



CHURCH  
CHANGER

## LEADER GUIDE: EPISODE #7 METACHURCH WITH DAVE ADAMSON: LEVERAGING DIGITAL MINISTRY FOR GROWTH AND DISCIPLESHIP

### AN INTRODUCTION TO CHURCH CHANGER:

It's time to rip the lid off your leadership and push past organizational pain points holding you and your church back. **Church Changer** is designed to equip church leaders with practical tools, proven strategies, and best practices to help you reach more people for Christ and shatter growth barriers in your ministry. Listen today, and put key takeaways into practice tomorrow! We're here to collaborate with you and cheerlead for you. Join Co-hosts Pastor Tim Lucas and Lauren Bercarich, along with special guests, as they outline a clear path forward so you can increase your impact, and let's have some fun in the process! New episodes drop the first Tuesday of each month.

### EPIISODE NOTES:

#### Overview

Digital Ministry is here to stay, are you ready to get on board? Dave Adamson helps us to see that it's time for churches to adopt a 21st Century model of ministry where online and onsite ministries work together seamlessly. Dave maps out how ministries of all sizes can effectively use technology to reach more people and make disciples. Your church can extend its influence far beyond the walls of a building to reach your neighbors and your community fully. Your mission remains the same, but your methods of "doing church" need to shift to acknowledge our current reality... that people are doing life online.

#### Our Guest

Dave Adamson (aka "Aussie Dave") was first a successful TV sports reporter in Australia before moving to the US in 2008 to become one of the first online pastors in the world working at Liquid Church. Then in 2013, Dave moved to North Point Ministries to serve as the Online and Social Media Pastor under Andy Stanley. He now works for Orange, partnering with churches and ministries around the world to help them develop strategies for online ministry. Dave is also the author of the new book, [MetaChurch: How to Use Digital Ministry to Reach People and Make Disciples](#), which is a roadmap for digital success!



CHURCHCHANGER.COM/PODCAST

**After hearing terms like digital ministry, hybrid church, phygital church, and metaverse... you have coined the term Metachurch. Let's start with a definition of Metachurch.**

Meta is a prefix that means “to transform” and it also means “to go beyond” and so putting that in front of the word church, means we’re transforming the church experience to go beyond Sunday and reach people in the local community for the other 167 hours of the week. I also like that our goal today is not to become a MEGA church, but to become a META church that leverages the best of online and the best of onsite to create opportunities for people to grow in their relationship with Jesus all throughout the week. And for the first time in human history, we’re literally able to do that.

**Pre-COVID, Church Online played second fiddle to church onsite. You propose that the two models should complement each other, not compete with each other. But, there are churches deciding today to eliminate online ministry altogether. Digital ministry frightens a lot of church leaders. What are we so afraid of?**

First of all, we have a fear of innovation and that’s built into the idea that if the world is using something then the church can’t use it. But, God is in the business of redeeming, and he can redeem technology! The Holy Spirit works as much in pixels as he does in person.

Second, if I’m being really candid with you - for pastors, especially those speaking from a stage, we measure our success by the number of people who are sitting in front of us. And more than that, we measure our self worth and self esteem. So, we don’t feel the same when we’re talking to a camera or half the room is empty. So, then we spiritualize that by quoting Hebrews 10:25. I would encourage you to look inside a little bit further and be honest about what’s driving your feelings about online church.

We think about online and onsite and we draw a line in the sand - it’s one or the other. But, it doesn’t have to be that way. It can be both! It can be a META experience with the best of online and onsite working together. The world has been doing this for years. Think about your retail experiences shopping online and onsite at stores like Starbucks and Home Depot. The two experiences complement each other.

**One of the biggest challenges ministry leaders may face is that they’re on board with becoming a MetaChurch, but Senior Leadership is not. What is your appeal to senior leaders?**

First of all, do that internal check - ask yourself what is driving your feelings about online ministry from a Sunday attendance point of view. Second, let’s acknowledge that our theology around giving has changed completely. Pastors are happy to receive digital gifts and tithes. We don’t only accept gifts given in-person as cash into the offering plate! Church pastors were easy, early adopters to digital giving! So, ask yourself what is really the thing that makes you agnostic or dead-against digital ministry, because I think it may be more personal than anything else.



CHURCH  
CHANGER

**“We have this once in a lifetime opportunity to literally go into all the world in a second, by something produced on YouTube or something we put out on a podcast...and isn't our goal to reach more people?”**

- ***Dave Adamson***

I do think some pastors of smaller churches balk because they think they don't have the resources to reach people around the world. Well, don't focus on reaching people around the world! Church Online doesn't have to be about reaching people who are three states over. Use it and focus it on the people who live within driving distance of your church building. That might shift your thinking a bit, if your goal becomes to reach your neighbors and community. Use online to reach them specifically. Consider your online ministry to be hyper-local.

**Can you pinpoint something that most of us are getting wrong right now when it comes to hosting Church Online, that we could easily correct? If we want to make some immediate improvements, this week or month, what can we do?**

This is the most controversial thing I'll say. For a lot of churches, I think the most innovative thing you could do, and it's a change you can make this week... is to stop live streaming your services.

There are smaller churches with limited resources and limited staff and they are stressing and struggling. I would say - take that pressure off. Keep doing what you are doing onsite on Sundays. And instead, use your energy toward leveraging social media to impact your local community.

And remember that social media should be hyper-local, low-key, and low-production. In the church world, we think that everything has to be overproduced. But in reality, highly personal is greater than highly produced for social media. Your camera is your cell phone. Your light is the sun. Just create hyper personal, hyper authentic content. Remember that today, we can hear world-class speakers and celebrity pastors at any time. But, the one thing those pastors can't do is serve your local community, where you were called to make a difference.



CHURCHCHANGER.COM/PODCAST

## Where should we be focusing our time and energy with social media?

Actually, the places we should be are YouTube Shorts and TikTok - those platforms are my #1 and #2 recommendations. And the content on those platforms is so underproduced. We just need to realize where the people are, what they're watching, and then leverage that.

**“Short form vertical video isn’t just a trend, it’s the future. And we all hate that as pastors, because we all want to speak for 37 minutes. But people are consuming short form vertical video right now, so we need to be producing video that comes out like that.”**

- *Dave Adamson*

The good news is, you don't have to shorten your sermon. Keep preaching for 37 minutes, but then you need to create multiple, shorter versions of that content, what I call “repurposing on purpose.” Turn that content into short form vertical videos. And the reason I put YouTube ahead of TikTok, is because YouTube is still a search engine. So, people can search and find your content. Once you've created those short form videos, then use YouTube cards, end screens, and optimized text to point people to your 37 minute message. But, you can use that one short form video on YouTube Shorts, TikTok, and Instagram Reels, so it's a multipronged approach for reaching more people.

**In *MetaChurch*, you note that people aren't actually looking for churches online or via social media. People go to Google for answers to their problems. They ask questions like: “How can I fix my marriage?” “How can I be a better parent?” “How can I stop looking at porn?” “How can I find hope?” You call these questions a “Zero Moment Of Truth” - can you explain what this is and how we need to be ready to respond?**

Our goal should be to answer the questions that people are actually asking. In the church, we're really good about answering questions that no one is asking!

Google came up with the term “Zero Moment of Truth” - this applies when you're buying a product. If you search “what is the best camera for 2022?” - that's a zero moment of truth, because when you type that in you've expressed interest in a camera and companies pay hundreds of thousands of dollars to be at the top of the search results page. They want to be the answer to your question! But, what about questions like “How can I fix my marriage?” - right now the church isn't answering questions like this and we need to be. We need to be creating content around these questions. Content could be a written blog post, it could be a podcast, it could be a piece of video content.



CHURCH  
CHANGER

## Let's touch on online groups. What approach is the most effective for small groups meeting online?

The ones that work best are topic based. This is a great introduction to online groups. And add a time constraint as well. For example, it's an 8 week parenting course or group. Or it's a 6 week group for organizational leadership. Do a business breakfast in an online setting. You need to build that culture on topic based online groups. And from there you can lead people into physical, hybrid, or another online group.

Online is often the starting point for onsite community. It doesn't replace onsite.

## Churches Making Waves: Neuma Church, Melbourne Australia

As part of the Church Changer podcast, each month we want to spotlight churches "making waves" and doing great work. It's not just about giving them a shout-out, but about pointing you in the right direction. For anyone working in ministry, it's a great idea to see how others are excelling to discover some key takeaways that would work for you and your church.

This episode, Dave is spotlighting [Neuma Church](#) in Melbourne Australia. They have such a great look and feel to what they're doing on social media. I'm a big fan of their [Instagram feed](#). The only thing I would add to their social media game is to post more local content about Melbourne and their local community. Their response time is off-the-charts good too.

Bonus - Dave is also spotlighting [Alpha Australia](#). I'm working with them right now to create this video series that is the 100 most frequently asked questions about faith in Australia. These videos are 3 minutes or less and will live on their [YouTube Channel](#). Some questions are the big ones... and others are funny like "Could Jesus Make A Burrito So Hot Even Jesus Couldn't Eat It!"

## Book Recommendation

We highly recommend [MetaChurch: How to Use Digital Ministry to Reach People and Make Disciples](#) by our guest Dave Adamson. At Church Changer we love practical guidance, and that's exactly what this book provides. Whatever the size of your church, you can implement the principles in this book and Dave provides a step-by-step roadmap. This book gives you both the vision and the practical tools to succeed in the online space!



CHURCHCHANGER.COM/PODCAST

### Bonus Content:

Dave has compiled a list of “social media ideas” that celebrate special days in the U.S., such as “talk like a pirate day,” “national chocolate chip cookie day,” and “world kindness day.” [Click here to download the full list](#), which includes hashtags and photos you can use. Think about how to take these days and make them feel “local” and customized for your community!

### Contact Dave:

- Email Dave at [Dave@MetaChurchStrategy.com](mailto:Dave@MetaChurchStrategy.com)
- Follow Dave on Instagram [@AussieDave](https://www.instagram.com/AussieDave)

### Follow / Contact The Church Changer Team

- Email us at [Info@ChurchChanger.com](mailto:Info@ChurchChanger.com)
- Follow us on Instagram [@ChurchChangers](https://www.instagram.com/ChurchChangers)
- Check out our website at [ChurchChanger.com](http://ChurchChanger.com)
- [Listen to this episode on Apple Podcasts](#)

Plus... if you enjoyed this episode, we'd love it if you'd leave us a review wherever you listen to podcasts!

## DISCUSSION QUESTIONS

Continue the conversation! Here are questions to ask yourself and your team to help your church thrive. We hope Church Changer will inspire you to put into practice what we discuss each month!

- 1. What about digital ministry frightens you professionally and personally? Do you feel yourself still longing for a return to 2019?**

---

---

---

- 2. In your specific role, what can you do to elevate your online ministry, so that both online and onsite work together seamlessly? What is within your power?**

---

---

---



CHURCH  
CHANGER

- 3. After listening to Dave, do you need to consider stopping the live stream of your Sunday services?**

---

---

---

- 4. How could you shift the content you put out on social media so that it's hyper-local and designed specifically for your community?**

---

---

---

- 5. "Repurpose on Purpose" is a content strategy that makes better use of our weekly message video. What's one step you can take toward better distribution of your content, with this strategy in mind? When will you make this change?**

---

---

---

**We are rooting for you! May this be the year you shatter growth barriers in your ministry!**

