**Online Campus Guidebook**

**User Manual**

**Compass Online Campus**

****

**Online Campus Mission Statement & Purpose**

**Our mission is to guide people from being watchers to participators.** We consider a participator to be involved weekly in one or all of the following: engaged with a chat host during a worship experience, interacting on our Facebook Community page, giving online, sharing, commenting, and liking on social media. The Online Campus in currently one of the five campuses here at Compass.

**Online Campus Chat Hosts**

The job of a Host is to interact and get to know people in the chat room just like a guest or regular attender of Compass. The worship leader, the stage Host and whoever is teaching can really make the online experience fantastic if they refer to those watching online as they teach and lead the service that day.

The **Online Studio**, located right across from the coffee shop at Compass Colleyville, is where we broadcast weekly.

**Helping Hints & Guidelines:**

* Make sure you say Hello to everyone that signs into the Chat room. You want to make them feel welcome just like you would if they showed up in person! Greet everyone by their name or their “chat name.”
* If you talk to them in a private chat, make sure to get their email address so that we can follow up with them throughout the week.
* Make sure to use the chat host prep sheet so that you know that is going on in the service ahead of time and use the info on the sheet to help with the chatting that you’re doing.
* Use the resource guide for emergencies and assistance on providing people the help they may need beyond you praying for them. (i.e. marriage ministry, suicide, drugs, compass resources, etc.)

Divide the people up as best you can equally with the other volunteers in that service to private chat/pray with. If possible, you can divide them up gender wise, to ease comfort levels also.

* + ***ALWAYS***remember to make sure you’re in a private chat room with whoever you are private chatting with just in case you are talking with a guest or member about something that does not need to be public or in the public chat room.

**Private Prayer**

**Private prayer** and private chatting is one way to get connected with online members or guests just like we would have a conversation with them if they showed up in person. It makes them feel like they are being noticed and heard in a group setting like the online chat room and it is definitely a good way to connect with those who would not normally reach out to others on a regular basis. There is no right or wrong way to pray, you just read or listen to the individuals needs and speak or “type” them to God!

For those who normally don’t pray out loud, this is a great way to get started and get the practice of praying for others in. So, don’t be nervous and just let the Holy Spirit within you take over what you type.

* In order for guest to have private prayer/chat they will simply click on the request prayer button and all the Hosts that are currently chatting will see it and whichever Host accepts it first will be private chatting with them. You can also private chat with someone, by simply clicking on their name or whatever username they are using in the chat room, and then click on the send a private chat request. They have the option to accept it or decline it. If they accept it then you can start a private chat with them. There is also a search option that you can search for someone to request a private chat even if they’re not currently “chatting” or making comments but are still logged in online and are currently watching in that moment.

**Here are some helpful tips during private prayer:**

* Start each prayer “ask” with greeting the guest and simply typing, “How may I pray for you today?” It’s a more direct way to get them to respond with their prayer requests.
* You don’t necessarily have to wait until the sermon to ask for prayer requests. Some guests are online to hear the sermon and don’t feel like “talking” at that time. You can ask at any point of the service so that way you’re not logging off before they can respond to you and/or reply with their request.
* It helps to make sure to restate in *your* prayer what they are asking for prayer for. It also doesn’t have to be a long prayer, it can be short and to the point. If it does happen to be long, and you’re afraid to lose your comments or thoughts, use (cont. or …) to let them know that more is coming and just hit enter to send that one chat comment on so you don’t have to worry about it being cut off for being too long on you.
* Don’t be afraid to ask for more clarity before you start praying if you’re confused about what they are saying. Ask for actual names of the people they are asking for prayer for or, if it seems too general don’t be afraid to ask for specifics, sometimes they will share it and sometimes they will not, it’s okay either way.
* **ALWAYS** remember to make sure you’re in a private chat window with whoever you are private chatting with just in case you are talking with a guest or member about something that does not need to be public or in the public chat space.

**Online Chat Computers**

* We currently have three **(3)** MacBook Pro Computers that are used in the Online Studio.
* Once you log on you will click on the Chrome/Safari icon to pull up the internet. It will automatically open to the website below.
* Compass Online website: [www.compasschurch.online](http://www.compasschurch.online)
* **Chat Host Prep Sheet**
* The **Chat Host Prep Sheet** is provided to you for every service. It is found on the Church Online Platform under the “Host Notes” link when you log in as a host. It is a talking guide to help you throughout the service to help get the chats going in the chat room. You can use that exclusively but don’t be afraid to go off script or add a comment that is always “church friendly” or something that is going on in the world such as holidays, Super Bowl, news, etc.

There is also a guide to help keep you focused on what is coming up in the service and the run and order of the service that is called the **Planning Center Service Sheet**. It will be in the room on the table.

**Resource Page**

The **Resource Page** is a list of resources and or ministries within our church **AND** also not at our church, which will help you to find resources and answers quickly to some of our guests and members questions about anything. At times, guests will ask for prayer and additional assistance about difficult circumstances in their lives. See these resources for input on how to best handle the situations with our guests. You can also use the internet “Google” search itself since you’re in front of a computer.

**Some of the Current Resources:**

Buddy Ministry (families with children with special needs)

<http://mycompasschurch.com/default.aspx?page=4086&post=831>

Marriage Ministry

<http://mycompasschurch.com/default.aspx?page=4269>

Past Messages

<https://subsplash.com/mycompasschurch/messages>

Discover Compass (Next Steps for membership, serving, new to Compass, etc.…)

<http://mycompasschurch.com/default.aspx?page=4105>

Rooted

<http://mycompasschurch.com/default.aspx?page=4203>

His Story Coaching and Counseling

<http://his-story.org/>

National Suicide Prevention Lifeline 1-800-273-8255(TALK) 24/7

<http://suicidepreventionlifeline.org>

214-330-7722 Crisis hotline

214-828-1000 Suicide and Crisis

972-233-2233 Adult Helpline

972-233-TEEN (8336) Teen Line

-American Foundation for Suicide Prevention – [www.afsp.org](http://www.afsp.org)

-www.hopefortheheart.org 1-800-488-HOPE (4673)

-[www.texassuicideprevention.org](http://www.texassuicideprevention.org)

Depression/Anxiety:

-Anxiety and Depression Association of America – [www.adaa.org](http://www.adaa.org)

-Nate Network of Depression Centers – [www.nndc.org](http://www.nndc.org)

Medical Problems:

-Seek meeting with Stephen Ministry

-if illness of family member/friend: [www.griefwords.com](http://www.griefwords.com)

Death of a Family Member/Friend:

[www.Focusonthefamily.com/lifechallenges/emotional-health/coping-with-death-and-grief](http://www.Focusonthefamily.com/lifechallenges/emotional-health/coping-with-death-and-grief)

Divorce:

Suggest Divorce Care class offered at Compass

Marriage Problems:

Focus on the Family – [www.focusonthefamily.com/marriage](http://www.focusonthefamily.com/marriage)

Financial Struggles:

[www.benefits.gov](http://www.benefits.gov)

[www.needhelppayingbills.com](http://www.needhelppayingbills.com) (links to government and other resources)

[www.daveramsey.com](http://www.daveramsey.com)

Crisis financial struggle:

North Dallas Shared Ministries - [www.ndsm.org](http://www.ndsm.org) (guide to emergency assistance)

Free clinic, help or assistance in your time of need: community clinic and food pantry

GRACE – Grapevine Relief and Community Exchange

[www.gracegrapevine.org/](http://www.gracegrapevine.org/)

Help and assistance with many different services

Mission Arlington

[www.missionarlington.org/](http://www.missionarlington.org/)

Union Gospel Mission (Homeless Shelter)

[www.ugm-tc.org/](http://www.ugm-tc.org/)

Struggles with Children/Parenting:

[www.empoweringparents.com](http://www.empoweringparents.com)
[www.childmind.org](http://www.childmind.org)

Wants to be Baptized/Grow in Faith:

Direct the guest to our baptism webpage - <http://mycompasschurch.com/default.aspx?page=4107>

Wants to know more about Jesus:

Direct the guest to our Following Jesus webpage - <http://mycompasschurch.com/default.aspx?page=4108>

Wants to visit Compass in person:

Direct the guest to fill out a VIP Guest form using the icon below the viewing screen

**The Online Guest Experience**

As previously stated, we want to encourage online guests to do more than just watch a church service, **we want them to move from watchers to participators**. There are several ways for the guest to have that experience. They have the option to log into the chat room with Facebook, Church Online Platform or simply can just watch as a Guest. If they choose to view the service in full screen mode, they will not be able to participate in the chat room. In the chat room, online team members will greet each guest upon arrival, and prompt the first-time guests to fill out the connection card, give online, and request prayer at the appropriate times during the service. These links are located above and below the viewing screen. The links cannot be accessed when the guest is viewing the service in full screen mode.

**The “Give” Link**

The “Give” allows them to do just that, to give. It allows them to partner with us in impacting the world by giving tithes or offerings.

**The “Connection Card” Link**

The “Connection Card” simply allows us to make a connection with the first-time guests each week. Guests can share simple information, share a decision they made, request their free gift, additionally it allows us to get to know them and connect.

**Request Prayer:**

Guests can click on the Request Prayer link anytime to submit a prayer request to our campus. The request is sent to our team email prayer@compasschurch.online where our team follows up with them within 24 hours.

**The “Respond Now” Link**

This link is specifically for those who make a decision during the worship experience. This gives an opportunity to chart decisions, and commitments during our services.

**Guest participation in the Online Chat Room**

When an online guest opens the streaming service page, they

have the option to log into the chat room with “Facebook” “Church Online Platform” or simply watch as a “Guest.” They have to log in order to chat on the page. They can log in either through their email or Facebook. They can and they will log in by their name or a nickname they have created.

Facebook is one way that online guests can engage with us during the online services by logging on through their Facebook login to chat with us. It’s is one of the options listed on the chat page that they participate in the online chat during that service. Logging in under Facebook provides a little more info to the online hosts such as their user profile name and even a photo of the guest that they have on their Facebook home page.

Online guests can also login in Church Online Platform. The guest will create a user id and password for themselves by clicking on the new user link the first time they watch online and they have the option to create a profile for themselves in Church Online Platform If they don’t want to at that time, they will be logged in under a nickname they have created. Then in the future just like with Facebook, when the guest logs in they can just use their user name and password and start chatting. This like Facebook provides a little more info on the guest such as their full real names and maybe even a picture of the guest if they choose to add it to their profile.

* **Church Online Platform**
* **CoP** is the all in one tool that manages the video player, online chat and live prayer feature for Compass Online. This is what the online chat host volunteers use at Compass to provide online service needs. With chat, live prayer and synced video streaming, Church Online Platform is all about doing church together.

**Live Chat** – They have a chat bar just for the hosts and a side-by-side view. The team can stay engaged with the attender chat and still stay on the same page with the other chat hosts.

**Live Prayer** – Support people with one-on-one prayer during any experience—and receive requests for prayer between experiences.

**Notes** – You as a chat host and the online guests can take notes in the sidebar and then print or email them for later review.

Don’t forget to log off by going to the “Sign out” box and click it to log off!

**Live Cut-Ins in the Online Studio**

We currently produce LIVE cut-ins before and after each worship experience. These are 5-7 minutes pre and post service that help to engage our online campus and making it a more personal and relational moment. Average viewer time has doubled since we have implemented the cut-ins. We are working towards cut-ins during the communion and offering time to better engage, tell stories and connect with our online campus.

**Broadcasting Platforms & Channels**

**Compass App**

**Compasschurch.online**

**Facebook LIVE**

**Youtube LIVE**

**Roku**

Facebook and YouTube are online social media networking service companies that several people use on a daily basis to connect and keep in touch with other people in their lives, whether it is friends, family members or church members. Facebook is also being used to keep members connected with what is going on at the church.

Facebook Live video streaming is a fun, engaging way to connect with your followers and grow your audience and Compass is currently streaming the online services on Facebook Live during the weekend service times also.

We are using Haivision as the streaming platform to push our feed to stream to compasschurch.online and Broadcast Cloud to push our feed stream to all other platforms.

**How We Count Online Attendance**

After consulting with numerous Online Church’s many use the multiplier of 1.8 (some use 1.4 and 2.4)

When we used a drop-down menu for attenders to choose how many people are watching (1-10 option) after 12 months of data, the average views were around 1.8. This helped confirm our decisions of using the 1.8 multiplier. Once we were set on that for tracking analytics, we decided we would track our growth from that metric across all platforms which include:

* + **Facebook: Peak viewer number x 1.8 = total viewers**
	+ **Online: Unique users (IP addresses) x 1.8 = total viewers**
	+ **YouTube: Concurrent total viewers x 1.8 = total viewers**

**The Online Campus at Compass continues to innovate and create in an effort to engage as many people as possible as a mission to Navigate People to God.**