



# LEAD Conference 2024

**What Does Digital Ministry  
Success Look Like?**



- 2024 -  
ANNUAL COUNCIL



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# Digital Competition

- Apple, Meta, TikTok, Microsoft, etc...
  - Trillions in revenue
  - Dedicated teams
  - Social media influencers
  - Outrageous clickbait
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- How are we supposed to compete?





# Positive Digital Presence

- First impressions matter
- Outdated and inconsistent platforms harm our ministries
- Unified branding and seamless experience
- Trust, professionalism, and accessibility
- Focus on digital architecture first then on content





## Challenge of AI

- AI is everywhere
- AI will disrupt the world as more than smartphones
- Reality: AI is replacing critical thinking, tasks...
  - Including PARTS of Ministry
- “Ambassadors of Christ” 2<sup>nd</sup> Cor.
- “He makes His appeal through us” 2<sup>nd</sup> Cor.
- We should be careful not to replace ourselves in frontline ministry.





# Relationships NOT Clicks/Views

- We need to be present in the marketplace of ideas
- People are searching like never before
- We need to proclaim the Gospel where people are
- BUT unlike the world, which views views, impressions, and likes as measures of success
- Success = relationships that build the local church





# Relationships = Collaboration

- Digital ministry can be detached
- It's easier to work alone
- All levels working together
- We need systems that promote the transfer of digital interests from each level to the local church





## Conclusion

- Digital competition is fierce
- A positive digital presence is essential
- We should leverage AI but be sure we don't replace ourselves with it
- Relationships should be the focus of our online efforts
- We need to work together and create systems to help people find Christian fellowship in local churches

