Converting your online presence

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Resource pack

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What we're not talking about today

1. Growth-hacking your social media
2. Algorithms
3. Hustle + grind
4. What's hot vs what's not

What we're doing today

1. Why it's important
2. What's holding us back
3. Who are you talking to?
4. Where should we be online?
5. How do I get it all done?

9 out of 10 people will visit your website before they visit your church

Why being active online is important

If you want to be discovered, it's probably going to be online

What's holding us back

- Don't know how or where to start
- No time
- No money
- Fear of doing/saying the wrong thing

Who are you talking to?

Different audiences

Outsiders

Visitors

New People

Church-goers

Volunteers

Church members

Staff

Consider:

Outsiders

Visitors

New People

1. In-jokes
2. ‘Churchy’ language
3. Not providing adequate info
4. Lack of/ no photos
5. No mention of ministries or events
6. Too much text
7. Not mobile friendly
8. No access to livestream

Consider:

Church-goers

Get involved further:

- Volunteering
- Become a member
- Giving

Consider:

Volunteers

Church members

Staff

Find information

- Catch up on sermons
- Rosters

DIY Time

Write down 3 words that represent your church to a tee

Think of one person who embodies the spirit of your church

Where should we be?

Where should we be?

Your church website

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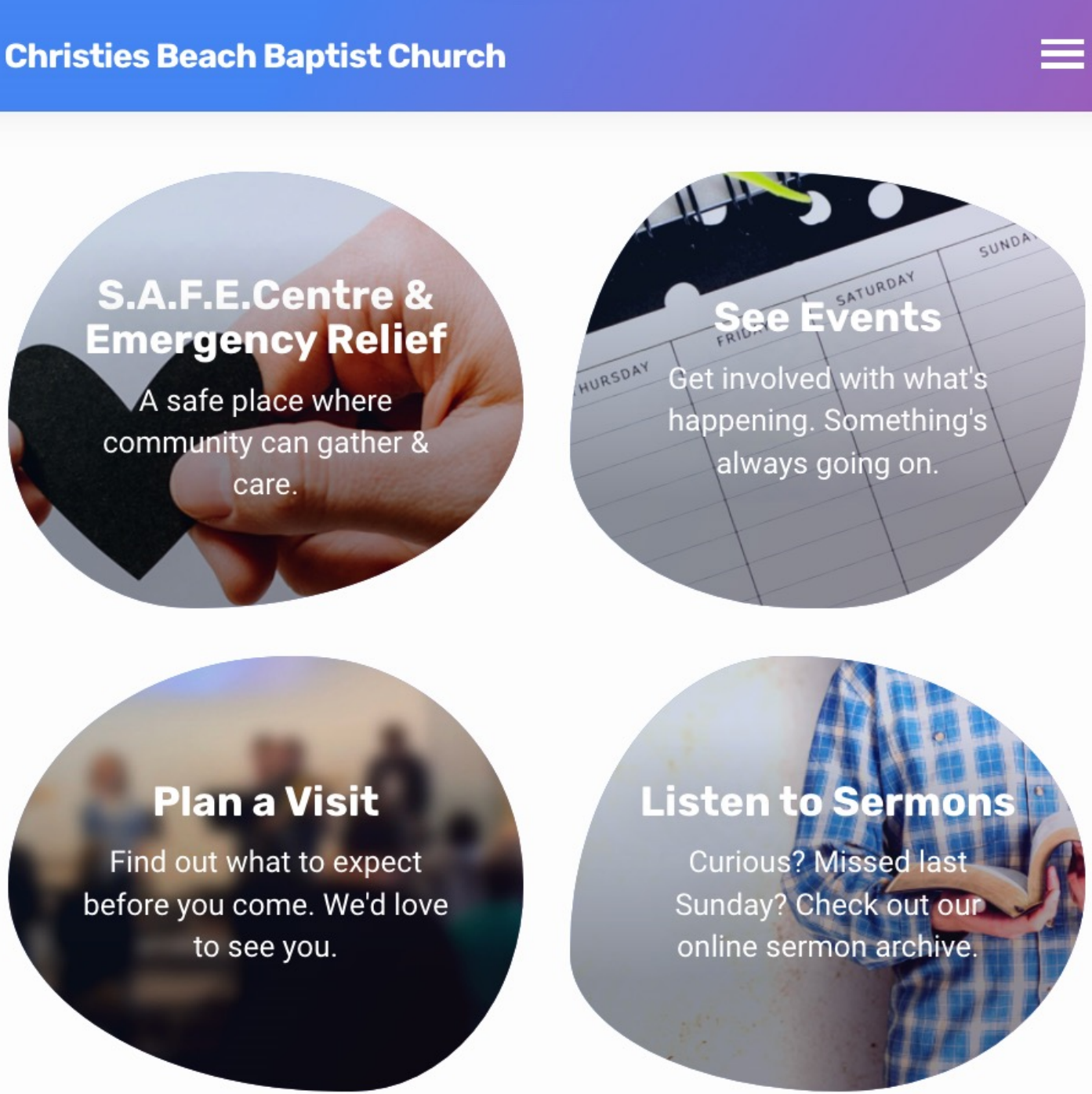
Advantages to having a great website

- You are in charge, not an algorithm/Elon Musk
- Welcome people 24/7
- Encourages next steps
- Online hub
- People are searching for you already, give them something to find!



DIY Time

Introduce yourselves

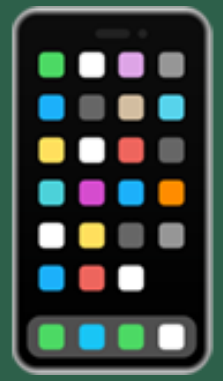
- Name
- Church
- Your role

DIY Time

Imagine you know nothing about your partner's church.

Using your phone, find the information you need to plan a visit to the church.

DIY Time



- What were your first impressions?
- Where do you think the church rates on the scale of tradition-honoring to cutting-edge?
- How many people go there?
- What are the demographics of the people who go there?
- What ministries is the church running or involved in?
- What language is used?
- What else do you know about the church from looking at their website?

DIY Time

- Was it hard to find the information you were looking for?
- Did the language used make you feel welcome to visit?
- Were there any extra-special touches?

Visitors are looking for

- When + where
- What to expect on a Sunday
- What ministries do they have?
- Does this look like somewhere I would fit in?
- Parking, access
- Online church
- Staff

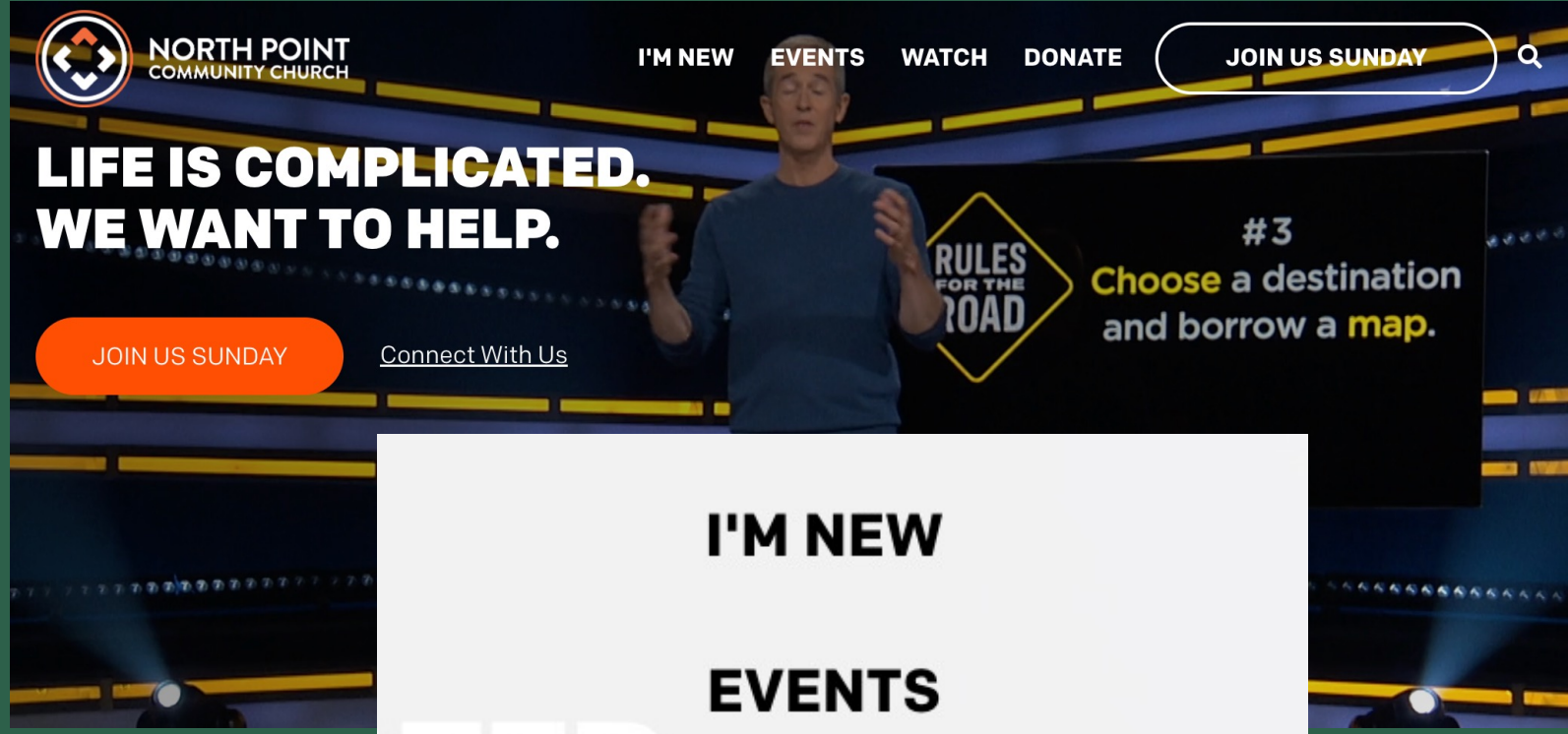
A great website looks good on all devices

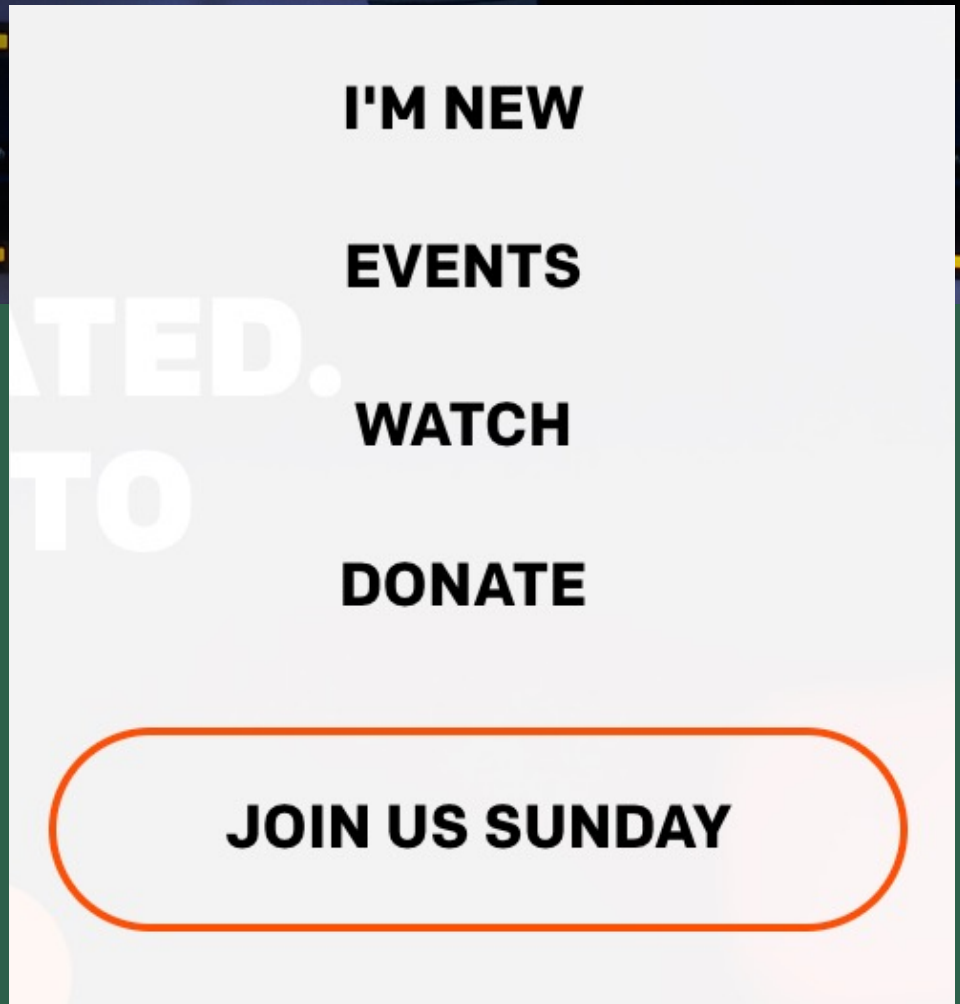
In 2021, Google Benchmarking Data showed 61% of website visits are conducted on mobile

Particularly if someone is planning to visit, they are likely to search on their mobile

What to include

- Good pages to include are:
  - Plan a visit/New here/ I'm New/Join us Sunday
  - About/Contact/Get in touch
  - Ministries/Join in/Get involved
  - Events
  - Watch/Online
  - Giving



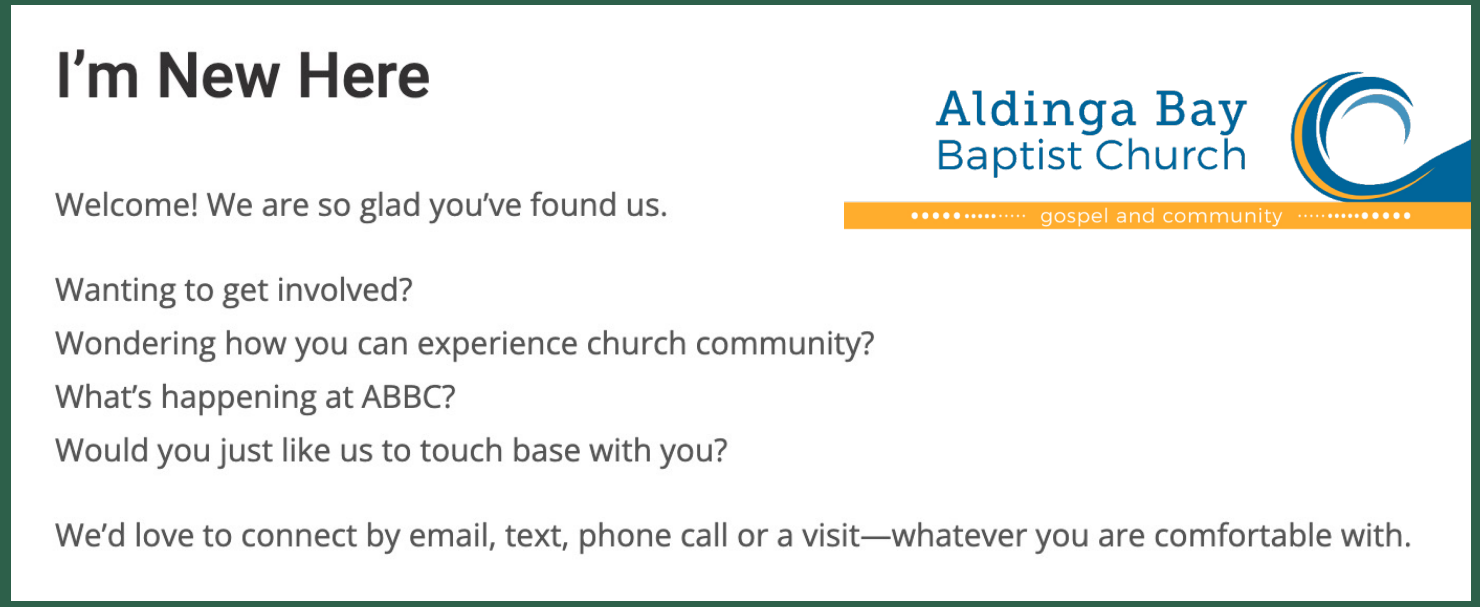


Make it happen

- Squarespace or Wix
- Wordpress + Divi Builder
- Nucleus

Language

- Avoid church jargon
  - "Missional"
  - "Evangelical"
  - "Ecumenical"
- Be conversational
- Use 'We' and 'You'
- Be consistent

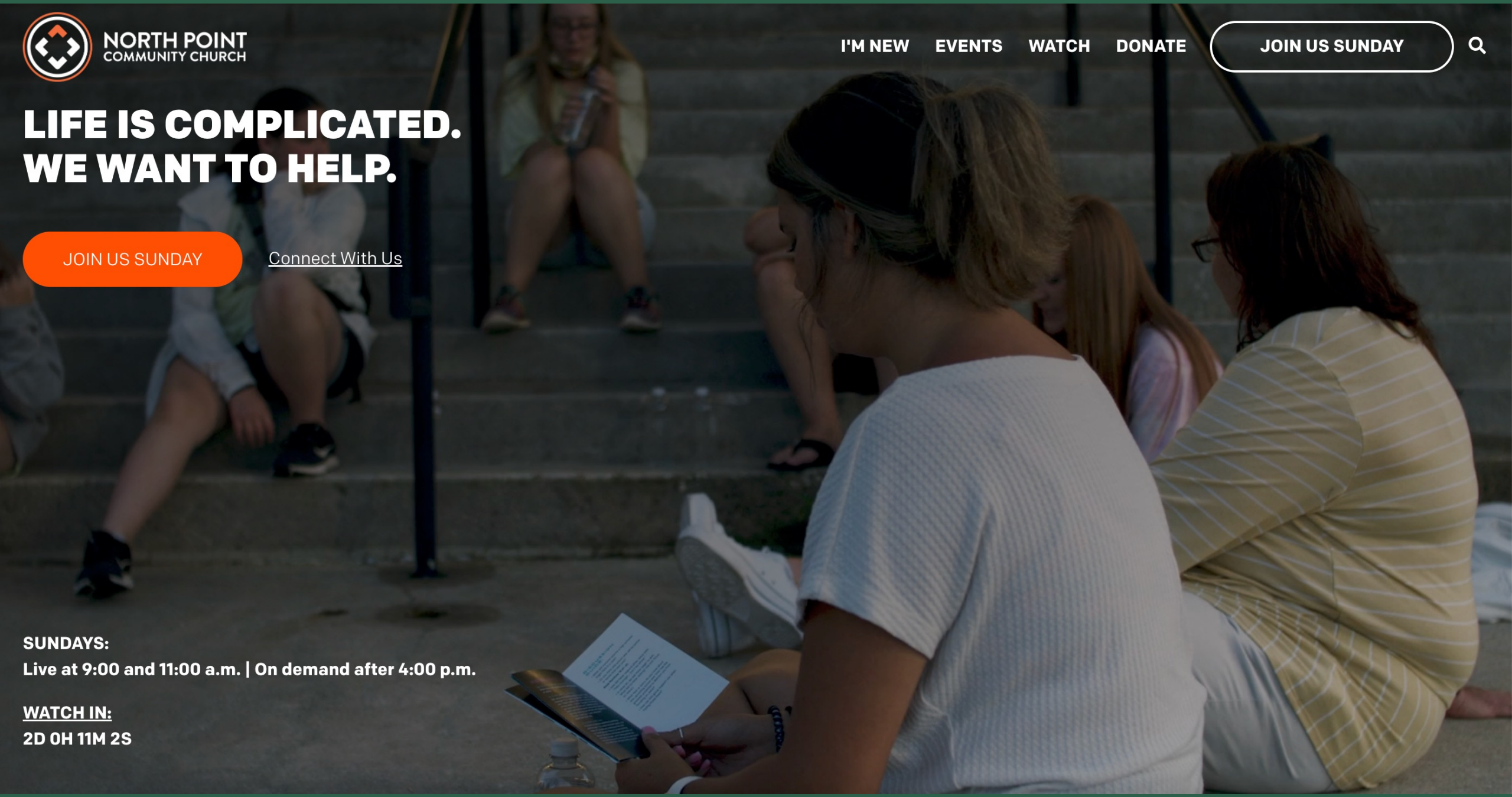


Build up a bank of photos you can use

The more ‘normal’ your photos are, the better

A prime example

NORTH POINT COMMUNITY CHURCH


NORTH POINT
COMMUNITY CHURCH
I'M NEW
EVENTS
WATCH
DONATE
JOIN US SUNDAY
LIFE IS COMPLICATED.
WE WANT TO HELP.
JOIN US SUNDAY
Connect With Us
SUNDAYS:
Live at 9:00 and 11:00 a.m. | On demand after 4:00 p.m.
WATCH IN:
2D 0H 11M 2S

Where should we be?

Email Welcome

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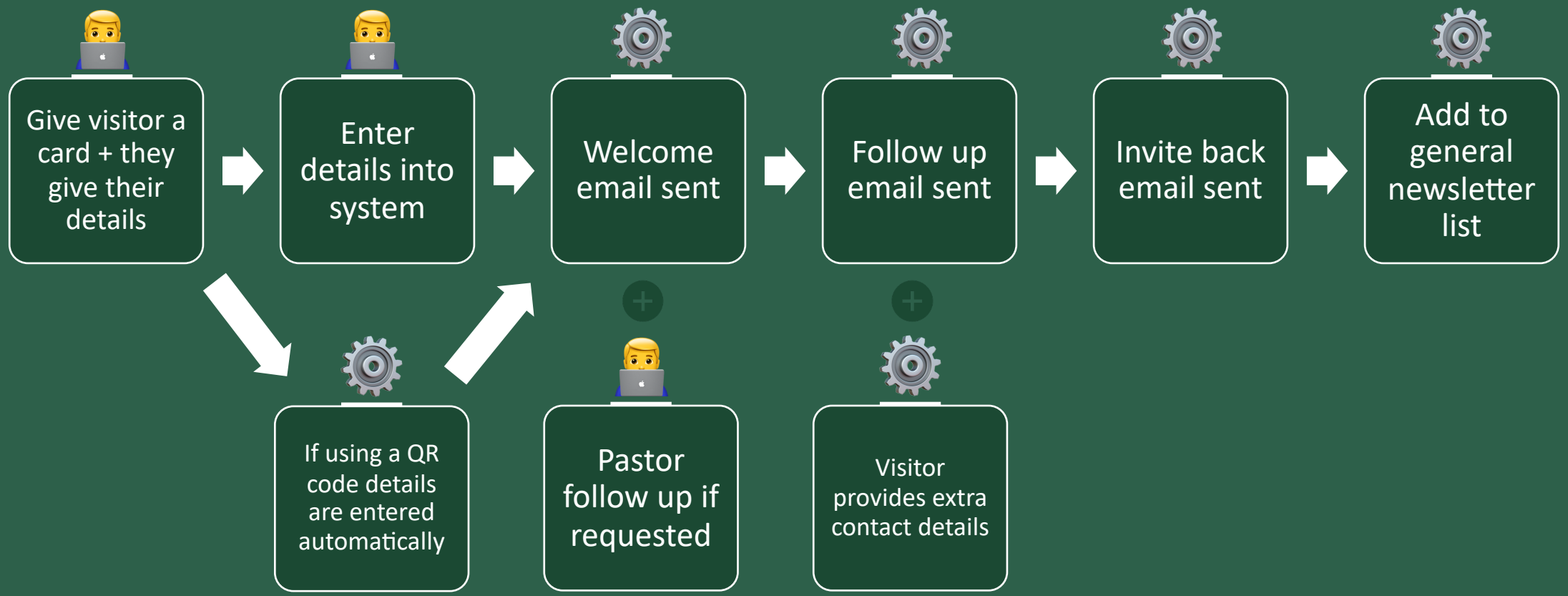
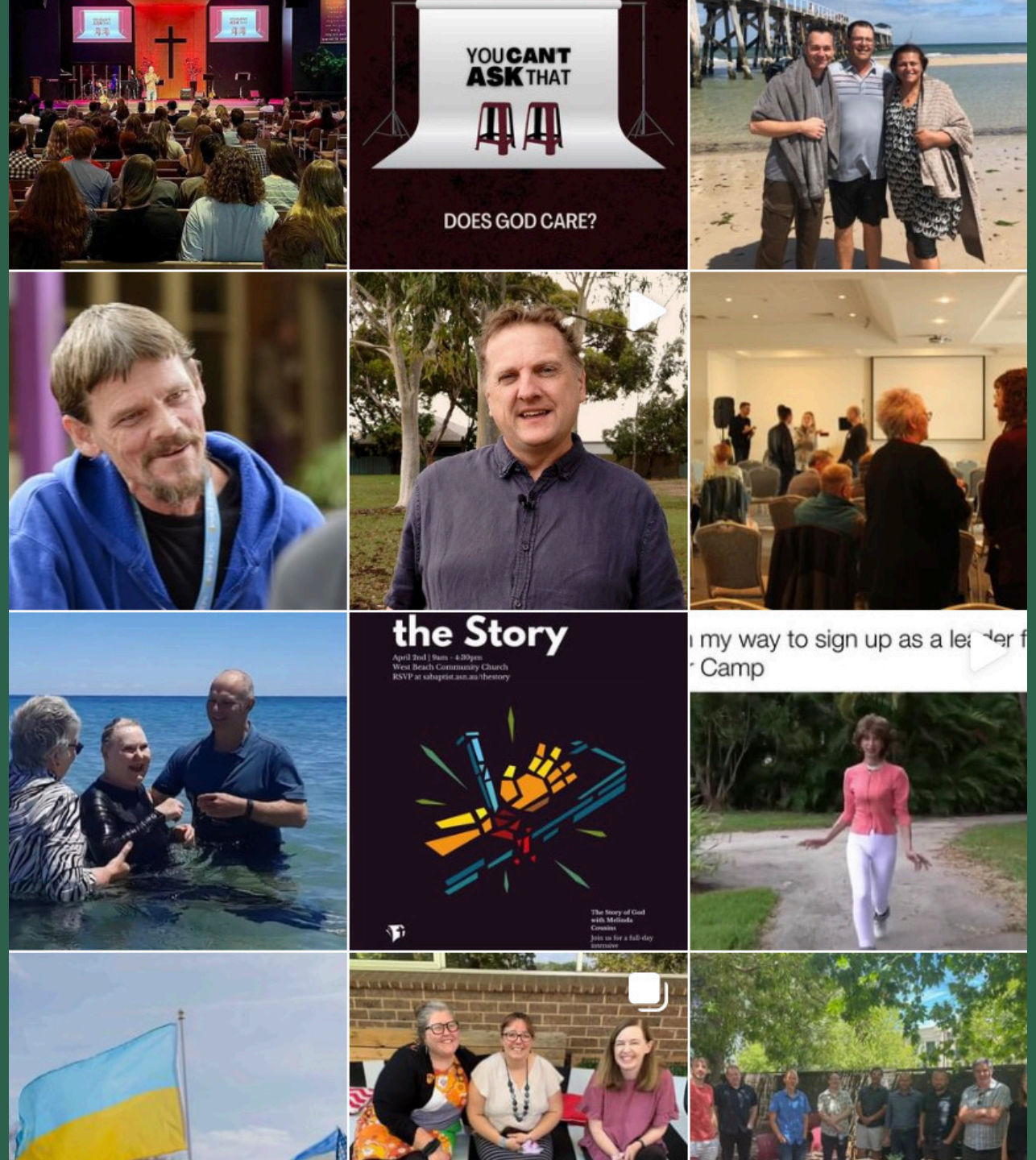
Welcome Wagon





Where should we be?

Social Media

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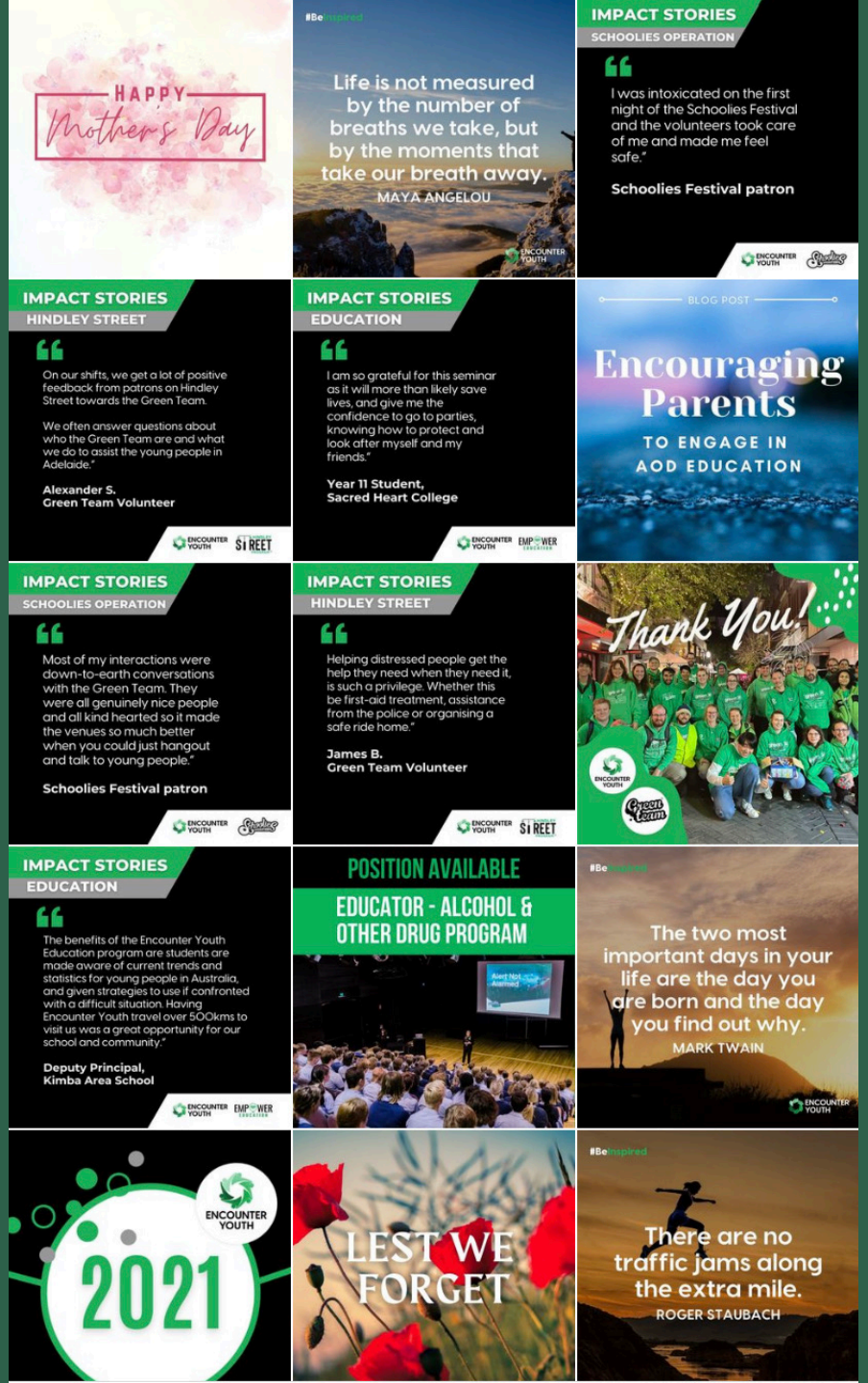
Social media basics

- If you don't have anything to say, don't say it
- You don't need to post every day
  - Increases the value of your content
  - Don't need to keep to some strict content calendar
  - Post consistently, but do what works for you

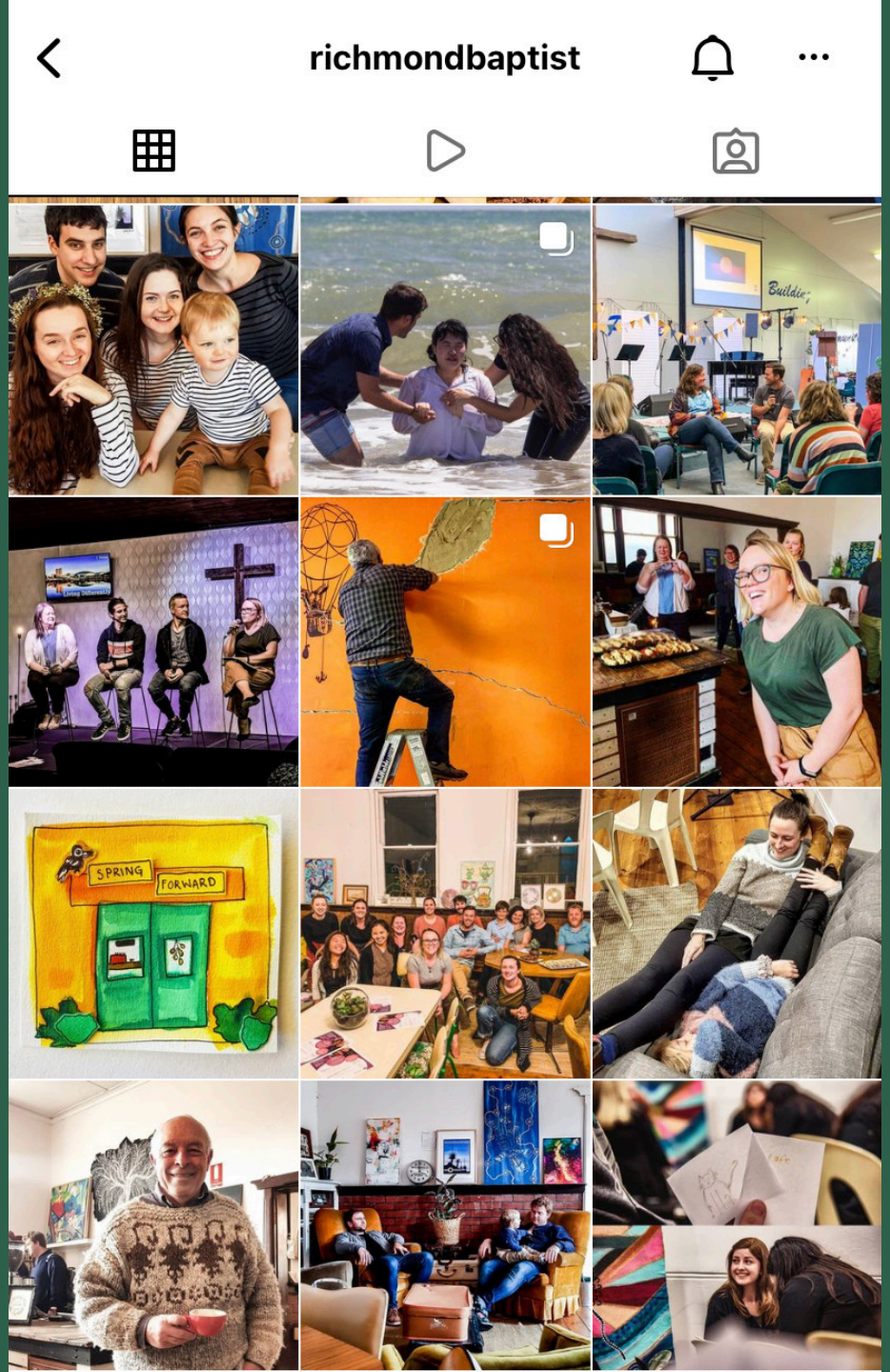
What NOT to post

- Generic content
  - Stock photos
  - Regurgitated quotes
  - Bible verses with no context
- Use hashtags sparingly
- Too much Canva



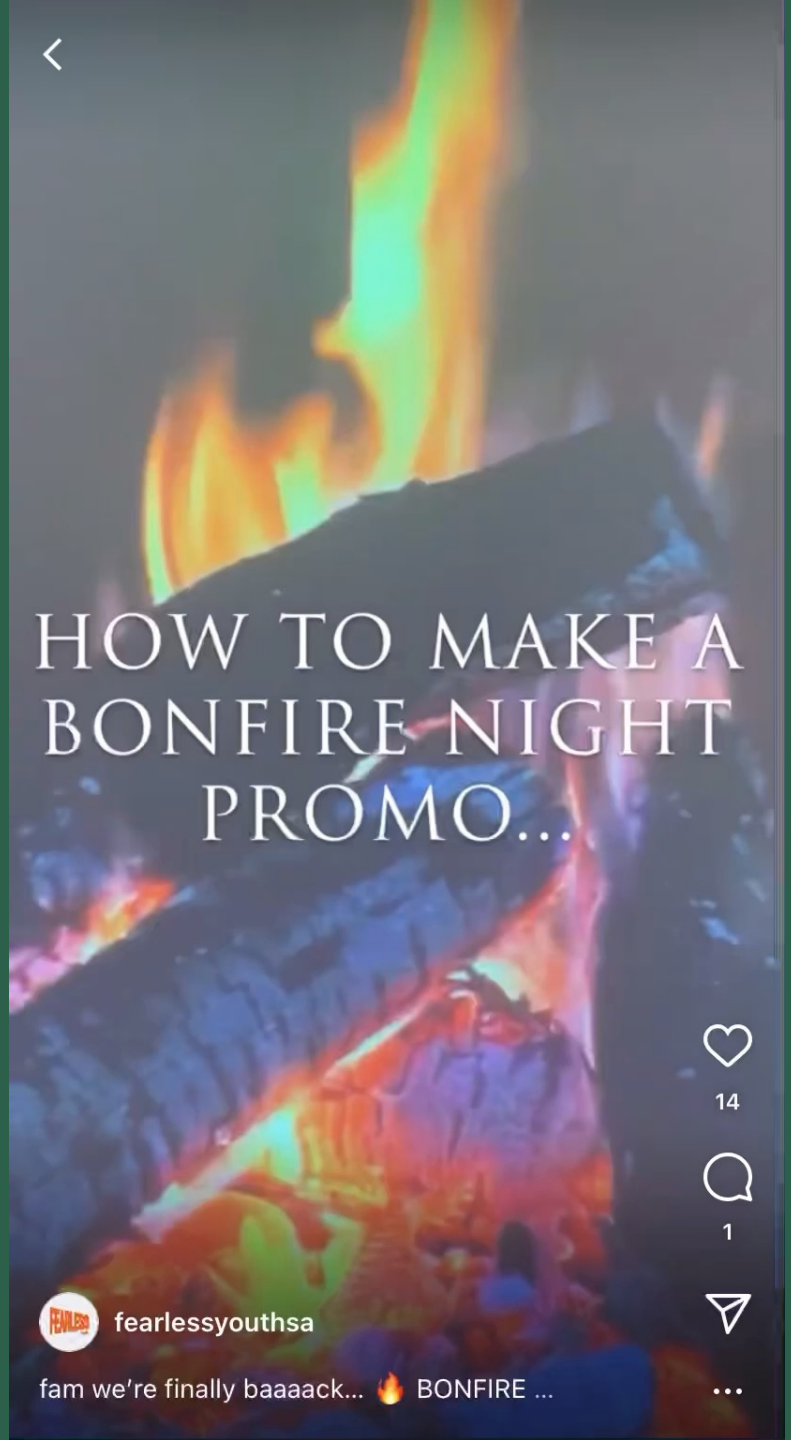
What to post

- For every post, think:
  - Does it bring joy?
  - Does it give information?
  - Is it useful?
  - Is it relevant?
  - Is it timely?
  - Image/video accompanying



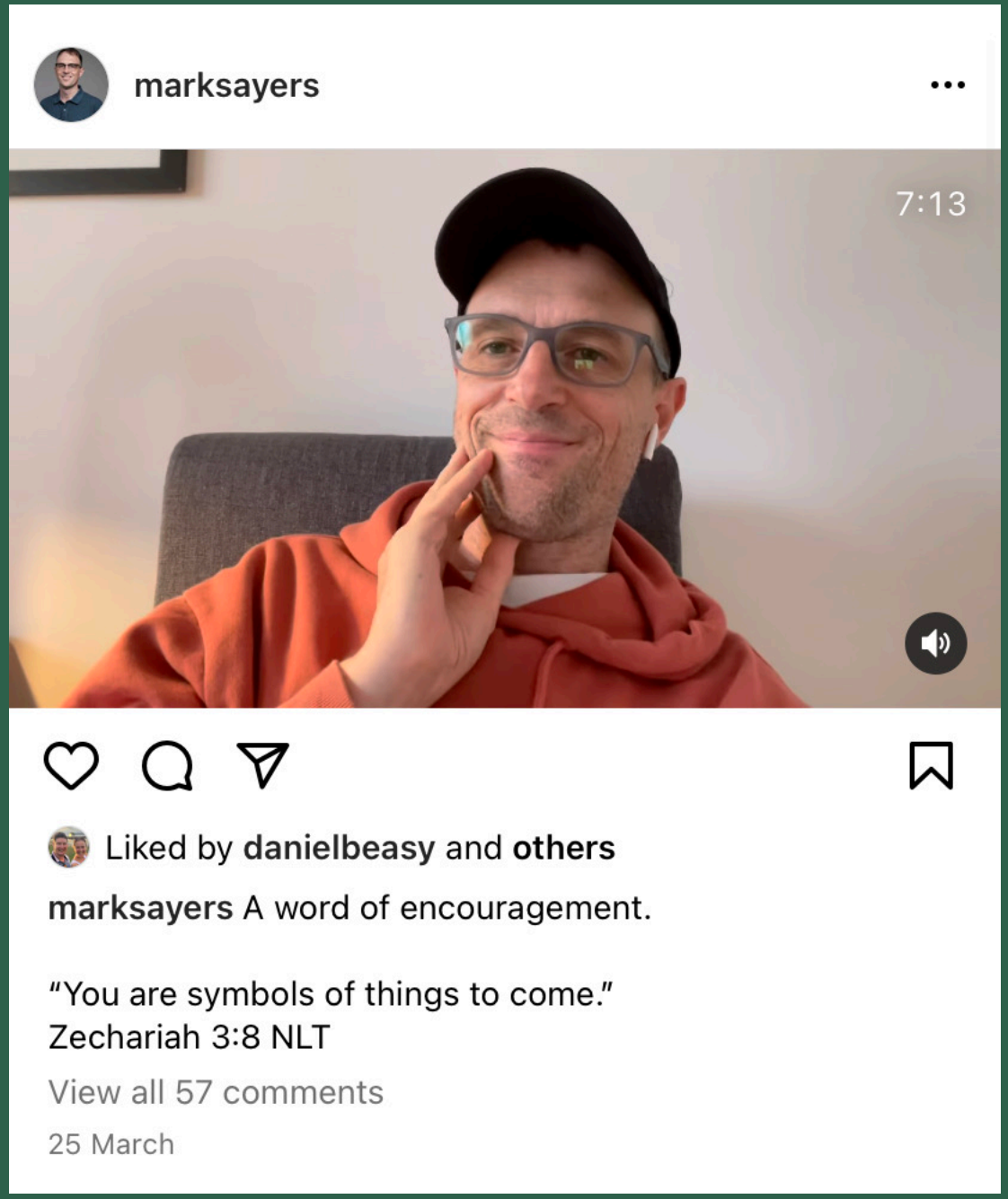
What people want

- Show your church is a positive presence in your community
- Communicate information that people want to know
- Have FUN, lean into your strengths



Sharing the gospel on social

- Slow and steady wins
- Treat it like you're talking to a stranger- share who you are with them
- First point of contact
- Think about what they're doing when they come across your post

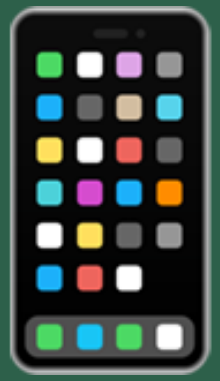


How do I get it all done?

To do:

Give your website a once-over
Is it visitor-friendly?
What can you change?

Set up your church ‘Welcome Wagon’



Start posting photos and having more fun on social media

Join our group!

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