

God for All Digital Strategy Summary

Flourishing



Follow Daily
Care Deeply
Speak Boldly
Tread Gently



Hope



Realism



Bold

 Follow Daily

 Speak Boldly

 Care Deeply

 Tread Gently

Introduction

The God for All vision is about seeing churches flourish across Cumbria. We do this by supporting and equipping our Mission Communities to faithfully improvise around the four God for All values in their own contexts - Following Daily, Speaking Boldly, Caring Deeply and Treading Gently.

At a county level, there are seven components to the God for All strategy, which focus on how best to support and equip Mission Communities within specific spheres of action. One of these is the Digital Strategy, helping the Church to engage more effectively in the digital environment.

'...helping the Church to engage more effectively in the digital environment....'

Aims of the Digital Strategy

- Enable Mission Communities to make the most of digital opportunities for discipleship, pastoral care, evangelism and environmentalism.
- Equip Mission Communities and the churches within them to select appropriate digital approaches and tools, according to their specific contexts.



What we want to see

- Digital mainstreamed, and included at every level of strategy, both centrally in Mission Communities.
- More people are equipped and empowered to take on digital roles.
- Mission Communities and all expressions of church are able to produce engaging and relevant social media content.
- Clergy and other leaders are able to access recommendations and guidance to make the most of digital tools as part of pastoral care, evangelism and discipleship. They are clear on the regulations around online safeguarding and data protection.
- Young people are represented by and involved in the digital activity of their expression of church.
- A culture of digital innovation is created in Cumbria.

'... A culture of digital innovation is created in Cumbria....'



How we want to do it

- Support Mission Communities to include digital as an integrated part of their overall strategies.
- Include Digital as a core part of central strategic planning and funding bids.
- Include Digital skills as a core module for those completing accredited lay training.
- Teach Digital skills as part of Anglican curate tuition.
- Enable Curates and Ordinands to receive focused digital support as a priority group.
- Create a new 'Digital Champions Network' chaired by the God for All Digital Support Enabler
- Produce a sermon series outline and supporting materials on digital.
- Deliver training sessions, covering social media for beginners, social media for improvers, and finding your voice online, and provide guidance to clergy to help them maintain oversight of digital output.
- Launch a content library, with contributions from across the county. It should serve as a useful supplement to church and Mission Communities' own content.

'Support Mission Communities to include digital as an integrated part of their overall strategies.'



How we want to do it (cont'd)

- Produce a 'content camp' resource, guiding social media managers through creating and scheduling a month's worth of social media posts.
- Produce guidance and recommendations to help clergy and other leaders make the most of digital tools as part of pastoral care and discipleship.
- Where possible, the recommendation to churches and Mission Communities, as well as for central Mission Community Support Team, is to 'aim younger' when posting online. This means ensuring that websites and social media content show young people where possible, that social media content is created with young people in-mind, and that we include young people in social media and digital roles as a priority. A piece of work will be undertaken by The God for All Digital Support Enabler, with input from the Growing Younger Enabler looking at ways to ensure that this can happen across Mission Communities.
- Create a digital innovation fund for Mission Communities and the expressions of church to apply for funding for new digital projects

'...help clergy and other leaders make the most of digital tools as part of pastoral care and discipleship...'

