

# Web Ministry

Northeast District, Arkansas Conference

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# Outline

- Why Web Ministry?
- Four Steps for Getting Started
- Marketing Your Site
- Social Media
- Conclusion



## Why Web Ministry?

- Web ministry is any and every way that your church can or could reach out to members, visitors, seekers and leaders through a variety of Web and Internet technology tools.
- Adapting the tools and resources of the Internet and resources of the WWW to make disciples of Jesus Christ.



## Four Steps for Getting Started

**Planning**



**Designing Your Site**



**Selecting the Tools and Host for Your Site**



**Maintaining Your Site**



# Planning

- Secure Buy-In from your Church
  - Explain the Benefits:
    - 73% of adults use the Internet daily\*\*
    - 91% is for e-mail and web search\*\*
    - 64% are interested in religious/spiritual information\*\*
    - 87% of teenagers use the Internet for communication\*\*
- Start a Web Ministry Team
  - Find volunteers willing to help

Planning

\*\*Pew Internet & American Life Project



# Planning

- Discuss Potential Roadblocks (Excuses):
  - Fear of Technology
    - Communication is *easier*
    - Internet = reaching large volumes of people
  - No Technology Skills
    - Opportunity to Learn
    - Check w/ Congregation
  - No Value
    - Postage vs. Internet (Ex: NE District website)
  - No Security



# Planning

- Develop a Purpose/Goal
  - Who are you trying to reach?
- Assets available
  - Computer literate individuals
  - Designer, freelancer, etc.
- Resources Needed
  - Time, Money, Etc.



# Planning

## Example Budget:

Item	Estimated Annual Cost	Actual Annual Cost
Computer with Internet capability	\$500.00*	
Internet Service Provider	\$300.00	
Domain Name Registration	\$10.00	
Website Design and Hosting Service (Template-based)	\$215.00	
Set-up fee for template-based website design and hosting services	\$50.00*	
Custom Website Design (optional for template-based)	\$500.00*	
Website Development Software (FrontPage or Dreamweaver from TechShop)	\$300.00*	
Website Hosting Service (if do-it-yourself or consultant/developer services)	\$120.00	
Website Design Consultant or Development Company	\$2500.00*	
Part or Full-time Webmaster as staff member	\$17,000–35,000	
Part or Full-time Webmaster as consultant	\$36,400–72,800	
Updating existing computer software to maintain efficient operations)	\$100.00	
Upgrade existing computer hardware, software, and peripherals to maintain efficient operations	\$250.00	
<b>Total Annual Cost</b>	<b>\$875.00–76,460+</b>	

(\*) Indicates a one-time cost for set-up, etc.



# Planning

## Basic Costs:

<b>Internet Service Provider (ISP)</b>	<b>\$20 - \$30/month</b>
<b>Hosting/Domain Name</b>	<b>\$70/year</b>
<b>Design Software</b>	<b>\$300 - \$600 (once)</b>
<b>Computer</b>	<b>\$300 - \$1000 (once)</b>



# Designing Your Site

- Review other websites
- Design Content
  - Who is your audience?
- Navigation around site
- Examples of Features:
  - calendar
  - photo album
  - blogs
  - newsletter

Designing Your Site



# Designing Your Site

Contact Form

Calendar

Purpose

The screenshot shows the Auburn United Methodist Church website. At the top, there is a navigation menu with links for About, Events, Growth, Ministries, Care & Prayer, and Contact. Below the menu, service times are listed: Traditional @ 8, 9:30 and 11 a.m. | Contemporary @ 9:30 a.m. | Sunday schools for all ages at 9:30 and 11:00 a.m. The main content area features a central logo with a cross and the text 'AUBURN UNITED METHODIST CHURCH together in faith'. Below the logo, the 'Ministry Focus This Week' section highlights '2009 Advent Poinsettias and Tree of Lights' and 'Honor someone you love this Advent season!'. A sidebar on the left contains several links: 'AUMC Sunday morning worship services', 'AUMC Sunday School Classes', 'Welcome Guests!', 'The Village Methodist AUMC's Weekly Newsletter', and 'Online Giving'. At the bottom, there is a Facebook link and an 'Online Media' section with a link to listen to a recording.



# Designing Your Site

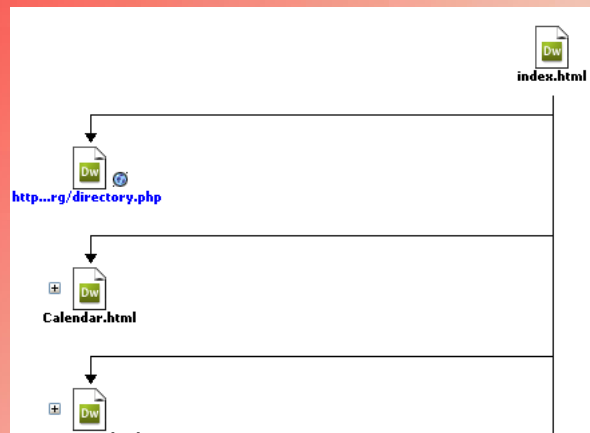
- Dynamic or Static Website
  - Static sites are easier to maintain
  - Dynamic sites are more attractive
- Perform Research
  - View other websites
- Brainstorm!
- Technical Requirements:
  - Basic HTML
  - Content Management System (CMS)
  - Adobe Flash



# Designing Your Site

- Line Drawing/Site Map

Ex:



# Designing Your Site

- Make a sketch of the site on paper
- Design original artwork or photos
  - Use Adobe Photoshop
  - E-Zekiel (pre-designed template)
  - WordPress
- Make navigation around site easy
- Information should be easy to find



# Designing Your Site

- Building the individual web pages:
  - Use a designer/developer (expensive)  
Hint: volunteers within the church
  - HTML → *HyperText Markup Language*
    - headings, paragraphs, lists, forms, images, etc....
  - CSS → *Cascading Style Sheets*
    - look and formatting of a document



# Designing Your Site

- Adobe Dreamweaver:
  - drag and drop features
  - pre-built functions
  - buttons to add links and images



- Microsoft FrontPage
  - similar to Microsoft office products
  - straightforward
  - very useful for static web pages



## Selecting the Tools & Host for Your Site

- Terminology:
  - Web site – collection of web pages placed in a folder on a server
  - Domain – unique name
  - Server – machine that houses info
  - Web page – similar to a page in a book
  - Home page – first page people view
  - Hyperlink – reference to other Web page

Selecting the Tools and Host for Your Site



## Selecting the Tools & Host for Your Site

- Basic Needs:
  - Computer w/ Internet
  - E-mail
  - Internet Service Provider
- Select & Register a Domain Name
  - Make the name unique and simple
  - Ex: [www.nedistumc.org](http://www.nedistumc.org)
- Remember:
  - .org = organization
  - .com = communication



## Selecting the Tools & Host for Your Site

- Hosting Examples:
  - Yahoo
  - GoDaddy
  - E-Zekiel (pre-designed templates)
  - General Board of Global Ministries (5 MB)
- Software:
  - available on TechShop
  - Ex: Dreamweaver, FrontPage, etc...



## Selecting the Tools & Host for Your Site

- Make the site user-friendly and user-centered
- Considerations:
  - ease of use, content, trustworthiness, satisfaction, etc...
  - website aligned w/ ministry goals?



## Maintaining Your Site

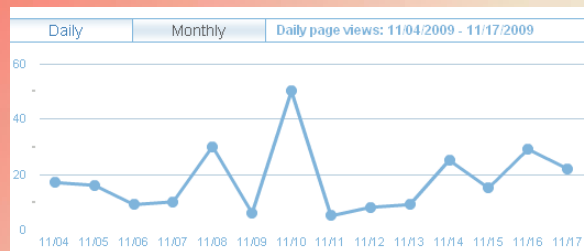
- Update the site often
  - Ex: weekly/monthly newsletter
  - Events at the church
- Tell others about your site
- Make the site engaging
  - provide interaction
- Use the home page as the main navigational tool
- Resolution of pictures on site

Maintaining Your Site



## Maintaining Your Site

- Traffic analysis
  - Find out the content that people are viewing.



- Be mindful of providing names on your website
- Safe Sanctuary policy for website



## Maintaining Your Site

- Develop a maintenance schedule
  - monthly, weekly, yearly
- Really Simple Syndication (RSS)
  - updated content
  - Ex: UMC News
- Upper Room Daily Devotional
- Decide who should have user privileges.



## Marketing Your Site

### Communication:

- bulletin
- newsletter
- local newspaper
- Find-A-Church (UMC.org)
- other church websites
- online directories (arumc.org)
- mass e-mail
- community organizations
- word of mouth



## Marketing Your Site

Use a search engine:

- Google directory
- ARUMC.org church directory
- Yahoo!

Always use specific search words:

- Jonesboro United Methodist Church
- Jonesboro First United Methodist Church



## Marketing Your Site

- Conduct website reviews and evaluations
  - Web ministry team
  - church members
- Use Keywords in Headers and at the beginning of paragraphs
- Trade Organizations and Specialized Sites
- Word of Mouth



## Social Media

- Social Media can.....
  - help promote your site
  - link people together
  - tell others about Christ
- Four types:
  - Blogs (web log)
  - Social networking sites
  - Forums
  - Bookmarking sites

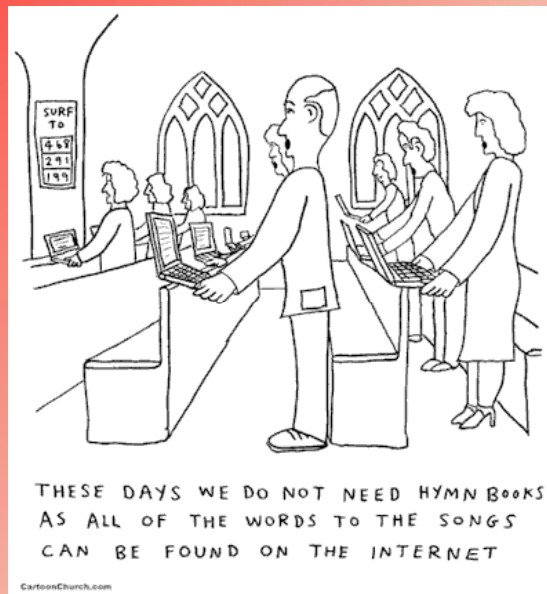
The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, consisting of the word "twitter" in a light blue, lowercase, sans-serif font.A browser bookmark icon, showing the word "Bookmark" in blue, followed by a small black square, a group of three people icons, a Windows logo, and three dots.

## Conclusion

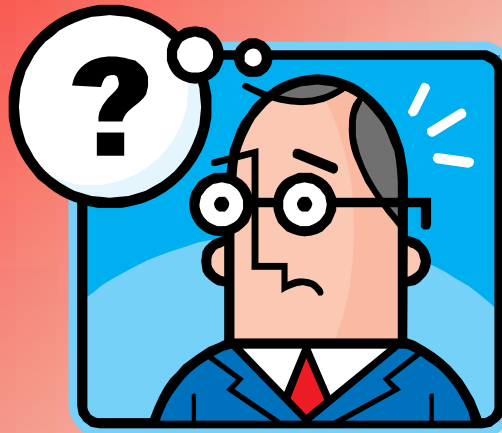
- Web Ministry is a tool to share the message of Christ with others
- Many people can be reached using web ministry tools.
- Four Steps For Getting Started
- Marketing is essential to your site



# Final Thoughts....



# Questions



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