



# A Whole New World.

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Not too long ago, the world looked pretty normal.

We were looking ahead to the new year with bright-eyed optimism, programming our church services the way we always have, and planning for Easter the way we always have.

We're still optimistic, but a lot has changed in the last few weeks—and your church has probably felt the need to change with it.

We put together a list of a few resources and ideas based on our observations and questions we've been asked over the past week. We hope it's useful for your church.

## Can I Use This in Our Livestream?

By far, the most asked question we've heard this week is, *"Can I use this in our livestream this weekend?"*

In short, YES!

Thanks to the graciousness of ALL the producers on the Igniter website, nearly every product on our website can be used for livestreaming during the

duration of the COVID-19 outbreak. There is still a small subset of videos that are restricted because of external licensing agreements, and those can be seen [here](#).

Keep in mind that videos that contain licensed music (like popular worship songs) also require you to have a [CCLI Streaming license](#) in place. They're also likely to get your stream flagged for copyright violation. On YouTube this usually means the rights holder is monetizing your video. On Facebook they will likely kill your stream.

*Our second-most asked question is, "Do you guys have lower thirds?" Yes! Anything in our title graphics category with a "Transparent PNG" download option includes a lower third. [Here's the full list](#).*

## Three Ways to Host Services Online

At this point, I don't know of any churches who haven't at least considered livestreaming, regardless of whether or not they're still meeting physically. Here are the 3 ways we're seeing most churches adapting:

- **Business As Usual** - Some churches (who were already set up to livestream) are relying on their established processes and teams to do the same thing they've always done, or close to it. It's the least internally disruptive option, but can be really awkward if you just pretend like the room isn't empty.

*Things to consider: address the camera directly; consider a different set up—last weekend, [Saddleback Church](#) set up their worship team in-the-round, rather than having them face an empty room.*

- **Business As Usual (Prerecorded)** - Offers the same familiarity as the first option, but with more flexibility and less stress.

*Things to consider: same as above. Both [Facebook](#) and [YouTube](#) have "Premiere" features that allow you to show a prerecorded video at a scheduled time as if it were a livestream.*

- **Casual Talking Head** - A lot of churches are opting for message-only online services, and forgoing normal service programming elements like music altogether. We've seen pastors speak everywhere from their living rooms to medical clinics.

*Things to consider: always strive for quality audio/video, but this method offers the most forgiveness for quality issues, since people are used to watching talking head videos recorded on cell phones.*

## Other Timely, Valuable Resources

It's been cool to see our team and the Church creative community as a whole rally together to support each other over the last week. Here are a few of the notable resources we've seen that we think you'll find valuable.

- [Artists, Geeks, and Storytellers](#) - Our Facebook group has been buzzing the past few days with people asking questions and seeking ideas and wisdom for this season. Join the conversation if you haven't already.

- **[Free Social Graphics](#)** - You're going to be engaging with your church digitally more than you ever have before. We posted 30 free graphics in the above group yesterday. You can download them all [here](#).
- **[More COVID-19 Media](#)** - We grouped all of the products in our library together that might be helpful during this season [here](#).

*Over the next few weeks, we'll continue sharing resources, ideas, and FAQs we think you'll find helpful. Know that we're also thinking through how the current situation will impact your church this Easter, and we'll be sharing solutions to make the most out of an incredibly important season.*

*The Church is the light of the world, and light shines brighter in the dark. Shine your light boldly!*