

# Media For Christian Ministries Workshop

## The Great Digital Commission

In order to reach out to today's parishioner, disciples, and seekers church leaders must understand how to utilize social media and technology. The Digital Media for Christian Ministries program helps church leaders in this smartphone-dominated digital age get an understanding of how digital and social media works and how it can be used to reach, connect, and minister effectively. The program for Christian leaders helps to develop the basic skills crucial to reaching out by enhancing their ability to use online tools for digital storytelling, discipling and ministry.

## Who Benefits

The program is designed for Christian leaders, Church media teams and evangelists. This program is an intense, individual based program that will work directly with participants. Cohort is limited to 24.

The program utilizes a virtual and physical classroom and will be led by staff that are experts in digital media, digital church programming, and online discipleship. Although the program is delivered virtually, Star University will have teaching assistants available at the physical learning hub in Abuja. The hub may be utilized by participating ministers for class attendance, face-to-face physical group activities or just to access the Internet.

*Learn digital tools to create original content and share the the gospel where people are.....Online.*

**Day 1**  
Principles of Video  
Production & Storytelling

**Day 2**  
Production & Post  
production

**Day 3**  
Social Media for Ministry

**Day 4**  
21st Century Christian  
Ministry (digital discipleship)

Certificate program is accredited by  
OBPVs in the United States and may  
apply toward university degree  
credit.



## Digital Media & Discipleship

Work with senior level Christian leaders in practical exercises; engage with global digital disciple-makers and mobile media experts from Africa, Europe and the U.S.A.



## Global Resources & Network

Downloadable and interactive resources for ministry and discipleship, relevant for biblical studies as well as Online ministry and discipleship. Access to other ministries that are successfully using media to minister.



## Practical Skills

Mobile video production; post-production techniques; fundamentals of social media communications; social media goals ( KPIs ) ; organize ministry resources & teaching material for social media; create digital groups

Star University is licensed in the state of Oklahoma by the Oklahoma Board of Private Vocational Schools. Our faculty and staff are nationally and internationally recognized leaders in their fields working together together to provide an outstanding learning environment. The wide range of backgrounds brings varying experiences, views, and approaches to the learning experience.



Star University  
215 State Street  
Muskogee, OK 74401



(539) 302-7508



www.staruniversity.org  
info@staruniversity.org

**Over 8 Million  
Followers  
On Social Media Platforms**

## Program Faculty



**Dr. Andrew Sikora**



**Pastor Steven Earp**

# Media For Christian Ministries

## The Great Digital Commission

Christians often view Christ's final instructions to His followers - The Great Commission - as something fulfilled primarily by missionaries working on foreign soil and directed toward those who have never heard the Gospel. While such a missionary endeavor is certainly an essential element of His imperative to the church, it is not the only aspect of Christ's command. The Great Commission applies equally to the education and training by the local church of its own members. More specifically, if the church is not successful in fulfilling the Great Commission with its own youth, it has not met one of its primary areas of responsibility. However, we cannot expect leaders to do this alone. Acts 13:1-3; 15:22-23 of the New Testament shows that leadership is a team effort. Today, in many parts of Africa, disciples don't have access to local churches or places where Christians can meet. The global pandemic has shut churches and limited community gatherings; however, social media is changing how African ministers can share the gospel. Star University has established a special curriculum and learning centers in Nigeria and Kenya to help bring digital technology to African ministers.

### Knowledge Indicators

#### Outcome

- Knowledge of digital mobile hardware, and applications
- Demonstration of performance-based knowledge of effective digital storytelling
- Knowledge of the best practices in using online tools to capture attention of targeted audiences
- Understanding of Internet security and safety
- Understanding of online group communication, and collaboration
- Comprehension of social media analytics
- Knowledge of utilizing advanced techniques on online platforms that enhance content distribution

#### Impact

- Ministers are able to use digital and social media tools to grow create content or communication platforms that resonate with their ministries
- Ministers have active online groups
- Ministers are able to have active and positive social groups

### Behavioral Indicators

#### Outcome

Ministers who acquire new digital skills will share their skills with other members of the ministry using new technology in the process of knowledge transfer

#### Impact

Ministers utilize digital and social media tools as part of their everyday ministries

### Skill Indicators

#### Outcome

- Use SMART phone for social media content production
- Basic skills in online editing software
- Basic skills in designing graphic posts
- Applying best practices for online to offline discipleship
- working knowledge of online discipleship tools
- Applying advanced techniques to enhance content distribution

#### Impact

Ministers are able to actively use digital and social media tools to grow their ministries

### Attitudinal Indicators




#### Outcome

Appreciation for digital tools as a means of communicating with disciples and future disciples

#### Impact

- Using digital tools to share the gospel
- Using digital tools to create original content to share the the gospel in local languages



-  +1 (539) 302-7508
-  [www.staruniversity.org](http://www.staruniversity.org)  
[info@staruniversity.org](mailto:info@staruniversity.org)
-  [www.facebook.com/staruniversity.org](http://www.facebook.com/staruniversity.org)
-  [www.facebook.com/StarUNigeria](http://www.facebook.com/StarUNigeria)
-  [www.facebook.com/CenterGlobalMinistries](http://www.facebook.com/CenterGlobalMinistries)