



Media and Missions

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Introduction: The goal of this session is to highlight the importance of media in ministry. During our time together, we will explore some tools needed to create and manage an active podcast. After all we all love to talk! I encourage you to grab your phone and follow the steps as we work together. We will use tools such as Canva, Facebook, and the Podbean platform. There are many options available these are just a few.

We all have a message and a commandment to reach the world with the gospel. A podcast is a powerful tool to accomplish this, especially when paired with social media platforms. Also, in learning how to use these tools you will be able to transform your church bulletins, create powerful displays for your message, create your own tracts, make t-shirts, and so much more!

I will not be providing a step-by-step guide on how to create, publish, and host a podcast. I am only giving a path to build upon. However this approach is among the easiest, though it is not the only method. My goal is to offer snapshots of media tools that you can build upon later. Feel free to call or text me if you want to discuss these tools further. Along with learning how to publish the podcast you will also begin learning how to use these other tools. Paid versions of each tool are also available. But we all like free!

Win win.

Step 1: Idea - Missions Letters to Home

Having a subject is the first step. It can be Bible-based and vary in length. What is your passion? Is it helping marriages, families, raising kids, or Old Testament Survey? Who do you want to reach? I view podcasts as conversations over coffee. If you were meeting a friend for a cup of coffee, what would you discuss? That casual format works well for a podcast. Years ago, a spiritual advisor told me that every person in ministry needed a blog—back when blogs were the latest trend. Today, podcasts have taken that role. The advantage of podcasts is that you don't need to focus on perfect grammar—just speak and publish. Keep it simple; you can either spend days preparing a podcast or simply pull out your phone and start recording. Or upload your

sermons! For this exercise together however, just pick anything for a subject. You will need a title for the podcast for today's exercise.

Step 2: Gmail/Email

[gmail.com](mailto:)

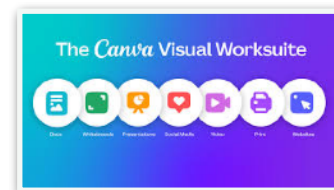
faithinmissionspodcast@gmail.com

You will need a Gmail /email address to set up and access free tools.

Step 3: Canva

www.canva.com

Canva is a simple and free tool, or you can opt for the \$15 a month version for a comprehensive pro collection of tools. Note that the images with crowns are part of the paid version.



Step 4 Podbean

podbean.com



Currently free, easy to use, and effective for podcasting, you can record with only your phone making it easy or put together a full podcast studio. But keep it simple and you will be more likely to keep it going.

Step 5: Facebook Page

A critical tool to reach others with your message. Use this link to learn how. A Page is not your personal profile but it is a unique area inside Facebook



for a specific subject. Invite friends and have them follow along. Every church needs ones and every leader needs to know how to use it. Not knowing how is not a reason to not know. I promise you that learning how to best use your Facebook page you will grow your reach.

Remember that our reach is with the goal of getting the gospel to others.

Step 6: Boosted posts

These can be simple or complex, depending on how much you want to learn. I'll show you the basics.

<https://www.facebook.com/business/learn/courses> here you can learn for free how to use Facebook to reach others.

Step 7: Grow Your Audience

When you boost or run a Facebook ad, follow up with the likes and comments to build relationships.

Use Qr codes with qrmonkey.com. Create business cards with Canva and have them printed.

Let's try!

(Create one now)

Step 8: Maintain Your Audience

Keep your podcast going. You can record during your drive to church and add video to expand your reach via YouTube. Schedule a time and be consistent.

Step 9: Build on These Skills

Our time together is short, so continue learning. Just because you don't know something now doesn't mean you can't learn it.

In closing,

I want to emphasize the incredible opportunity that media tools like podcasts offer in reaching others with the gospel. Once your podcasts are live, they become available at any time, providing

a platform for your message to be heard by people around the world, whenever, wherever they need it. This accessibility is a powerful advantage of modern media. Where else, how else can we reach the entire world for free or for very little. Maybe you know another language, you can record in that language (YouTube as well) and boost your Facebook post to another part of the world! I do this now in Macedonia creating conversations.

Let me share a story to illustrate this point. There was a missionary who, during his time in the Africa, wrote numerous booklets on various aspects of Theology. His hope was that these booklets would outlast him and continue to minister to people long after he was gone. Indeed, these booklets have had a lasting impact, reaching many individuals who never had the chance to meet him in person.

In a similar way, your podcasts can serve as a lasting testament to your ministry. They have the potential to reach and touch lives long into the future, just as the missionary's booklets did. I encourage you to use these tools to share your message of hope and salvation. The world needs your voice, and with podcasts, you have the opportunity to make that voice heard far and wide.

Remember, every podcast you create is a step towards expanding your reach and making a lasting impact. Don't hesitate to use these resources and continue learning. The effort you put into creating and sharing your podcast will be an investment in the lives of others and in the furtherance of the gospel.

<https://podcasters.spotify.com/pod/show/crumbsfromgodsword/message>

Thank you for your time today, and I look forward to hearing how you will use these tools to spread the message of Jesus Christ.

Here is a podcast I did a while ago. Honestly I wish I kept it going. But it's all still there even though I am not active with it. People are still finding it and hearing the devotional thoughts I had when I recorded it.

