



# Your Church on the Web *Best Practices*

## Problems the Church faces today:

1. Time
  - a. Church Staff short on time to get their jobs done.
  - b. Church members and prospects lead busy lifestyles.
2. Money
  - a. Economy
  - b. Giving levels decreasing
    - i. Job loss/economic conditions
    - ii. Time constraints and can't make it to church to give
      1. Dedicated Givers - Will give their tithe and offering whether they miss a church service or not.
      2. Willing Givers - Will give their tithe and offering but need opportunity/nudge/push/reminder to do so.
      3. Keepers - Won't give whether you ask/remind or not.
3. Resources
  - a. Volunteers
  - b. Skilled Volunteers
  - c. Money
  - d. Time

## How the Church can leverage the web to overcome these problems:

1. Practice Strategic Web Presence
  - a. Website/Content Management System
    - i. Hub for information
    - ii. Hub for communication
  - b. Social Networks - Be present where members and prospects are present
    - i. Email
      1. Still the most popular Social Network
      2. Can be used by staff and volunteers to save time
    - ii. Facebook
      1. 500 Million active users
      2. 50% login daily
      3. Avg. user has 130 friends

4. 150 Million users access Facebook via a Mobile device
  5. Mobile users are twice as active as non-mobile users
  - iii. Twitter
    1. 105,779,710 registered users
    2. New users are signing up at the rate of 300,000 per day
    3. 75% of Twitter traffic comes from outside Twitter.com
    4. Twitter's search engine receives around 600 million search queries per day
    5. Of Twitter's active users, 37 percent use their phone to tweet
    6. Mostly 18-25 year old demographic
    7. Expect growth to explode over next 3 to 5 years
    8. Almost instantaneous messaging to masses
  - iv. YouTube/Vimeo
    1. YouTube - 2 million views per day (Double the Big 3 Broadcast networks combined)
    2. Average visitor spends 15 minutes on a visit to YouTube
    3. Google's automatic speech recognition technology can translate videos and create captions in 51 different languages.
    4. #2 Search Engine (2nd to Google)
2. Practice Consistent Branding and Message
- a. Email
    - i. HTML Emails
      1. MailChimp - FREE for up to 500 list members
      2. Constant Contact - FREE for up to 10,000 list members
      3. iContact
  - b. Facebook
    - i. Sidebar Logo
    - ii. Custom Landing Page
    - iii. Automatically import new website content
  - c. Twitter
    - i. Custom Background
    - ii. Automatically Tweet new website content
  - d. YouTube
    - i. Sidebar Logo
    - ii. Custom Background
    - iii. Matching color scheme
3. Google Apps for your domain- Standard FREE or Premium \$50/year/user
- a. Email
    - i. Standard - up to 50 users w/ [yourname@yourdomain.com](mailto:yourname@yourdomain.com) addresses
    - ii. Premium - unlimited users w/ [yourname@yourdomain.com](mailto:yourname@yourdomain.com) addresses
  - b. Calendar
    - i. Shared Calendars
    - ii. Event Calendars
  - c. Documents
    - i. Word Processing (Compatible w/ MS Word Documents)
    - ii. Spreadsheet (Compatible w/ MS Excel Documents)
    - iii. Presentation (Compatible w/ MS PowerPoint Documents)
    - iv. Forms (Can be embedded on your website)

- v. Drawing
  - d. Collaboration
    - i. No more emailing documents around
    - ii. No more wondering which is “final” version
  - e. Syncing for Mobile w/ Exchange
  - f. Accessible via web or standard software applications
4. Google Analytics
    - a. Learn about website visitors
    - b. Improve your website experience
    - c. Increase “conversions”
  5. Podcast and/or Stream services
    - a. On-Demand
      - i. Audio Podcast
      - ii. Video Podcast
    - b. Live
      - i. Audio Streaming
      - ii. Video Streaming

## Resources

<http://studiod.tv/cba>

<http://www.facebook.com/press/info.php?statistics>

[http://www.huffingtonpost.com/2010/04/14/twitter-user-statistics-r\\_n\\_537992.html](http://www.huffingtonpost.com/2010/04/14/twitter-user-statistics-r_n_537992.html)

<http://www.commoncraft.com/twitter>

<http://www.viralblog.com/research/youtube-statistics/>

<http://www.mailchimp.com/>

<http://resources.mailchimp.com/mailchimp-for-churches>

<http://www.constantcontact.com/index.jsp>

<http://www.constantcontact.com/learning-center/index.jsp>

<http://www.icontact.com/>

<http://www.icontact.com/support>

<http://tweetpages.com/>

<http://www.google.com/apps/intl/en/business/index.html>

<http://www.commoncraft.com/>

<http://www.youtube.com/watch?v=eRqUE6IHTEA>

<http://www.google.com/analytics/>

<http://www.commoncraft.com/podcasting>

<http://www.ustream.tv/>

<http://www.livestream.com/>

<http://churchcrunch.com/>

<http://solutions.316networks.com/>