**Digital Communications Best Practices**

Your goal is to create a website and use social media in a way that connects with people. You want to help visitors find the information they want and need as quickly and easily as possible.

**Questions to Ask**

1. Who is our target audience?
2. What do they want to know from our website?
3. How can we present a feel for our congregation in a digital environment? (Hint: consider photos, artwork, language, style, etc.)
4. How can we best help visitors to our website or social media page find what they need and learn more about us?
5. What do we want site visitors to do with the information? (If you want them to visit your church, say so, and explain why they would want to.)

**Remember…**

* We have an opportunity to connect with more people in our community through our websites and social media activities.
* A website is not just a virtual bulletin board. Content must be tailored to the audience.
* Keep it current. Delete old information—your website is not an archive.
* Create an informal communications team to generate content and share ideas. Involve people of different ages and experience, not just those considered “techies.”
* Always strive to have content that is meaningful, current and informative.
* Avoid website clutter—keep the design clear and ensure the site is easy to navigate.
* Reduce text, and use bullets and headings frequently—most people only scan web pages.

**Tips for Writing Better Facebook Posts**

1. Generate unique and interesting content
2. Endorse content (and tag people in photos—a good way to acknowledge your fans)
3. Solicit feedback
4. Use short web links
5. Post images with text
6. Inspire action

**Ideas on What You Can Post**

* Interesting facts
* Prayer requests
* Church news/event announcements
* Pictures from events
* Share community news
* Questions/ideas related to the most recent sermon
* Ministry updates
* Links to interesting articles
* Profiles of staff/ministry teams

**Tools You Can Use**

PicMonkey (photo editing)

*picmonkey.com*

SurveyMonkey (online surveys)

*surveymonkey.com*

Doodle Poll (meeting scheduling)

*doodle.com*

VolunteerSignup (manage volunteers)

*volunteersignup.com*

MailChimp (e-newsletters)

*mailchimp.com*

TinyURL (shorten long web addresses)

*tinyurl.com*