

WEBSITE BEST PRACTICES

BISHOP'S LEADERSHIP CONFERENCE

OCTOBER 2018



Congregational Web Sites: Our New Front Door

Your web site is often the first
contact for those looking to make a
connection to your community



WHY PEOPLE VISIT CHURCH WEBSITES

- Worship times
- Address and directions
- Staff names, phone numbers, email addresses
- Information about baptisms, weddings, funerals, and religious education
- Calendar of and registration for events
- Other ways to participate

WHAT'S WRONG WITH MOST CHURCH WEBSITES?

- too old fashioned
- too busy
- too boring
- too out-of-date
- no focus

WHAT CAN BE DONE TO IMPROVE YOUR WEBSITE?

- Keep it Simple
- Limit Your Design Team
- Think Strategically
- Less Text, More Images
- Responsive design
- Like Mobile, Like Desktop
- Focus on Content
- Analytics

WHAT'S THE MINIMAL?

- Name
- Address
- Map
- Service Times
- Contact Info

CMS

- Content Management Systems are easier to use and don't require expensive software like Dreamweaver or Frontpage.
 - Examples:
 - www.wordpress.org
 - www.joomla.com
 - www.drupal.com
 - www.squarespace.com
 - www.churchwebworks.com
 - www.connectedword.com
 - www.e-zekiel.com
 - www.ekkleisia360.com
 - www.digitalfaith.org
 - www.wix.com
 - www.weebly.com
 - www.churchdesk.com
- Pay as little as \$7.00/month



THINGS TO REMEMBER ON YOUR WEBSITE

- Design the site and the pages to make people want to come back
- Add images
- Navigation
- Own your Domain Name
- No “Under Construction” pages
- Don’t confuse your building with your congregation
- Offer more ways for people to contact you. Be sure to respond promptly when they do
- Have a set of “critical friends”

DRIVING TRAFFIC TO YOUR SITE

- Communicate your domain anywhere & everywhere. Just like your phone number.
- Staff e-mail signatures
- Update regularly
- Content, Content, Content
- Link pages to social networks (FB, Twitter)
- Is it interactive?
- Ask yourself: “Why would you want to search your site? What draws you into sites?”

ASSET MAP

- Built and maintained by Episcopal Relief and Development
- One of first point of contact for seekers

COMPELLING DESIGN

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SIMPLE AND EFFECTIVE DESIGN

- Brief and concise content
- Responsible use of Typography
 - LEGIBLE fonts
 - Two font choices (sometimes 3)
- White space

Sin #1

Too Many Fonts Disease

Please, **limit**

YOURSELF **to** TWO

different FONTS

Serif + Sans Serif = True Font Love

Here is an example of good white space

Lots of breathing room for content is very important

[Tell me more!](#)

This is an example of very bad white space where everything feels very cramped and tight

Lots of breathing room for content is very important

[Tell me more!](#)



St. Thomas Episcopal Church

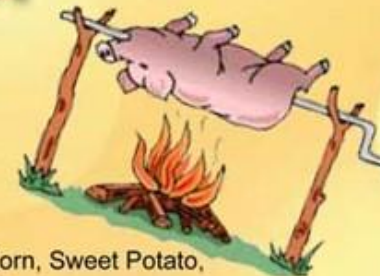
50 E. Bagley Road, Berea
www.stthomas-berea.org



3rd Annual CLAMBAKE & PIG ROAST

**October 6, 2012
6:00 pm to 8:00 pm**

Clambake: \$20 per dinner ~ \$6 Extra Clams
Pig Roast: \$20 per dinner
\$5 children dinner



Clambake: 1 doz. Clams (little or middle neck), 1 lb. Chicken Breast, Ear of Corn, Sweet Potato, 10 oz. Homemade Clam Chowder, All the Broth you can drink

Pig Roast: Roast Pork, Ear of Corn, Coleslaw, Baked Beans, Rolls and Butter

Children: Chicken Tenders, Ear of Corn, Baked Beans, sm. Bag Candy

All dinners include (coffee, tea, or water,) plus dessert

Cash bar: assorted beer or pop

All orders **must be placed and paid for by Sept. 28th** -
Checks can be made to: St. Thomas Episcopal Church
You can purchase Tickets before Sept. 28th
call Rosie at 216-226-8026 - or email loverosie@cox.net



American Patriotic Comedy Tour
www.dannyourtis.com Fund Raiser

for

Mitchell • Soto • Talamo

Bergen Cty Freeholder----- Cliffside Park Town Council

Dinner & Comedy Show

\$ Fund-Raiser

Thursday Oct. 7, 2010

For Information &
Reservations--Email: micheletalamo@aol.com

6:30^{pm} Dinner followed by **Professional Comedy Show**

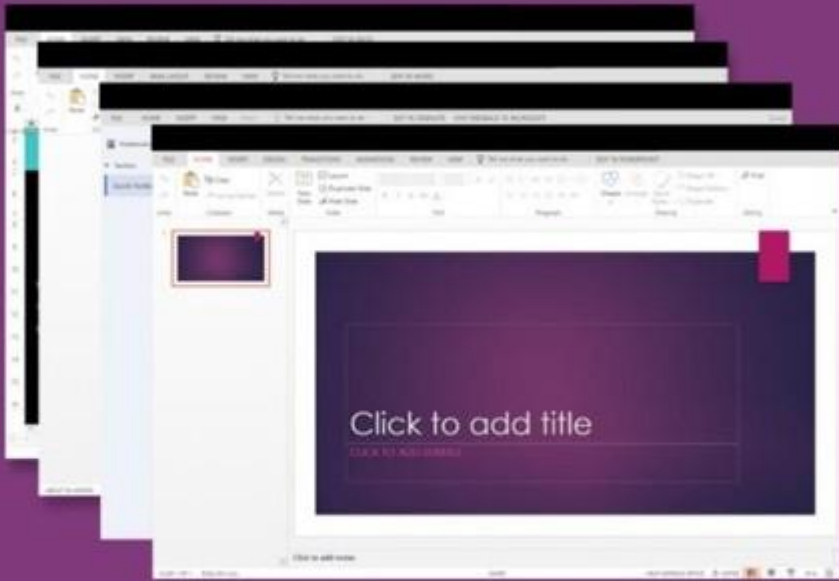
at **Cafe Tivoli 533 Schaler Blvd Ridgefield NJ**

Suggested Donation: \$55

Paid for by SOTO-TALAMO 2010

Surround something
with white space to
make it stand out.







OfficeX – How is It Different?

OfficeX allows you to work with your documents, spreadsheets and presentations without having to download and install expensive software. OfficeX provides easy access to these online tools all from your new tab page – for free!

Get OfficeX

By clicking the button above and installing the OfficeX extension, I accept and agree to abide by the Terms of Service and Privacy Policy.

compatible with:  

White space is our friend.



VISUALS

- The graphics should be clear and prominent.
- The images should relate to the content.
- The images should be of very high quality.
- Every image should have a purpose. Before you add it, ask yourself if it adds anything to the content. If it doesn't, leave it out.
- When possible, use close-up shots of people to help your learner identify with the message you have for them.

ROYALTY FREE IMAGE RESOURCES

Images

- [Freepik.com](https://www.freepik.com)
- [Pexels.com](https://www.pexels.com)
- [Pixabay.com](https://pixabay.com)
- [CreativeCommons.org](https://creativecommons.org)

Image design

- [Canva.com](https://www.canva.com)



NEWSLETTERS

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DIGITAL VS. PRINT

Print

- Beautiful Layout and Design
- All Information in One Place
- Physical Copies
- Accessible for Those Without Technology
- Great for Long Stories or Very Short Event Listing

DIGITAL VS. PRINT

Print

- Expensive to Send and Print
- Time-Consuming to Produce
- Quickly Thrown Out
- Consumes Large Quantities of Paper

DIGITAL VS. PRINT

Digital

- Redirect Readers to Website
- Simple, Compelling Design
- Low Cost, Low Time Investment
- Reach Entire Congregation
- No Waste

DIGITAL VS. PRINT

Digital

- Learning Curve
- Tempting to Send Too Many Messages
- Tempting to Include Too Much Content
- Glitches
- Readers Must Have Technology

DIGITAL NEWSLETTER PLATFORMS

- MailChimp
- Constant Contact
- Church Desk

DIGITAL NEWSLETTER BEST PRACTICES

- Keep it Short
- Redirect to Website
- Use Images Throughout

SOCIAL MEDIA

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FACEBOOK

- Most People Get Information from Facebook
- 2.23 Billion Active Users Across All Age Groups
- Set Up Official Page, Not Personal Page or Group
- Have Multiple Administrators
- Works with Website, Doesn't Replace Website
- Serves as Digital Coffee Hour

FACEBOOK

- Post Regularly
- Share Relevant External Content
- Link Back to Website
- Always Include Images
- Tag People and Pages
- Encourage Community to React, Comment, and Share
- Respond to Comments
- Like Posts that Mention You

FACEBOOK – CRAFTING CONTENT

- 2-3 Sentences
- Break Into Smaller Paragraphs for Readability
- Highlight Quote or Important Information
- Include Call to Action
- Use Facebook Scheduler
- Use Facebook Events
- Use Facebook Paid Ads to Boost Important Posts

TWITTER

- 335 Million Active Users
- 500 Million Tweets per Day
- Participate in Larger Conversations
- Share Quick News Bites
- Share Pithy Comments or Reflections
- Live Updates from Events

TWITTER

- 280 Characters
- Link Back to Website
- Links –23 Characters
- Use Images
- Enable Twitter Cards on Website
- #HashtagEverything
- Tag Individuals and Organizations
- Raise Awareness

INSTAGRAM

- 1 Billion Active Users
- 95 Million Photos/Videos per Day
- Fully Integrated with Facebook
- Tags for Individuals and Organizations
- Allows Location Tagging

INSTAGRAM

- Share Stories Through Pictures
- High Character Limit
- No Paragraph Breaks
- No Post Links
- Don't Make Text Too Long

OTHERS CHANNELS

- Snapchat
- Tumblr
- Messaging Apps

TOOLS

- Hootsuite
- Buffer
- Tweetdeck

COMPELLING CONTENT

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WHY?

Most churches focus on the least compelling aspects of their story –details and basic facts.

The “Why” of any event or activity is always the most engaging elements of your story.

Why does your community do what it does?









WHY?

Don't assume that the facts will automatically compel people to attend your event, read your story, or watch your video.

Give them a reason to come, a reason to read or watch to the end.



EVENT LISTINGS

Key Elements

- Descriptive, Catchy Title
- Location
- Date and Time
- Cost
- Description
- Web Link
- Simple Graphic

EVENT LISTINGS

Description

- 3-5 Sentences
- Open with Hook
- Always Write in 3rdPerson
- Close with Call-to-Action

PRESS RELEASES

- Newspapers
 - Neighborhood Papers
 - Develop Press List
- Blogs
- News Services
- Episcopal Digital Network

PRESS RELEASES

- **Headline**
 - Attention Grabbing, Not Click-Baity
- **1st Paragraph**
 - Include All Important Information
- **Include the “Why”**
- **Fill in Details**
- **Include Quote**
- **Ending**
 - Background Information
- **Contact Information**

PRESS RELEASES

Try to keep your press releases short. Only go beyond one page if absolutely necessary.

Press releases should be sent via email. Text should be included in the body of the email – do not include as an attachment.

Check and follow all submission guidelines.

FEATURED ARTICLES

- Great Content for Website
- Open with Compelling Imagery
- Find the Beginning, Middle, and End
- Thread the “Why” Throughout
- Gather Quotes
- Pictures
- Check Final Article with Participants

KEEP IN MIND...

Who is your audience?

What stories about your community are you telling?

Why would people care about this story?

