Preaching online in virtual church

The Revd Ian Paul outlines 7 key points from his own experience – and peer discussions on social media – on his ‘Psephizo’ blog.

1. **Length**: your audience may be at home or elsewhere, and there are distractions! Keep it concise, consider presenting it in segments

2. **Structure**: simplify

3. **Expression, attitude and tone**: smile, vary expression and tone, conversational

4. **Script**: be disciplined, use bullet points as prompts, learn by heart if you can, or use a teleprompter app

5. **Rhetoric**: repetition, lists of 3, alliteration, aphorisms, avoid Christian jargon

6. **Appearance**: sitting up or standing, well groomed, well lit, eye to eye

7. **Feedback**: watch yourself afterwards, get honest comment from those you trust, and evaluate for next time

Read the full piece, and watch 2 sample video shorts, [here](#).