

Stewardship of Time Planning Guide

Attention Span Matters!

Consideration and care of the mind are directly connected to spiritual formation. How we learn and plan has evolved. Shared wisdom assists us in making the best out of change. Be encouraged by these insights when planning and hosting ministry across various mediums and multi-generational communities.

In-Person

The American Physiological Society reports attention spans begin to diminish at the 15–20 minute mark.



Website

According to Wix.com, the amount of time someone will spend searching on your website is around eight or nine seconds.



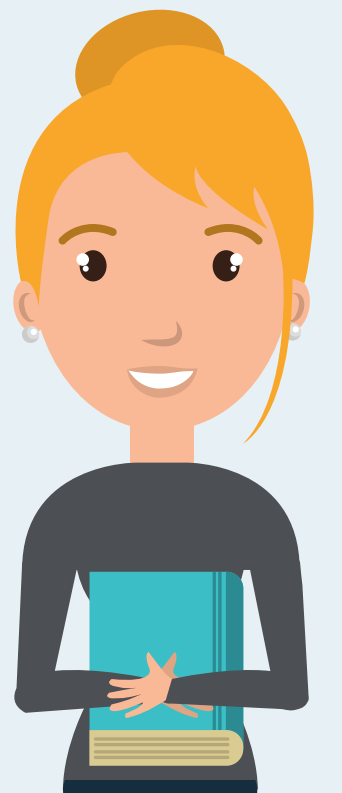
On-line

The MIT Sloan Review says, "Avoid defaulting to the hour-long meeting. Don't hesitate to schedule just 15, 20, or 25 minutes for a meeting. Reducing the meeting length creates positive pressure."



Reading

In 2018, the American Academy of Arts and Sciences reported the average adult spent 16 minutes or less reading per day. For adults over 65, the average is 36 minutes per day.



Video

Medium.com reported, "Thirty to forty-five minutes is the optimal duration for a webinar and 11am is the most preferred starting time."



Breaks & Shifts

According to Psychology Today, "A quick stretch, a chance to ask questions, something new to look at, many quick and easy pivots in content can refresh the attention span." Using breaks regards mental capacity, offers opportunities to be creative with reflection time, and allows us to gather for 60 minutes or so with intentional care.



Social Media

Digital Information World advises, "Including an image with your social media posts delivers 180 percent more engagement or 150 percent more retweets. Words alone only have 10 percent recall, but adding a visual element increases retention of the content to 65 percent."

