

Churches without Walls

Any church can use a website & social media for greater ministry reach!



http://www

22% of churches do not
have a website.

- LifeWay Research, January 2011

Do you need a website?

- ✦ **98%** of American homes have access to some form of high-speed Internet
- ✦ Over **50%** of Americans 65 and older use the Internet
- ✦ Over **75%** of those under 65 use the Internet

- New York Times, August 18, 2013

Start with a Plan

Remember:

A website is an extension of your church!

Start with a Plan

- ✦ What are your goals?
- ✦ Who is your audience?
- ✦ How much time will you have to devote to upkeep?



Why WordPress is great choice for church websites?

- ✦ Simple to use
- ✦ Most web hosts support it
- ✦ Thousands of plugins and themes available
- ✦ Over 60 million websites use it
- ✦ Good SEO and security built in
- ✦ Fairly easy to find a designer or developer to help you



Options for Theme Design

- ✦ Hire designer for project
- ✦ Purchase theme
- ✦ Use free theme

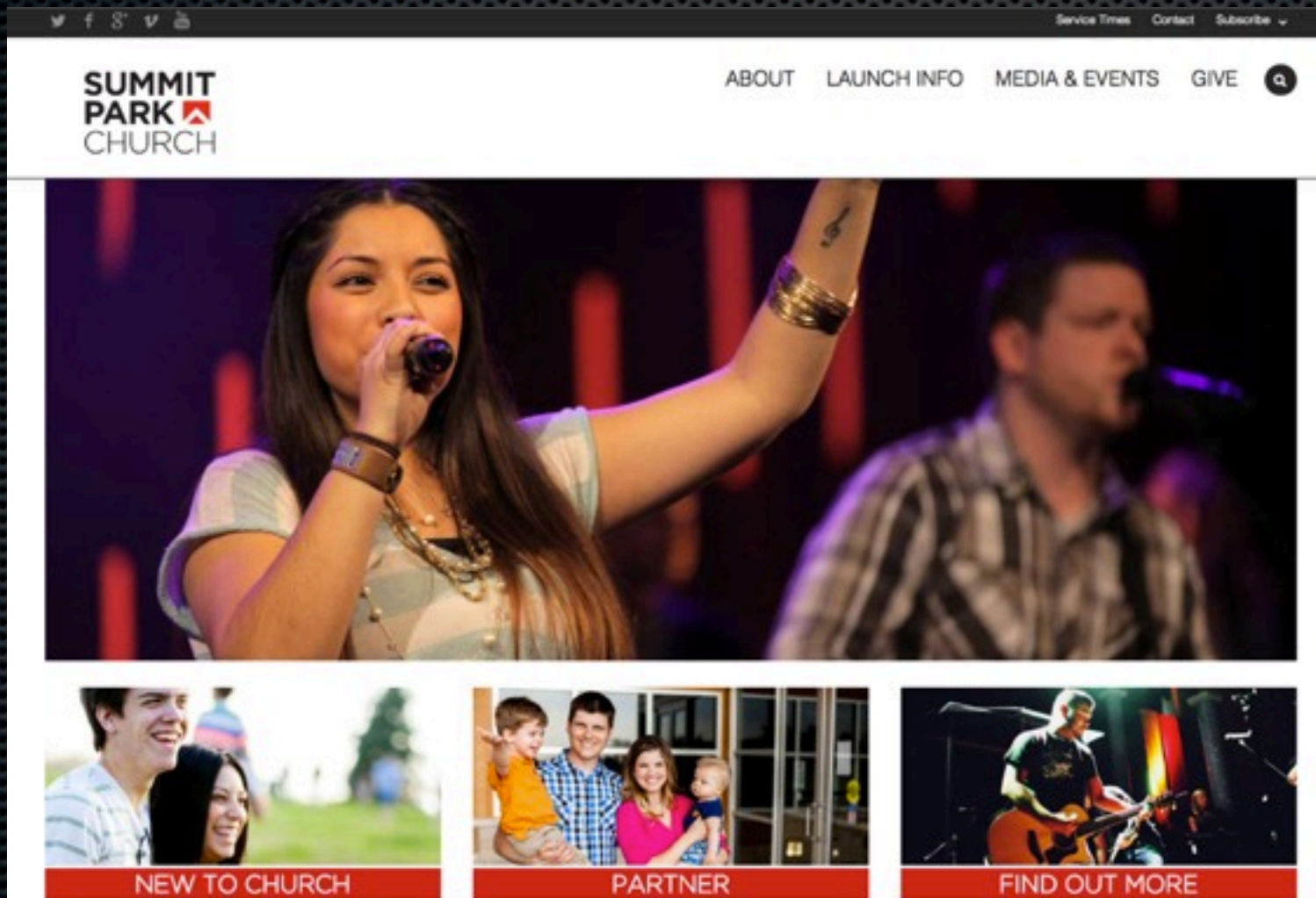


Options for Theme Design

Make sure the theme has “**responsive design**”
to look great on both desktop and mobile

WordPress Example

Summit Park Church – Lee's Summit, MO



Search Engine Optimization (SEO)

- ✦ Make sure “**Assembly of God**” and your church’s address are located on at least the main page

The screenshot displays the website for Oak Grove Assembly of God. The header features the church's logo on the left, which consists of a green circular graphic and the text "Oak Grove ASSEMBLY". To the right of the logo is the tagline "Come Experience the Love of God!". In the top right corner, there are links for "Service Info", "Directions", and "Contact". Below the header is a navigation menu with buttons for "HOME", "ABOUT US", "MINISTRIES", "CALENDAR", "SERMONS", and "CONTACT". A search bar is located to the right of the "CONTACT" button, with a green "GO" button next to it. The footer is dark grey and contains contact information on the left, which is highlighted with a red rounded rectangle: "© 2013 Oak Grove Assembly of God", "1320 S. Oak Grove Ave., Springfield, MO 65804", and "Phone 417-881-6528 | Email: info@oakgroveag.org". On the right side of the footer, there are links for "Home", "About Us", "Ministries", "Calendar", "Sermons", "Contact", and "Log in".

Search Engine Optimization (SEO)

- ✦ Make sure a link to your church website is included with your listing on **ag.org**

Assemblies of God Church Directory

Churches — [enhance your church's listing](#) with an image, a greeting, and links to your web site and email address.

Questions? — Can't find your church? How can you update your church listing? Find answers to these questions and others by reading our [Church Directory FAQ](#).

[New Search](#)

Central Assembly of God

<i>Mailing Address</i>	<i>Location</i>
1301 N Boonville Ave Springfield, MO 65802	1301 N Boonville Ave Springfield, MO 65802

Lead Pastor: Jeffrey T Peterson
Phone Number: (417) 866-5013
District: Southern Missouri
Section Name: Springfield-North
Email Address: info@centralassembly.org
Web Address: <http://www.centralassembly.org>

Remember...

Keep It Simple

Remember...

Answer Questions

- ✦ What are your service times?
- ✦ What are upcoming events?
- ✦ How do I get to your church?
- ✦ Do you provide childcare?
- ✦ What do you believe?
- ✦ Will you pray for me?

Social Media



Your website is the hub of your social media connections

Social Media - Email



MailChimp

- ✦ Great for small to medium sized churches
- ✦ FREE if less than 2,000 subscribers and less than 12,000 emails per month

Social Media - **facebook**.

- ✦ **67%** of online American adults are Facebook users
- ✦ **8%** of online adults who do not currently use Facebook are interested in becoming Facebook users


- 2013 Pew Research Study

Social Media - **facebook**.

- ✦ Set up a Facebook Page for your church
- ✦ Private Groups are great for internal communities



Social Media - Youth Groups

- ✦ Facebook good starting point 
- ✦ Pew Study shows **94%** of teens on Facebook, but a majority of those no longer enjoy it
- ✦ Consider adding Instagram, Tumblr, or Twitter



Instagram

tumblr.

twitter

- ✦ Survey your group to see what networks they are on

Social Media - Video

Google+



Hangouts On Air

- ✦ Use to provide a live stream of your service on YouTube and embed on website
- ✦ The service can be archived for later viewing on YouTube
- ✦ **Legal note:** Do not stream and archive music unless you own the rights



Social Media - Audio

- ✦ SoundCloud can be used to also share the sermon audio on website



Free eBook



Get UnEmbarrassed

*10 Secrets to Effective
Church Websites*

GetUnEmbarrassed.com

Resources

- ✦ Download today's slide show presentation
- ✦ Receive document with links and information

<http://bit.ly/FocusConference>

