

Syllabus: Social Media & AI for Church Enhancement Workshop

Duration: 2 hours

Objective:

To equip participants with an understanding of how social media and AI can be leveraged for church enhancement, combining theoretical knowledge with hands-on practical exercises.

I. Introduction (15 minutes)

- Welcome and Introduction
- Icebreaker Activity

II. Understanding Social Media for Churches (30 minutes)

- Overview of Social Media Platforms
- Importance of Social Media in Church Outreach
- Case Studies: Successful Church Social Media Campaigns

III. Exploring AI Applications for Churches (30 minutes)

- Introduction to AI and Its Relevance in a Church Context
- AI Tools Examples
- Enhancing Communication and Engagement with AI

IV. Integrating Social Media and AI (20 minutes)

- Synergies between Social Media and AI
- Case Studies: Churches Successfully Utilizing Social Media and AI Together

V. Hands-on Practical Exercises (30 minutes)

- Setting Up and Optimizing Church Social Media Profiles
- Exploring AI Tools for Churches
- Q&A Session for Clarifications

VI. Best Practices and Ethical Considerations (15 minutes)

- Responsible Use of AI in a Church Context
- Social Media Etiquette for Churches
- Privacy and Security Concerns

VII. Closing and Next Steps (10 minutes)

- Recap of Key Takeaways
- Resources for Further Learning
- Feedback and Evaluation

Materials Needed:

- TV Screen for presentations
- Handouts with key information and resources
- Computers or devices for practical exercises
- Internet access for live demonstrations

Note:

This syllabus is designed to provide a broad overview of social media and AI for church enhancement within a condensed 2-hour timeframe. The emphasis is on practical application and hands-on experience to ensure participants leave with tangible skills and ideas for implementing these technologies in their church context.