

Operating in a Digital Landscape

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Operating in a Digital Landscape: Website Best Practices and Utilizing Social Media

BEFORE YOU BUILD

- Assess your needs.
- Know the purpose.
- Establish a budget and/or consider in-kind resources.
- Just as Rome wasn't built in a day, your website doesn't have to be either. You can always add elements as you go.

BUILDING THE SITE

- Choose the right template if you choose if you don't go the custom route.
- Consider elements that you like from other sites and incorporate on your site.
- Identify engaging imagery and include. Keep it fresh.
- Help visitors know what your parish "looks and feels like" through your web presence.
- Determine if you wish to livestream and/or make worship services available for view later (and consider archiving sermons).

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BUILDING YOUR SITE (continued)

- Ensure mobile-friendliness.
- Include links to church's social media accounts.
- Make sure worship times and contact information are prominent in location AND are accurate.
- Consider navigation and aim for intuitiveness, avoiding too many clicks away from the home page and by making information easy to locate.
- Make online giving easy AND easy to find.

ONCE PUBLISHED

- Ensure pertinent content is regularly updated.
- Monitor your website's analytics: A look at Search Engine Optimization (SEO)
- Let the creative process continue to unfold. Refinement and enhancement are always in order.

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UTILIZING SOCIAL MEDIA

- Establish accounts on Instagram and Facebook.
- Maintain fresh content, including sermon excerpts, messages from clergy, as well as messages from lay; include content on upcoming events and recaps of past activities.
- Go live if you're not currently livestreaming worship (if you wish to do so), or make services available online later.
- Invest in the right equipment for video uploads.
- Encourage others to join and to share your posts.
- Share your content with others (including tagging the Episcopal Diocese of Texas for newsworthy, milestone, or special events).
- Monitor your analytics.
- Don't be intimidated.
- **Just do it if you're not already. You've GOT THIS!**