

CREATING A GOOD DIGITAL FIRST IMPRESSION

WEBSITE CHECKLIST

- CONGREGATION LOCATION
- TIMES OF SERVICES
- STAFF NAMES AND TITLES
- CHURCH CALENDAR
- CONTACT INFORMATION
- ABOUT US
- LINKS TO SOCIAL MEDIA PROFILES

CREATING A GOOD DIGITAL FIRST IMPRESSION:

SOCIAL MEDIA IDEAS

FACEBOOK

- SHARE ANNOUNCEMENTS
- COLLECT AND SHARE PRAYER REQUESTS
- SHARE SERMONS AND SCRIPTURE
- SHOW OFF VIDEOS AND PICTURES FROM RECENT CHURCH EVENTS.
- SHARE NEWSLETTER
- PROMOTE UPCOMING EVENTS



INSTAGRAM



- SHARE QUOTES FROM A SERMON
- ANNOUNCE SPECIAL EVENTS
- CELEBRATE MILESTONES
- HAVE THE YOUTH GROUP "TAKE OVER" FOR A SUNDAY
- DOCUMENT CHURCH ACTIVITIES AND OUTINGS
- SHOW THE CHURCH IN ACTION

CREATING A GOOD DIGITAL FIRST IMPRESSION: 6 EASTER IDEAS

1. Put basic Easter event information on your website's front page

- Reduce front page clutter. Attached a link to Easter graphics and text from the homepage to more detailed information located on a separate page.

2. Use videos to invite

- Create a video inviting visitors and members to your Easter services, make it personal!

3. Invest in some paid advertising campaigns on Facebook

- Take your invite video, or Easter and Holy Week graphics and promote them with ads. This can broaden the reach that your Facebook post can travel!

4. Share what's happening behind the scenes

- Generate buzz for upcoming events with behind the scenes sneak peaks at all your hard work!

5. Assemble a Social Media Volunteer Team

- Ask around the congregation- see who's interested in taking photos, or posting to Instagram. Check your feed and see who is active and posts creatively, they can help!

6. Pin Easter and Holy Week to the top of your social media feed

- Let your social media profile focus in on Easter, rather than past sermons or church events. Pin to the top posts that share Easter graphics or Holy Week event invitations instead!