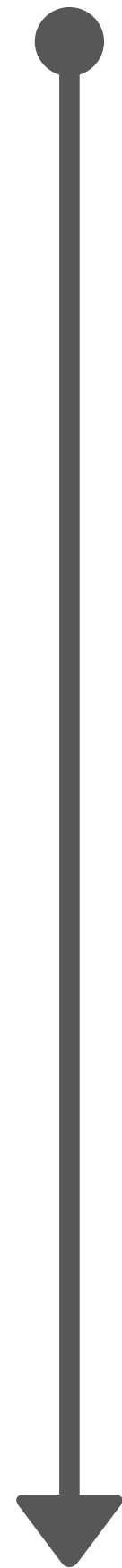


Online Content Strategy

FIND
BUILDING AUDIENCE



PRE-SCHOOL

-Youtube Kids

-Parenting Anywhere

-Weekend Services

-Orange Fam Min Strategy

FAMILY DATABASE

- Orange year at a glance
- Email list/ Facbeook Group
- Continues for Parents through High School

KIDS

-Youtube Let's Play (Gaming)

-Youtube Vlogs

-Parenting Anywhere

-Weekend Service

-Orange Fam Min Strategy

COMMUNITY

- Discord
- Orange year at a glance
- Email list/ Facbeook Group
- Continues for Parents through High School

STUDENTS

-Youtube Gaming

-Twitch Live Stream
-TikTok
- Insta

-YouTube Vlog

-Youtube Devos

-Parenting Anywhere

-Weekend Services

-Orange Fam Min Strategy

COMMUNITY

- Discord
- Small Groups/Facebook Groups
- Online to Offline: Micro-Sites

LOWER MILLENIALS & GEN Z

-Becoming 30 Podcast/Youtube

- Parenting Anywhere
-Vlogs:
-Meet the Sansom's
-Patrick Vlog

-Weekend Service Viewer

-Jesus Anywhere
-Church Anywhere FB/INSTA

-Church Anywhere Website

-Repurposed Content

-YouTube Devos

-Weekend Service Engager

-Orange Family Min Strategy

COMMUNITY

- Small Groups/Facebook Groups
- Online to Offline: Micro-Sites
- Family Database

UPPER MILLENIALS & GEN X +

-Youtube: Hard Topics

- Parenting Anywhere
-Weekend Services Watcher

-Vlog:
-Meet the Sansom's

-Jesus Anywhere
-Church Anywhere FB/INSTA

-Church Anywhere Website

-Repurposed Content

-Weekend Services Engager

-Orange Family Min Strategy

 HITS EVERY DEMOGRAPHIC

 ONLY KIDS/STUDENTS

 ONLY STUDENTS/MILLENIALS

 ONLY MILLENIALS/GEN X +

 ONLY SPECIFIC DEMOGRAPHIC

Online Community Strategy

FAMILY DATABASE

- Orange Strategy
- 0-18 discipleship strategy
- Year at a glance
- Quarterly Encouragement Videos
- Email List (Database)
- Parenting Anywhere Facebook Group

KIDS & STUDENT COMMUNITY

- Discord
- Top of funnel audience
- Main Discussion Forum
 - Sports Forum
 - Gaming Forum
 - Prayer Forum
 - Small Group Studies
- Youtube
 - Challenges
 - Community Tab
 - Live Q&A, Worship, Prayer, etc.
- Orange Strategy (See Family Database Strategy)

STUDENT & LOW MIL COMMUNITY

- Discord
- Top of funnel audience
- Main Discussion Forum
 - Sports Forum
 - Gaming Forum
 - Prayer Forum
 - Small Group Studies
- Youtube
 - Challenges
 - Community Tab
 - Live Q&A, Worship, Prayer, etc.
- Orange Strategy (See Family Database Strategy)
- Facebook Groups (see Gen X Strategy)
- Micro-Site Strategy
- Online Classes (Rooted, Starting Point, Others)

UPPER MIL & GEN X COMMUNITY

- Facebook Groups
 - Church Anywhere
 - Live prayer
 - Live worship
 - Repurposed Content with Action Step
 - Niche Groups
 - Jesus Anywhere
 - Parenting Anywhere
 - Funnel from Family Database
 - Prayer Anywhere
- Micro-Site Strategy
 - Use Kids Content During Live Experiences
- Online Classes (Rooted, Starting Point, Others)

Helping People FOLLOW

BUILDING CHRIST CENTERED COMMUNITY