENTION.

If people are present, spend 80% of your time speaking to them, and 20% of the time looking at the camera (to engage the online crowd). People online expect you to spend more time with those in attendance than with them. It's awkward for those in the room if you're spending 50-80% of your time looking at the camera. Furthermore, you'll be more comfortable spending more time speaking to those in attendance than those online.

“PEOPLE ONLINE EXPECT YOU TO SPEND MORE TIME WITH THOSE IN ATTENDANCE THAN WITH THEM.”

2

ELEVATE YOUR ENERGY 2 NOTCHES.

Whatever your normal energy level is, bump it up. You're probably not as energetic as you think you are. Energy and passion are contagious and transferable. They keep people engaged.

"YOU'RE PROBABLY NOT AS ENERGETIC AS YOU THINK YOU ARE."

3

ABRIDGE YOUR SERMON AND OVERALL SERVICE.

Focus on having better content over a shorter period of time than mediocre content over a longer period of time. If the content is solid, people will stay with you. If the content isn't solid, they'll struggle to stay connected. Overall, your service should be shorter than what it has been in the past.

“OVERALL, YOUR SERVICE SHOULD BE SHORTER THAN WHAT IT HAS BEEN IN THE PAST.”

4

BE AS VISUAL AS POSSIBLE.

Technology is a blessing and a curse. When people are on technology, they're used to watching YouTube or being on social media. Those are visual and entertainment platforms. The medium puts them into a certain mindset. So be sure to balance your content with visuals as well as fantastic stories.

"PEOPLE ARE USED TO WATCHING YOUTUBE OR BEING ON SOCIAL MEDIA."

5

CLEARLY CALL YOUR PEOPLE TO ACTION.

What do you want them to do with what you've presented? Give them specific calls to action. Give families a question or two to ponder over lunch. Etc.

6

CONSIDER CHANGING THE ENVIRONMENT.

Shrink the environment. Make it more intimate. Give it a different feel. Change locations. This recommendation is for those who are only online.

7

PRODUCE IT AS WELL AS YOU CAN.

Get a good mic. Get good lighting. And the video will be greatly enhanced. (Click video below to watch)



8

DON'T MAKE SIGNIFICANT DECISIONS ON BAD DATA.

Carey Nieuwhof has been extremely helpful in this season providing helpful leadership advice and accurate data on how COVID is affecting church trends. I'd recommend signing up for his updates at careynieuwhof.com.

POLL YOUR PEOPLE.

Request feedback from your audience. Do a Survey Monkey. Ask them what ideas they have on how the experience could be better. Sometimes we try to figure out all the variables, and it's going to be different based on where you're at and what your community is like.



[surveymonkey.com](https://www.surveymonkey.com)

10

MAKE THE MOST OF THIS SEASON.

Everybody knows it's a challenging time. Embrace it. Talk about how you're going to look back on this season with novelty. Celebrate the technology. Be positive.

"EMBRACE IT."

RECAP:

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2. ELEVATE YOUR ENERGY 2 NOTCHES
3. ABRIDGE YOUR SERMON AND OVERALL SERVICE.
4. BE AS VISUAL AS POSSIBLE.
5. CLEARLY CALL YOUR PEOPLE TO ACTION.
6. CONSIDER CHANGING THE ENVIRONMENT.
7. PRODUCE IT AS WELL AS YOU CAN.
8. DON'T MAKE SIGNIFICANT DECISIONS ON BAD DATA.
9. POLL YOUR PEOPLE.
10. MAKE THE MOST OF THIS SEASON.