



CENTER FOR ONLINE
EVANGELISM

Online Missionary School

Syllabus



ABOUT

The Center for Online Evangelism's Online Missionary Course was designed to help individuals serve God more effectively online. The hope is to provide a step-by-step guide on how to launch a ministry platform online and how to follow up with people who are blessed by the content created.

The school is starting with has four courses:

Option 1 - Launch a Small-Group Ministry

Option 2: Launch a YouTube Ministry

Option 3: Launch a Podcast Ministry

Option 4: Launch a Blog Ministry

This syllabus provides an overview of what will be covered in each session of the course you select.

By the end of the course, you should be able to set up your online ministry.

Objectives

By the end of the option course you choose, you should be able to:

1. Identify and understand your target audience
2. Set up your own online ministry and create relevant content
3. Use your social media presence effectively for greater reach
4. Build an interactive community with your online followers

Option 1: Online Small Groups for Ministry

Session 1 - Foundations of Launching an Online Small Group Ministry

- Why start an Online Small Group?
- Knowing your audience

Session 2 - Planning and Outlining

- Setting Goals
- Exploring Video Conferencing Platforms
- Finding Topics
- Designing your session format

Session 3 - Launching your small group

- How to have an interactive session
- How to lead your session

Session 4 - Follow Up

- Introducing attendees to a face-to-face community
- Building relationships after the session ends
- Evaluating and Redesign

Session 5 - Live Session

Reading Assignment: *Gospel Workers* by Ellen. G. White

Option 2: YouTube for Ministry

Session 1 - Foundations of Launching a YouTube Ministry

- Why YouTube?
- Knowing your audience
- Creating a Follow Up Strategy
- Creating a Distribution Strategy

Session 2 - Pre-production

- Learning Content Curation & Strategy
- Exploring equipment needed

Session 3 - Production

- Presentation style
- Filming
- Making Calls-to-Action
- How to avoid copyright infringement

Session 4 - Post-production & Growing your Viewership

- Editing your video
- Finding B-roll
- Implementing YouTube SEO

Session 5 - Live Session

[Reading Assignment:](#) *Counsels to Writers and Editors* by Ellen G. White

Option 3: Podcasting for Ministry

Session 1 - Foundations of Starting a Podcast

- Why start a Podcast?
- Knowing your Audience
- Creating a Follow-Up Strategy

Session 2 - Planning

- Setting Goals
- Exploring hosting Platforms
- Curating Topics
- Designing your Podcast Format

Session 3 - Recording

- Recording equipment
- Voice and Style
- Making Calls-to-Action

Session 4 - Editing

- How to Edit Audio

Session 5 - Live Session

[Reading Assignment:](#) The Voice in Speech and Song



Option 4: Blogging for Ministry

Session 1 - Foundations of Blogging for Ministry

- Knowing your audience
- Value of Blogging to the Gospel
- Setting Goals

Session 2 - Planning Phase

- Creating a workflow
- Curating Topics
- Content Strategy
- Creating an evergreen content calendar

Session 3 - Writing your Blog

- Writing styles & technique
- Writing with a purpose
- Implementing basic Search Engine Optimization
- Editing

Session 4 - Growing your Readership

- Using CTAs effectively
- Integrating Social Media into your blog
- Building Community
- Following up with online followers

Session 5 - Live Session

Reading Assignment: *Counsel to Writers and Editors* by Ellen G. White

