

# Interim Ministry Resources

## Chapter 9 Publications

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# Resources

## Getting the Word Out About Your Congregation

There are many ways in which your congregation can make its presence known in your community. The following list contains some ideas and suggestions. Place an X next to the items which your congregation currently uses. Place an A next to the items which you could use.

Media: radio, television, newspapers, billboards, yellow pages' ad, brochures, posters, hand-outs

Mailings: newsletter, flyers, *The Lutheran* magazine, devotionals, ministry programs, Sunday School, Vacation Bible School, soup kitchen, day care programs, church socials, choirs, fellowship groups, support groups.

Signage: off-site direct people to church

Personal Visits: pastor(s), staff, lay people, Witness/Evangelism Committee, telephone ministry, community survey, prayer chain, crisis hotline

Services Projects: food pantry, homeless shelter, literacy program, hospice

What other methods not mentioned could you use?

[http://synodresourcecenter.org/evang/resources/specialists/0004/getting\\_word.html](http://synodresourcecenter.org/evang/resources/specialists/0004/getting_word.html)

[http://www.feautor.org/uploads/contributions/11956134953/getting\\_word.pdf](http://www.feautor.org/uploads/contributions/11956134953/getting_word.pdf)

[Images for Getting the Word Out About Your Congregation](#)

## News and Events - Evangelical Lutheran Church in America

ELCA News shares information and stories about this church's 4 million members in nearly 100,00 congregations in the United States, Caribbean and U.S. Virgin Islands.

<http://www.elca.org/en/News-and-Events>

<https://www.elca.org/News-and-Events/Recent-News-Stories>

[Images for News and Events - Evangelical Lutheran Church in America](#)

## 1) Advertising

### Advertising - Wikipedia

Advertising is a [marketing](#) communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.<sup>[1]:465</sup> Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual.<sup>[1]:661,672</sup> Advertising is communicated through various mass media,<sup>[2]</sup> including [traditional media](#) such as newspapers, magazines, [television](#), [radio](#), [outdoor advertising](#) or [direct mail](#); and [new media](#) such as [search results](#), blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement, or "ad" or advert for short.

<https://en.wikipedia.org/wiki/Advertising>

[Images for advertising](#)

### Church Advertising

Free information on marketing your church. Free demographic counts. Church advertising ideas, church postcards samples and church outreach tips.

<https://www.churchdirectmail.com/>

[Images for Church Advertising](#)

### Church Advertising is a Waste of Time | Church Marketing Sucks

We spend most of our time trying to "clever" people into the kingdom with advertising, when in reality they will more likely be drawn in a powerful way by the love we have for one another, the open confession of our sins, and the compassion we show to those in need. This is what will awaken the desire in unchurched people to become part of the Christian community.

<http://www.churchmarketingsucks.com/2006/04/church-advertising-is-a-waste-of-time/>

[Images for Church Advertising is a Waste of Time](#)

<http://www.churchmarketingsucks.com/2012/10/church-advertising-observations-part-1-why-it-doesnt-work/>

<http://www.churchmarketingsucks.com/2012/10/church-advertising-observations-part-2-8-tips/>

### How to Advertise a Church: 5 Steps (with Pictures) - wikiHow

Advertising a church, fellowship or other house of worship is a great way to let the community know what types of ministries are offered and available to members and friends of the congregation. Depending on the composition of the community, several different approaches can be used to advertise a church effectively and alert people to opportunities for worship and participation in activities that ultimately benefit the wider community. When putting together an effective advertising program for a church, it is important to consider a wide range of networking options that include both print and electronic media as well as social networking strategies.

<https://www.wikihow.com/Advertise-a-Church>

[Images for How to Advertise a Church](#)

<http://blog.capterra.com/effectively-advertise-your-church/>

<https://growchurch.net/3-simple-church-advertising-ideas-grow-church-outreach-evangelism>

<https://effectivechurch.com/advertising/>

## Should your church advertise on Facebook? (part one) » UMC Social Media

SUMMARY: The answer is a resounding “yes!” When you advertise on Facebook, you can reach almost any demographic imaginable, efficiently and effectively. This focused advertising helps you reach those who may be interested in your specialized ministries, day-care facility or other offerings. If that doesn’t impress you, consider the statistics:

<http://www.umcom.org/learn/should-your-church-advertise-on-facebook-part-one>

Images for Should your church advertise on Facebook? UMC Social Media

<http://www.umcom.org/learn/7-rules-to-reach-the-masses-via-facebook-part-two>

[www.kennyjahng.com/10-steps-facebook-ads-for-church/](http://www.kennyjahng.com/10-steps-facebook-ads-for-church/)

<https://missionalmarketing.com/church-facebook-ad-placements/>

[www.churchmarketingsucks.com/2010/11/facebook-ads-for-your-church/](http://www.churchmarketingsucks.com/2010/11/facebook-ads-for-your-church/)

Images for facebook-ads-for-your-church

<http://thecreativepastor.com/3-ways-your-church-can-win-on-facebook/>

<http://thecreativepastor.com/3-ways-your-church-can-win-on-facebook/> #3

<https://www.concordiatechnology.org/blog/advertising-on-facebook-for-churches>

<http://jeremyroberts.org/why-and-how-your-church-should-utilize-facebook-ads/>

<http://www.communicatejesus.com/2011/02/10-reasons-your-church-should-advertise-on-facebook/>

<http://chucklawless.com/2016/03/why-and-how-your-church-should-utilize-facebook-ads/>

Images for why-and-how-your-church-should-utilize-facebook-ads

## 10 Helps for an Outreach Advertising Strategy – ChurchLeaders.com

Here are 10 guiding principles to help you continually encourage guests to visit your church.

<http://www.churchleaders.com/outreach-missions/outreach-missions-how-tos/146387-outreach-advertising-strategy-in-your-church.html>

Images for Church Outreach Advertising Strategy

<http://www.churchleaders.com/outreach-missions/outreach-missions-articles/258675-exactly-church-advertising.html>

<http://www.churchleaders.com/pastors/pastor-articles/151797-jesus-and-bad-advertising.html>

## The Advertising Debate » Alban

Should your congregation run ads in the newspaper? Are congregations getting the most out of those advertising dollars? Most congregational communications programs include worship leaflets, newsletters, program brochures, promotional flyers, and a web site. Each brings with it relatively fixed costs—and, in most cases, funding that needs to stretch to meet those expenses.

Advertising, i.e. paid promotion, can tax even the most robust budget. Paper and printing costs continue to rise dramatically—which leads to ever-increasing advertising rates for print publications. Is the cost of advertising worth it?

Unfortunately, there’s no easy answer. The debate on newspaper advertising volleys between two realities. Where you land depends on your specific congregation and your communication objectives.

## Alban at Duke Divinity School » The Advertising Debate

<https://alban.org/archive/the-advertising-debate/>

<https://alban.org/author/alban/page/98/>

Images for Advertising Debate » Alban at Duke Divinity School

<https://alban.org/about-alban/alban-weekly/>

<https://alban.org/category/public-ministry/>

## 2) Apps

### App - Wikipedia

Application software that causes a computer to perform tasks for computer users

- Mobile app, software designed to run on smartphones and other mobile devices
- Web application or web app, software designed to run inside a web browser

<https://en.wikipedia.org/wiki/App>

Images for app

## APPS WITH THE BISHOP

August 22- September 21,

Join the bishop for appetizers and conversation about generosity with a special emphasis on giving Apps and other church related APPs. These events are for rostered leaders, Congregation Council, treasurers, financial teams, and anyone in your congregation that is tech savvy and willing to help you move your congregation into the electronic giving arena.

<http://nswsi.org/home/calendar-of-events>

[https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/4\\_Action\\_Plans\\_to\\_Reach\\_Givers.pdf](https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/4_Action_Plans_to_Reach_Givers.pdf)

[https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/DIY\\_Stewardship\\_2017\\_final.pdf](https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/DIY_Stewardship_2017_final.pdf)

[info@nswsi.org](mailto:info@nswsi.org)

Images for bishop rick hoyne

## Best 25+ Church app ideas on Pinterest

<https://www.pinterest.com/explore/church-app/>

Images for Church app on Pinterest

<https://www.pinterest.com/explore/christian-apps/>

<https://www.pinterest.com/tithely/church-apps-by-tithely-engagement-in-the-mobile-ge/>

<https://in.pinterest.com/explore/church-app/>

<https://www.pinterest.com/explore/bible-app/>

### Does Your Church Need a Mobile App? - Capterra Blog

What would you say to having one place where you and your members can send and receive email blasts, communicate frequently via social media, share videos and online sermons, post volunteer opportunities and track schedules, and donate from anywhere in the world?

<http://blog.capterra.com/church-need-mobile-app/>

Images for Does Your Church Need a Mobile App?

<http://blog.capterra.com/6-tools-creating-great-church-apps/>

<http://flocknote.com/blog/does-my-church-need-a-mobile-app>

<http://mypocketchurch.com/app-features>

<https://www.pinterest.com/bronwinwelcome/church-mobile-app/>

### 5 Features Your Church App NEEDS to Have - ChurchLeaders.com

If you have a church app for your congregation and church staff's iOS and Android devices, you are ahead of the game. With your mobile application, you have the ability to connect with your congregation in a very intimate and efficient way.

<http://www.churchleaders.com/worship/worship-articles/170930-jeremy-smith-features-your-church-app-needs-to-have.html>

Images for Features for Church App

<http://www.churchleaders.com/pastors/pastor-articles/157895-tony-mccollum-top-eleven-ipad-apps-used-by-pastors.html>

<http://www.churchleaders.com/pastors/pastor-articles/153072-what-church-members-want-in-an-app.html>

### Is Your Church Ready for a Mobile App? - LifeWay

For churches wanting to dive deeper and engage more fully with their community, here are a few reasons to consider mobile apps:

<http://www.lifeway.com/pastors/2014/04/21/is-your-church-ready-for-a-mobile-app/>

Images for Is Your Church Ready for a Mobile App? - LifeWay

<http://thomrainer.com/2016/09/four-reasons-welcome-use-smartphones-worship-service/> #1

<http://thomrainer.com/2016/03/4375/> #7

<http://thomrainer.com/2016/08/eight-trends-churches-moving-virtual/> #4

<http://thomrainer.com/2016/06/whats-next-church-technology/> #6

<https://www.amazon.com/Thom-S.-Rainer/e/B001IGLMVG>

[https://www.goodreads.com/author/show/27470.Thom\\_S\\_Rainer](https://www.goodreads.com/author/show/27470.Thom_S_Rainer)

[https://www.goodreads.com/author/show/27470.Thom\\_S\\_Rainer/blog](https://www.goodreads.com/author/show/27470.Thom_S_Rainer/blog)

Images for thom rainer (author)

### 3 Reasons to Consider Mobile Apps for Your Church

A mobile app is not merely a piece of technology, but an investment. Here are three reasons why:

<http://www.churchmarketingsucks.com/2014/03/3-reasons-to-consider-mobile-apps-for-your-church/>

Images for Consider Mobile Apps for Your Church

<http://pastors.com/why-and-how-to-use-a-mobile-app-for-your-church/>

<https://www.paperlesstrans.com/why-does-every-church-need-an-app>

<http://darrelgirardier.com/decided-cancel-church-mobile-app/>

### 25 Smartphone Apps Every Leader Should Know About – Carey Nieuwhof

In no particular order, of the 100+ apps I have on each device I own, here are 25 apps every leader ought to know about:

<http://careynieuwhof.com/2013/11/25-smartphone-apps-every-leaders-should-know-about/>

Images for 25 Smartphone Apps Every Leader Should Know About – Carey Nieuwhof

<http://careynieuwhof.com/2015/06/8-ways-church-leaders-can-use-periscope-to-aid-your-mission/>

<http://careynieuwhof.com/2014/11/churches-greet-like-1999/>

<http://careynieuwhof.com/tag/apps-for-pastors/>

<https://careynieuwhof.com/tag/apps-for-senior-leaders/>

<http://careynieuwhof.com/tag/scheduling-apps/>

<http://careynieuwhof.com/tag/theres-an-app-for-that/>

<https://careynieuwhof.com/waste-time/> #1

<http://connexuschurch.com/the-new-connexus-app-our-free-christmas-gift-for-you/>

<http://connexuschurch.com/parents-theres-an-app-for-that/>

<https://www.stitcher.com/podcast/the-carey-nieuwhof-leadership-podcast/e/50740338?autoplay=true>

[http://www.podbean.com/podcast-detail/exr2z-33a18/The-Carey-Nieuwhof-Leadership-Podcast/DirEpisode\\_page/14](http://www.podbean.com/podcast-detail/exr2z-33a18/The-Carey-Nieuwhof-Leadership-Podcast/DirEpisode_page/14)

<https://www.olivetree.com/store/home.php?cat=259&authorid=3283>

<http://robcoizek.com/leadership-apps/>

<https://www.amazon.com/Carey-Nieuwhof/e/B003GJCLCM>

Images for carey nieuwhof (author)

### 3) Blog

#### Blog - Wikipedia

A blog (a truncation of the expression "weblog")<sup>[1]</sup> is a discussion or informational [website](#) published on the [World Wide Web](#) consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page.

<https://en.wikipedia.org/wiki/Blog>

<https://simple.wikipedia.org/wiki/Blog>

Images for blog

<https://simple.wikipedia.org/wiki/Blogger>

Images for blogger

#### 11 Tips for New Ministry Bloggers - LifeWay Pastors

If you are a pastor or ministry leader who has been living under the fog of guilt about blogging, I want to help lift that fog for you today by giving some simple start-up tips for those who do want to blog.

<http://www.lifeway.com/pastors/2017/06/21/11-tips-new-ministry-bloggers/>

Images for 11 Tips for New Ministry Bloggers - LifeWay Pastors

<http://www.lifeway.com/pastors/author/dance/>

#### Seven Helpful Hints for Pastors Who Have Blogs – ThomRainer.com

In this post, I provide seven hints that I hope will help the pastor develop a regular routine of communication to the congregation and beyond through blogging.

<http://thomrainer.com/2013/08/seven-helpful-hints-for-pastors-who-have-blogs/>

Images for Seven Helpful Hints for Pastors Who Have Blogs – ThomRainer.com

<http://thomrainer.com/2013/08/seven-reasons-every-pastor-should-have-a-blog/>

<http://thomrainer.com/2013/01/seven-lessons-on-blogging-from-the-last-three-years/>

<http://thomrainer.com/2016/12/five-keys-better-blogging-2017/> #3, #4

Images for thom rainer (author)

#### 6 Reasons Pastors Should Blog | Desiring God

In this article, I want to convince as many pastors as possible to sit down and start a blog today. If I can't convince *them*, then I want to convince churchgoers to hound their pastor until he does.

<http://www.desiringgod.org/articles/6-reasons-pastors-should-blog>

Images for Reasons Pastors Should Blog

<https://www.commoncraft.com/video/blogs>

<https://blogs.thegospelcoalition.org/justintaylor/2007/06/07/tips-for-better-blog-writing/>

<https://en.support.wordpress.com/start/>

<https://www.blogger.com/about/>

### 4) Bloopers

#### Church Bulletin Bloopers - Beliefnet.com | FUNNY STUFF | Pinterest

<https://www.pinterest.com/pin/484770347362343417/>

Images for Church Bulletin Bloopers Pinterest

<https://www.pinterest.com/DianaDeines/funny-church-bulletin-bloopers/>

<https://www.pinterest.com/cbdeanna/church-signs-bloopers/>

<https://www.pinterest.com/pin/818036719787408235/> 50 church bulletin bloopers to make you smile - Pinterest

#### Church Bulletin Bloopers - Bible-Reading.com!

<http://www.bible-reading.com/bulletin.html>

Images for Church Bulletin Bloopers

<http://www.broadcaster.org.uk/section2/jokes/churchbloopers.html>

<http://www.catholic-pages.com/grabbag/bloopers.asp>

<http://blog.ivman.com/church-bulletin-bloopers/>

<http://www.angelfire.com/tx4/BulletinBloopers/>

<http://www.darkroastedblend.com/2007/01/church-signs-bulletin-bloopers.html>

Images for church-signs-bulletin-bloopers

#### 44 Funny Church Bulletin Bloopers to Make You Smile - Pastors.com

These are funny, embarrassing, hilarious, and...oh, just read them yourself. Enjoy, and share them with someone at your church who needs a good laugh!

<http://pastors.com/44-funny-church-bulletin-bloopers-to-make-you-smile/>

Images for Funny Church Bulletin Bloopers

<http://christianmediamagazine.com/quotes-2/10-funny-church-bulletin-bloopers/>

<http://www.extremelysmart.com/humor/oops.php>

<http://www.ncregister.com/blog/matthew-archbold/hilarious-church-bulletin-bloopers>  
[Images for church bulletin bloopers and other funny blunders](#)

#### Twelve Church Bulletin Bloopers for 2012 - ThomRainer.com

For some reason, church bulletin bloopers never grow old to me. I love to laugh. Indeed, we Christians could afford to laugh a bit more. I hope you enjoy this list. Again, I have them listed in reverse order, with my favorite listed last.

[http://thomrainer.com/2012/08/13/twelve\\_church\\_bulletin\\_bloopers\\_for\\_2012/](http://thomrainer.com/2012/08/13/twelve_church_bulletin_bloopers_for_2012/)  
[Images for church bulletin bloopers - thom rainer](#)  
[http://thomrainer.com/2012/10/24/bulletin\\_bloopers\\_again/](http://thomrainer.com/2012/10/24/bulletin_bloopers_again/)  
[http://thomrainer.com/2011/04/the\\_best\\_of\\_church\\_bulletin\\_bloopers/](http://thomrainer.com/2011/04/the_best_of_church_bulletin_bloopers/)  
[http://thomrainer.com/2012/08/twelve\\_church\\_bulletin\\_bloopers\\_for\\_2012/](http://thomrainer.com/2012/08/twelve_church_bulletin_bloopers_for_2012/)  
<http://thomrainer.com/tag/church-bulletin-bloopers/>  
<http://thomrainer.com/category/church-communications/bulletins/>  
<http://thomrainer.com/2013/04/five-things-church-members-want-in-a-church-bulletin/> #1  
[Images for thom rainer \(author\)](#)

## 5) Brand

### Brand - Wikipedia

A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer.<sup>[2][3]</sup> Brands are used in business, marketing, and advertising. Name brands are sometimes distinguished from generic or store brands.

<https://en.wikipedia.org/wiki/Brand>  
[Images for brand](#)  
<https://en.wikipedia.org/wiki/Branding>  
[Images for branding](#)

### Branding Faith: Why Some Churches and Non-Profits Make a Difference and Others Don't by Phil Cooke (Author)

Have you hit a wall with your church, ministry or non-profit organization? In spite of a genuine calling, an exceptional team and solid investment in the vision, have you noticed that the spark never catches fire? Media and marketing expert Phil Cooke wants every ministry to ask, "Who are we?" By identifying what makes your organization different from the thousands clamoring for attention, you can get your message heard. Cooke has consulted with many of the most recognized churches and non-profits in the world, and in *Branding Faith: Why Some Ministries Impact Culture and Others Don't*, he shares his road-tested strategies for using media and marketing to make your mark on people's minds and hearts. Whatever the size of your organization, his helpful hints and insider know-how will give you the tools to set your ministry's strategies ablaze.

<http://www.amazon.com/Branding-Faith-Churches-Nonprofits-Culture/dp/B002T452GC>  
<https://books.google.com/books?isbn=1459606507>  
<http://www.parable.com/i.Branding-Faith-Why-Some-Churches-and-Nonprofits-Impact-Cultu.9780830745630>  
<https://booksminority2.com/phil-cooke/branding-faith-why-some-churches-and-non-profits-make-a-difference-and-others-dont>  
<http://www.philcooke.com/> Phil Cooke | Engage • Influence • Transform  
[https://www.youtube.com/watch?v=J5VHsuZ\\_XxE](https://www.youtube.com/watch?v=J5VHsuZ_XxE) Church Marketing, Branding, New Media, Christian Television and Creativity | Phil Cooke Interview – YouTube  
<https://www.youtube.com/watch?v=Uw8DSL2LrOc> Phil Cooke – YouTube  
<https://www.youtube.com/watch?v=SnUQxhEqLeM> Phil Cooke- Founder & CEO of Cooke Pictures – YouTube  
<https://www.youtube.com/watch?v=8lp2HlckHw0> Church Branding and Perception | Phil Cooke Interview | Creative Leadership  
[https://en.wikipedia.org/wiki/Phil\\_Cooke](https://en.wikipedia.org/wiki/Phil_Cooke)  
<https://www.amazon.com/Phil-Cooke/e/B001JS9VFC>  
[http://www.goodreads.com/author/show/1282554.Phil\\_Cooke](http://www.goodreads.com/author/show/1282554.Phil_Cooke)  
[Images for Phil Cooke \(Author\)](#)  
[Images for Branding Faith: Why Some Churches and Non-Profits Make a Difference and Others Don't by Phil Cooke \(Author\)](#)

### Unique: Telling Your Story in the Age of Brands and Social Media by Phil Cooke (Author)

Today's culture is more connected than any time in history, but all of this connectivity comes with a price. We live in a world that's become cluttered, distracted, and disrupted by social media, with the average person receiving as many as 5,000 messages a day in one form or another. If you're a pastor, nonprofit leader, artist, filmmaker, entrepreneur, or creative professional in this hyper-connected, highly distracted world, how do you get your unique idea, project, or vision on the radar of the people who need to respond?

In *Unique*, Phil Cooke, a highly respected media producer and consultant, addresses both the challenges and the opportunities of branding and social media in the 21st century. If you have a vision or message to share with the world, *Unique* provides a blueprint to cut through the clutter, communicate your story, and impact your audience.

<https://www.amazon.com/Unique-Telling-Story-Brands-Social/dp/0801017602>  
<http://www.goodreads.com/book/show/17014837-unique>  
<http://www.barnesandnoble.com/w/unique-phil-cooke/1110872358>  
<http://uniquethebook.com/>  
<https://www.youtube.com/watch?v=IQW3-RJnz8k> 'Unique: Telling Your Story in the Age of Brands and Social Media' by Phil Cooke



<http://www.philcooke.com/tag/unique-telling-your-story-in-the-age-of-brands-and-social-media/>  
<http://www.stevefogg.com/2012/11/21/branding-churches/>  
Images for Unique: Telling Your Story in the Age of Brands and Social Media by Phil Cooke (Author)

#### Church Branding Resources: Breakthrough Media Group

I firmly believe that as the missional and incarnational approaches become the prevailing models for the church, we will need the power and clarity of good identity branding even more. And if we ignore it, we leave a key component off the table.

We will need good identity branding because:

<http://www.breakthroughchurch.com/branding.htm>  
Images for Church Branding Resources: Breakthrough Media Group  
<http://churchbrandguide.com/>  
<https://prochurchtools.com/church-branding-3-elements-gd/>  
<https://www.visionroom.com/three-branding-strategies-for-your-church/>

#### ELCA Branding - Evangelical Lutheran Church in America

The Evangelical Lutheran Church in America has established graphic standards for how to treat the ELCA brandmark. Consistency is the key to our effectiveness. All of us need to follow these guidelines to present a consistent appearance and message to both members and non-members throughout the world. Variations to the brandmark, even slight, can cause confusion, and give the impression of disorganization.



<https://elca.org/Resources/ELCA-Branding>  
Images for ELCA Branding - Evangelical Lutheran Church in America  
<http://www.uss-elca.org/wp-content/uploads/2009/05/guidelines-for-using-the-elca-brand-mark.pdf>  
<https://www.elca.org/About/Trademark%20Guidelines>  
<https://www.elca.org/Our-Work/Congregations-and-Synods/Communication-Tools>

#### How to Brand Your Church - ChurchLeaders.com

Branding is one of the most important—and misunderstood—concepts in the business world. Here's how to translate that to your church.

<http://www.churchleaders.com/worship/worship-articles/164666-eric-dye-brand-your-church.html>  
Images for How to Brand Your Church - ChurchLeaders.com  
<http://www.churchleaders.com/youth/youth-leaders-how-tos/243204-successfully-brand-ministry.html>  
<http://www.churchleaders.com/worship/worship-articles/161805-matt-mckee-6-ways-to-create-a-consistent-church-brand-article.html>

#### The 3 Branding Strategies for Churches – Will Mancini

Branding is simply how your church builds relationships with communication tools.

<http://www.willmancini.com/2012/11/the-3-branding-strategies-for-churches.html>  
<http://www.willmancini.com/2012/12/how-many-ministry-logos-should-your-church-have-7-key-guidelines-for-church-communicators.html>  
<http://www.willmancini.com/2011/08/top-ten-church-logos-for-telling-story-through-design.html>  
<http://www.willmancini.com/metropolitan-baptist-church-branding-by-auxano>  
<http://www.willmancini.com/2008/08/branding-faith.html>  
<http://www.willmancini.com/2008/08/branding-faith-selected-quotes.html>  
<http://www.willmancini.com/about>  
<https://www.amazon.com/Will-Mancini/e/B001JS7R3K>  
[https://www.goodreads.com/author/list/483865.Will\\_Mancini](https://www.goodreads.com/author/list/483865.Will_Mancini)  
Images for 3 Branding Strategies for Churches – Will Mancini

#### 206 best Church Branding images on Pinterest

<https://www.pinterest.com/bcozzens/church-branding/>  
Images for Church Branding Pinterest  
<https://www.pinterest.com/spellbrand/church-branding/>  
<https://www.pinterest.com/sministries/church-branding/>  
<https://www.pinterest.com/peterjstern/church-brand-ideas/>  
<https://www.pinterest.com/monicalebsack/church-branding/>  
<https://www.pinterest.com/thenathank/church-branding/>

### What's Your Brand? - Congregational Consulting Group

To succeed, a congregation needs a brand that's more specific and compelling than just being a "church" or "synagogue." One way to get at this is to create a mission statement, an approach that has a number of advantages and one big disadvantage: the politics of mission-statement writing tend to water down the message. Too many mission statements mention everything the congregation does or wants to do, for fear of leaving anybody out, or sound lofty but say next to nothing.

<http://www.congregationalconsulting.org/whats-your-brand/>

Images for What's Your Brand? - Congregational Consulting Group

<http://www.congregationalconsulting.org/whats-good-about-that/>

<https://endresult.wordpress.com/tag/dan-hotchkiss/>

## 6) Brochure

### Brochure - Wikipedia

A brochure is an informative paper document (often also used for advertising) that can be folded into a template, [pamphlet](#) or [leaflet](#). A brochure can also be a set of related unfolded papers put into a pocket folder or packet. Brochures are promotional documents, primarily used to introduce a [company](#), [organization](#), [products](#) or [services](#) and inform prospective customers or members of the public of the benefits.

Brochures are distributed in many different ways: as newspaper inserts, handed out personally, by mail or placed in brochure racks in high traffic locations especially in tourist precincts. They may be considered as [grey literature](#). <sup>[1]</sup>

<https://en.wikipedia.org/wiki/Brochure>

[https://en.wikipedia.org/wiki/Marketing\\_brochure](https://en.wikipedia.org/wiki/Marketing_brochure)

Images for brochure

### 54 best Church Brochure - Design images on Pinterest

<https://www.pinterest.com/indigodesigns/church-brochure-design/>

Images for church brochure pinterest

<https://www.pinterest.com/angelarosemccor/church-brochure-designs/>

<https://www.pinterest.com/sinbad51/church-brochure/>

<https://www.pinterest.com/suspenceful44/church-brochure/>

### 5 Ways to Make Brochures - wikiHow

There are many different uses for brochures. However, a few common ones are education, basic company or organization overviews, and advertising specific products or services. Even if you need a brochure for a slightly different purpose, many of the same lessons and ideas will apply in most situations. The key is to use simple language and organization to get across a basic idea or advertise a specific product or service. A professionally finished brochure printed on nice paper will go a long way to conveying your company or organization's professionalism.

<https://www.wikihow.com/Make-Brochures>

Images for 5 Ways to Make Brochures - wikiHow

<https://www.wikihow.com/Make-a-Brochure-Using-Google-Docs>

<https://www.wikihow.com/Make-Brochures-on-Microsoft-Word>

<https://www.wikihow.com/Make-a-Brochure-That-Looks-Professional>

<https://www.wikihow.com/Create-Brochures-Using-Microsoft-Publisher>

<https://www.wikihow.com/Create-a-Brochure-Using-InDesign>

<https://www.wikihow.com/Write-Brochures>

<https://www.wikihow.com/Print-Brochures>

<https://www.wikihow.com/Fold-a-Brochure>

<https://www.wikihow.com/Design-Brochures>

### How To: Make a Church Brochure - Printaholic.com

Here are five useful tips for making a brochure that will be visually engaging for your church followers – old and new. Know your following. Pick a brochure format. Select the right visuals. Include consistent information. Shape the layout. Bring readers closer to your cause.

<http://www.printaholic.com/how-to-make-a-church-brochure/>

Images for How To: Make a Church Brochure - Printaholic.com

<http://www.printaholic.com/how-to-make-an-effective-brochure/>

<http://www.printaholic.com/how-to-set-up-a-tri-fold-brochure/>

## 7) Bulletins

### Best 25+ Church bulletins ideas on Pinterest

<https://www.pinterest.com/explore/church-bulletins/>

Images for church bulletin pinterest

<https://www.pinterest.com/explore/church-bulletin-boards/>

<https://www.pinterest.com/bekwilki/bulletin-boards-church/>



## Church Bulletins - Effective Church Communications

Simple, practical training in print and digital communications to help your church fully fulfill the Great Commission.

<http://www.effectivechurchcom.com/category/church-communications/church-bulletin/>

Images for Church Bulletins - Effective Church Communications

<http://www.outreach.com/creating-successful-church-bulletins.aspx>

<http://www.unseminary.com/15-lessons-from-17-different-church-bulletins/>

[http://www.ehow.com/how\\_7228351\\_use-word-make-church-bulletin.html](http://www.ehow.com/how_7228351_use-word-make-church-bulletin.html)

<http://www.reformedworship.org/article/march-1993/bulletin-bored-tips-preparing-useful-church-bulletin>

## It's not about your creativity, it's about serving your congregation with your church bulletin By Yvon Prehn

Though the church communicator emailing me was asking about another topic, in passing she mentioned that she was going to be taking over the production of the church bulletin and was looking forward to changing it every week, so she could express her creativity through it.

Her excitement about the new project and a wish to be creative was commendable, but it isn't a good idea to change the format of the church bulletin (or any other church communication) on a weekly or any other frequent basis and here's why:

People don't read the bulletin because they are looking for creative inspiration, they read it for information.

<http://www.effectivechurchcom.com/2013/12/its-not-about-your-creativity-its-about-serving-your-congregation-with-your-church-bulletin/>

Images for It's not about your creativity, it's about serving your congregation with your church bulletin By Yvon Prehn

<http://www.effectivechurchcom.com/category/church-communications/church-bulletin/>

## Nine Things a Church Bulletin Must Have – Thom Rainer

Let's talk church bulletin requirements. Not only should you have a bulletin, but it should have these nine things as well.

<http://thomrainer.com/2015/10/nine-things-a-church-bulletin-must-have-rainer-on-leadership-164/>

Images for Nine Things a Church Bulletin Must Have – Thom Rainer

<http://thomrainer.com/2015/09/nine-essentials-for-guest-friendly-church-bulletins/>

<http://thomrainer.com/2013/04/08/five-things-church-members-want-in-a-church-bulletin/>

<http://thomrainer.com/2015/09/nine-essentials-for-guest-friendly-church-bulletins/>

<http://thomrainer.com/2014/11/eight-trends-church-bulletins/>

<http://thomrainer.com/2016/10/six-thoughts-bulletin-inserts/>

<http://thomrainer.com/2015/10/10-ways-to-improve-announcements-in-your-church/> #3

Images for thom rainer (author)

## Ways To Improve Your Church Bulletin | The Network - CRCNA Network

Like any communications tool, the bulletin is something that needs to have a strategy to be effective. Here are some thoughts for improving that Sunday morning staple.

<https://network.crcna.org/church-admin-finance/ways-improve-your-church-bulletin>

Images for Ways To Improve Your Church Bulletin | The Network - CRCNA Network

<https://network.crcna.org/church-admin-finance/ways-improve-your-church-bulletin>

<https://churchm.ag/6-ways-to-improve-your-church-bulletin/>

## 8) Cartoons

### Christian Cartoons and Comics - funny pictures from CartoonStock

Christian funny cartoons from CartoonStock directory - the world's largest on-line collection of cartoons and comics.

<https://www.cartoonstock.com/directory/c/christian.asp>

Images for Christian Cartoons and Comics

<https://www.pinterest.com/christianfunnyp/christian-funny-cartoons/>

<http://christianfunnypictures.com/category/cartoons>

<http://www.glasbergen.com/tag/funny-christian-cartoons/>

<http://www.christianitytoday.com/pastors/media/cartoons/>

### Christian Cartoons for the Church Office by Edward Lee Tucker (Author)

Edward Lee Tucker lives in northern Illinois and has been a pastor and cartoonist for decades. The title character in his cartoons, Friar Tuck, reflects the thoughts, heart and soul of his creator, as Ed Tucker himself hopes he reflects the thoughts, heart and soul of HIS Creator. Ed's mission is to give pastors and others a unique way to communicate with parishioners and others through thought-provoking humor.

<https://www.amazon.com/Christian-Cartoons-Church-Office-Edward/dp/0687069998>

<http://www.patrish.com/tuck/Contact.html>

<http://www.patrish.com/tuck/Cartoons.html> Sample Cartoons - patrish.com

[https://www.goodreads.com/author/show/157311.Edward\\_Lee\\_Tucker](https://www.goodreads.com/author/show/157311.Edward_Lee_Tucker)

Images for Christian Cartoons for the Church Office by Edward Lee Tucker (Author)

### Church Cartoons - You can be funny

Church Cartoons are not only funny but reveal many underlying truths about the world of church.

<http://www.you-can-be-funny.com/Church-Cartoons.html>

Images for Church Cartoons - You can be funny  
<https://www.pinterest.com/lauren30070480/church-cartoons/>  
<https://www.shutterstock.com/search/church+cartoons>  
<http://cartoonchurch.com/>  
<https://www.facebook.com/E.C.M.churchhumor/>

#### Religion Cartoons About Church and Religious Humor - Dan's Cartoons

Religion cartoons are ideal for reprint in books, newsletters, magazines, brochures and print ads. Cartoons pertaining to Christianity and religious humor are also available for use in digital as well and are a great addition to any Facebook page or web page.

<https://danscartoons.com/cartoon-category/religion/>  
[Images for Religion Cartoons About Church and Religious Humor - Dan's Cartoons](#)

#### 74 best images about Christian Funny Cartoons on Pinterest

<https://www.pinterest.com/christianfunnyp/christian-funny-cartoons/>  
[Images for Christian Funny Cartoons on Pinterest](#)  
<https://www.pinterest.com/churchanarchist/church-cartoons/>  
<https://www.pinterest.com/explore/christian-cartoons/>

## 9) Communications

#### Assessing Your Congregation's Communication Evangelism

Today, Christians have a multitude of communication technologies available for their use, from telephone to television, from radio to the World-Wide Web! To be sure, good old-fashioned face-to-face sharing of the story remains the first, best, and most effective method witnessing. Yet, in our increasingly media-soaked society, Christians and their neighbors are communicating less and less by means of face-to-face encounters, and more and more through various media. In order to continue to be effective in our witness, the Church needs to become adept at communicating by means of the modern media technologies that are all around us.

<http://www.texasvergers.org/CollectionofInformation/Communication/assessingchurch%20communications.htm>  
[Images for Assessing Your Congregation's Communication Evangelism](#)

#### [PDF]Church Communications Best Practices - VAUMC

Your church wants to impact lives, helping people know Christ and engaging them through Christian discipleship and outreach marketing. The way you can accomplish this is through your Church Marketing Plan. For information: <http://tinyurl.com/church-plan>

<http://www.vaumc.org/ncfilerepository/umcom/ChurchCommBestPractices.pdf>  
[Images for Church Communications Best Practices](#)  
<http://www.effectivechurchcom.com/>  
[Images for Effective Church Communications](#)  
<https://churchtechtoday.com/2013/06/10/6churchcom/> 6 Awesome Church Communication Resources - ChurchTechToday  
<http://ministrycom.org/> MinistryCOM | church communications resources

#### Communication Skills - Improve Your Communication With MindTools

Learn to communicate effectively and improve your interpersonal communication skills with these 75 communication skills training articles.

[https://www.mindtools.com/pages/main/communication\\_skills.htm](https://www.mindtools.com/pages/main/communication_skills.htm)  
[Images for Communication Skills - Improve Your Communication With MindTools](#)  
<https://www.mindtools.com/CommSkill/CommunicationIntro.htm>  
<https://mindtools.com/church-communications-resources.htm>  
<https://www.mindtools.com/pages/videos/communication-transcript.htm>  
<https://www.mindtools.com/CommSkill/ActiveListening.htm>  
<https://www.mindtools.com/pages/videos/active-listening-transcript.htm>  
<https://www.mindtools.com/CommSkill/WritingSkills.htm>  
<https://www.mindtools.com/pages/videos/writing-skills-transcript.htm>  
<https://www.mindtools.com/CommSkill/PublicSpeaking.htm>  
<https://www.mindtools.com/pages/article/team-building-communication.htm>  
<https://www.mindtools.com/pages/article/Assertiveness.htm>  
<https://www.mindtools.com/pages/article/feedback-quizz.htm>  
[https://www.mindtools.com/pages/article/newCS\\_85.htm](https://www.mindtools.com/pages/article/newCS_85.htm) The 7 Cs of Communication - a Checklist From MindTools.com  
[https://www.mindtools.com/pages/article/newCS\\_99.htm](https://www.mindtools.com/pages/article/newCS_99.htm) How Good Are Your Communication Skills? - from MindTools.com  
[https://www.mindtools.com/pages/article/newTMM\\_98.htm](https://www.mindtools.com/pages/article/newTMM_98.htm) Giving Feedback - Communication Skills Training from MindTools.com

#### Do You Dare Audit Your Church's Communication Strategy: 33 Questions to Ask by Brandon Cox

Since the publishing and communication of the gospel is paramount, I've learned the value of doing some punch-me-in-the-gut audits of our [communication strategy](#). We're constantly tweaking and improving so that we can put our best foot forward and do the best possible job of getting the word out, connecting people to each other, plugging people in, and staying in touch.

To every Lead Pastor I would say, *you* need to perform an audit of your church's communication strategy to see if all those sermons you're studying so hard for will have maximum reach in your community. Here's a questionnaire, divided by areas of communication.

<http://pastors.com/dare-audit-churchs-communication-strategy-33-questions-ask/>  
[Images for Do You Dare Audit Your Church's Communication Strategy: 33 Questions to Ask by Brandon Cox](#)  
<https://missionfound.com/how-to-create-a-church-digital-communications-strategy/>  
[www.effectivechurch.com/tag/church-communication-strategy/](http://www.effectivechurch.com/tag/church-communication-strategy/)

### Episcopal Communicators - Home

Episcopal Communicators are committed to connection, within and beyond the church. We believe communication is a vital component to a healthy church at all levels, from the congregation to the diocese to the global church.

As a professional, self-supporting association, our goals are to:

- Strengthen the community
- Foster the development of communication expertise
- Serve as an advocate for the ministry of communications
- Provide a forum for discussion of communication issues
- Provide mutual support and fellowship

<http://episcopal-communicators.wildapricot.org/>  
[Images for Episcopal Communicators](#)  
[Images for Foster the development of communication expertise](#)

Fine-Tuning the Organizational and Communication Engine - The Parish Paper  
Congregational Communication Page 33

[PDF]Ch. Effectiveness Nuggets--Volume 23—Fine-Tuning the Organizational and Communication Engine - The Parish Paper

<http://www.theparishpaper.com/files/resources/Church%20Effectiveness%20Nuggets-%20Volume%2023.pdf>  
<https://www.theparishpaper.com/free-resources> Church Effective Nugget, Volume 23: Fine-Tuning the Organizational and Communication Engine

[Images for Fine-Tuning the Organizational and Communication Engine - The Parish Paper Congregational Communication](#)

<http://www.theparishpaper.com/back-issue/how-effective-our-financial-communication>  
<http://www.hcucc.org/the-parish-paper> May 2008: How Effective is Our Financial **Communication**?  
<https://www.theparishpaper.com/free-resources>  
<http://www.wisconsinumc.org/connections/conference-news/the-parish-paper>  
<http://www.wcucc.org/resource-center/church-management/parish-paper/>  
<http://www.hcucc.org/the-parish-paper>  
<https://www.theparishpaper.com/back-issue-index> Back Issue Index | The Parish Paper

### Guidelines Communications | Cokesbury

Local church communication is a ministry that shares the church's story in ways that move people toward becoming disciples of Christ. You are part of a leadership team that brings to life your church's vision and mission. Your role is to be a storyteller and connector, employing communications' practices and tools to share the story of the church in a planned, compelling, accessible way. Your goal is to develop a reliable process for telling and hearing the story in which everyone can participate. This *Guideline* is designed to help you meet this goal.

<https://www.cokesbury.com/Guidelines-Communications-1>  
[Images for Guidelines Communications | Cokesbury](#)  
<https://www.cokesbury.com/Guidelines-Complete-Set-1>

### Less Clutter, Less Noise: Beyond Bulletins, Brochures and Bake Sales [Kem Meyer]

Simple Strategies for Getting the Word Out

Do you ever wonder why people today aren't getting your message? Maybe you can relate to how they feel - bombarded, skeptical, stressed, overloaded - looking for something amidst the pressure of life that will make a real difference. Your mission is as compelling as ever! But hitting people with more promotions, flyers and brochures isn't helping them find the good news.

What if you could break through the clutter and find the direct route to their hearts and minds? It's easier than you think.

With proven "now" **communication** strategies - practical solutions and principles that build trust instead of walls - you can make every aspect of a person's engagement with your church simple and more rewarding. Packed with short illustrations and real-life stories, this book is written for leaders in today's attention-deficit world, making it easy to grab, read and use anytime.

When you help clear the path, you help people take their next step toward Christ.

You'll find that less clutter, less noise speaks louder than anything.

<http://www.amazon.com/Less-Clutter-Noise-Bulletins-Brochures/dp/0979589959>  
<http://www.youtube.com/watch?v=wsio3M7W4> Kem Meyer Interview | Less Clutter. Less Noise. In Church Communications  
<https://kemmeyer.com/book/>  
<http://www.lifeandleadership.com/book-summaries/meyer-less-clutter-less-noise.html>  
<http://www.churchmarketingsucks.com/2016/10/less-chaos-less-noise-kem-meyer/>  
<https://sed-efca.org/wp-content/uploads/2013/05/Less-Clutter-Less-Noise-by-Kem-Meyer.pdf>  
<https://www.fishhook.us/blog/less-chaos.-less-noise.-why-were-excited-about-kem-meyers-book>  
[http://kemmeyer.typepad.com/less\\_clutter\\_noise/2009/01/leading-leaders.html](http://kemmeyer.typepad.com/less_clutter_noise/2009/01/leading-leaders.html)

[http://kemmeyer.typepad.com/less\\_clutter\\_noise/2006/03/where\\_do\\_i\\_star.html](http://kemmeyer.typepad.com/less_clutter_noise/2006/03/where_do_i_star.html)  
<http://blog.ourchurch.com/2006/03/03/8-ways-to-improve-church-communication-with-no-money/>  
<https://uugrowth.com/2009/10/31/beyond-bulletins-brochures-and-bake-sales/>  
<https://nickksh Shepard.wordpress.com/2009/12/31/less-clutter-less-noise/amp/>  
<http://mysonginthenight.com/2012/01/10/top-10-church-communications-books/>  
[http://wiredchurches.s3.amazonaws.com/Attachments/comm\\_coachingsummary.pdf](http://wiredchurches.s3.amazonaws.com/Attachments/comm_coachingsummary.pdf)  
<http://kevinhardy.typepad.com/kevin-hardy/weblogs/>  
<http://www.xpastor.org/wp-content/uploads/2015/09/MS-202-Syllabus.pdf>  
<https://www.amazon.com/Kem-Meyer/e/B002BO9R9I>  
[http://www.goodreads.com/author/show/2890688.Kem\\_Meyer](http://www.goodreads.com/author/show/2890688.Kem_Meyer)  
Images for kem meyer, author  
Images for Less Clutter, Less Noise: Beyond Bulletins, Brochures and Bake Sales [Kem Meyer]  
Images for Simple Church Communication Strategies for Getting the Word Out

**Outspoken: Conversations on Church Communication** by Tim Schraeder (Author, Editor, Introduction, Afterword, Draft Writer), Kevin D Hendricks (Editor), Brad Abare (Preface), Jon Ashcroft (Cover Design), Leonard Sweet (Contributor), Jennifer Schuchmann (Contributor), Shawn Wood (Contributor), Will Mancini (Contributor), Kem Meyer (Contributor), Phil Cooke (Contributor), Jonathan Acuff (Contributor)

The church has the greatest story ever told: the message of the gospel. Unfortunately, most churches aren't doing a great job of communicating it. The way the world communicates has changed dramatically in recent years. With the rise of the web and social media, many churches are in the dark about where to go or what to do next. Drawing on the wisdom and insight from over 60 leading experts in various fields of church communication, this book provides a comprehensive resource for church leaders sharing how the church can leverage new media to effectively connect people with the gospel. From branding and design, to websites and social media, there are endless ways your church can cut through the static and help the message of the gospel be heard clearly. We've got a message worth sharing. It's time we learn how to communicate it and communicate it well. It's time to be outspoken! This book is a collection of thoughts, ideas and principles that are shaping and inspiring the way some outspoken church communications leaders are leading communication in their churches, from churches of 25 to 25,000, from Des Moines, Iowa, to Sydney, Australia. Throughout these pages, you'll be challenged to think through how your church is communicating and consider new ways of thinking. The end goal of this book is to engage you in an ongoing conversation about the role of communication in the church. It is our prayer that these thoughts will frustrate, educate and motivate you and your church to communicate, with uncompromising clarity, the truth of Jesus. (Introduction)

<http://www.amazon.com/Outspoken-Conversations-Communication-Tim-Schraeder/dp/146373817X>  
<http://churchm.ag/outspoken/>  
<http://churchsocmed.blogspot.com/2011/09/interview-outspoken-conversations-on.html>  
<http://www.timschraeder.com/2010/07/14/announcing-outspoken/>  
<http://www.churchmarketingsucks.com/tag/outspoken/>  
<http://www.churchmarketingsucks.com/tag/tim-schraeder/>  
<http://churchsocmed.blogspot.com/2011/09/interview-outspoken-conversations-on.html>  
<https://www.amazon.com/Tim-Schraeder/e/B005LT7ISC>  
<https://www.amazon.com/Kevin-D-Hendricks/e/B003LMEZIC>  
Images for Outspoken: Conversations on Church Communication by Tim Schraeder

**Reaching Out in a Networked World: Expressing Your Congregation's Heart and Soul** by Lynne M. Rev. Baab (Author)

A congregation communicates its heart and soul through words, photos, actions, programs, architecture, decor, the arts, and countless other aspects of congregational life. In *Reaching Out in a Networked World*, communications expert and pastor Lynne Baab examines technologies such as websites, blogs, online communities, and desktop publishing. She demonstrates how a congregation can evaluate these tools and appropriately use them to communicate its heart and soul, to convey its identity and values both within and outside the congregation.

Baab urges congregation leaders to reflect on the way they communicate. The recent explosion in communication technologies offers many new ways to present values and identity, but no one has much experience thinking about how best to use these tools. Baab seeks to help leaders use these new technologies with more precision, flair, and consistency. When congregations are intentional about communicating who they are and what they value, people in the wider community can get a clear and coherent picture of the congregation and its mission. Newcomers and visitors are more likely to see why faith commitments matter and why and how they might become involved in this congregation, while current members and leaders will greatly benefit from having a unified vision of the congregation's heart and soul.

<http://www.amazon.com/Reaching-Out-Networked-World-Congregations/dp/1566993687>  
<https://rowman.com/ISBN/9781566993685/Reaching-Out-in-a-Networked-World-Expressing-Your-Congregation's-Heart-and-Soul>  
<https://alban.org/archive/congregational-web-sites-our-new-front-door/>  
<https://alban.org/archive/our-new-front-door-how-congregational-web-sites-communicate-church-vision/>  
<http://www.cpx.cts.edu/newmedia/blog/new-media-project/2011/08/26/book-review-reaching-out-in-a-networked-world-by-lynn-m-baab>  
[http://www.peakspresbytery.org/catalog/Calibre%20Library/\\_catalog/book/book\\_235.html](http://www.peakspresbytery.org/catalog/Calibre%20Library/_catalog/book/book_235.html)  
<http://www.elizabethpresbytery.org/Resource%20Center%20ON%20THE%20WEB/Alban%20Institute%20Resources%202012.pdf>  
<http://elizabethpresbytery.org/wordpress/wp-content/uploads/2014/01/Evangelism-Church-Growth.pdf>  
<http://www.minnesotavalleys.org/Resource%20Center.html>  
<http://www.lynnabaab.com/>

<http://www.lynnabaab.com/books/reaching-out-in-a-networked-world>  
<https://www.amazon.com/Lynne-M.-Baab/e/B001JRZG48>  
[http://www.goodreads.com/author/show/13049115.Rev\\_Lynne\\_M\\_Baab](http://www.goodreads.com/author/show/13049115.Rev_Lynne_M_Baab)  
Images for Lynne M. Rev. Baab (Author)

Images for Reaching Out in a Networked World: Expressing Your Congregation's Heart and Soul by Lynne M. Rev. Baab (Author)

#### 79 best Church communications images on Pinterest

<https://www.pinterest.com/cmossburg/church-communications/>  
Images for church communications Pinterest  
<https://www.pinterest.com/indigodesigns/church-communications/>  
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#### Speaking Faithfully: Communications as Evangelism in a Noisy World [Rebecca Wilson, Jim Naughton]

- Two experts in church communications share best practices and strategies
- A down-to-earth guide that syncs theology with technology

Today Sunday morning worship competes with youth soccer, Starbucks, Facebook, and the allure of being “spiritual but not religious.” To share the gospel in a world like this, Christians need to reach beyond the boundaries of concrete and virtual communities to become evangelists. That takes faith. It also requires skill with public relations, social media, traditional print materials and other techniques to increase church visibility. The authors, both recognized experts and consultants, walk readers through the theology of church communications and introduce steps to help us deliver clutter-busting messages to reach our technologically sophisticated and faith-challenged world.

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Images for Jim Naughton, author speaking faithfully  
Images for Speaking Faithfully: Communications as Evangelism in a Noisy World [Rebecca Wilson, Jim Naughton]

#### Six Components of a Strategic Church Communications Plan – ThomRainer.com

These six components, if identified and executed well, can dramatically improve the effectiveness of your church's communication.

<http://thomrainer.com/2016/04/six-components-of-a-strategic-church-communications-plan/>  
Images for Six Components of a Strategic Church Communications Plan – ThomRainer.com  
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<http://thomrainer.com/category/church-communications/>  
Images for thom rainer (author)



### Six Strategies for Effective Church Communications [Yvon Prehn]

No matter the size, budget, denomination or location of your church, you will be more successful at sharing your message if you do it strategically. This book shares the most important six strategies that will enable your communications to reach people and grow your church. They are: Strategy 1: Create multi-channel communications; Strategy 2: Divide your communication team into two production levels; Strategy 3: Always be who you are, where you are; Strategy 4: Don't let money be a determining factor; Strategy 5: Make the most of Seasonal Celebrations and Special Events; Strategy 6: Do not confuse irreverence for relevancy. This book examines each one-by-one and teaches you how to practically apply them in your church.

[http://www.amazon.com/Strategies-Effective-Church-Communications-ebook/dp/B0085Y9ATU/ref=pd\\_sim\\_kstore\\_3/182-9103380-6709619](http://www.amazon.com/Strategies-Effective-Church-Communications-ebook/dp/B0085Y9ATU/ref=pd_sim_kstore_3/182-9103380-6709619)

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Images for Yvon Prehn - YouTube

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[http://www.goodreads.com/author/list/548448.Yvon\\_Prehn](http://www.goodreads.com/author/list/548448.Yvon_Prehn)

Images for Yvon Prehn, author

Images for Six Strategies for Effective Church Communications [Yvon Prehn]

### The Word Made Fresh: Communicating Church and Faith Today [Meredith Gould]

More than a how-to guide, this book helps readers appreciate the significance, value, and role of church communications as a ministry, inviting communicators to understand the role they play in transmitting the Gospel. The author explains how the history of church communications, starting with the first-century church, provides a useful context for understanding church communications today, and offers counsel about using spiritual practices to face the challenges of communicating sacred messages.

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<http://www.christianbook.com/made-fresh-communicating-church-faith-today/meredith-gould/9780819222855/pd/222855>

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<https://www.linkedin.com/in/meredithgould>

<https://www.facebook.com/meredith.gould>

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<http://imnedu.org/wp-content/uploads/2017/01/Keynote-Workshop-Descriptions.pdf> Best Practices for Using Digital Platforms for Ministry and Congregational Development

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Images for The Word Made Fresh: Communicating Church and Faith Today [Meredith Gould]

### [PDF] Ways to Communicate Effectively - Lewis Center for Church Leadership

50 Ways to communicate effectively.

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Images for Ways to Communicate Effectively - Lewis Center for Church Leadership

<https://www.churchleadership.com/category/50-ways/>

## 10) Cyber Church

### Cyber church: Now God goes online - May 12, 2004 - CNN.com

It is the first 3-D online church service launched in Britain. The ministers who preach have their sermons appear as cartoon-style "thought bubbles."

Worshippers can log on and put money in the collection box without ever leaving home or work.

The organizers say the initiative aims to make Christian worship accessible to Web surfers who may never darken the doors of their local church. Lead sponsor is the Methodist Church.

<http://www.cnn.com/2004/WORLD/europe/05/12/uk.online.church/>

Images for Cyber church: Now God goes online

### Cyber Church: Pastors and the Internet - Barna Group

No matter the church's size, location or demographic, the Internet has become and will continue to be a vital tool for connection, outreach and even spiritual formation.



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<https://www.pinterest.com/pin/339951471848358558/> Cyber Church: Pastors and the Internet - Barna Group

#### Internet church - Wikipedia

Internet church, online church or **cyberchurch** refers to a wide variety of ways that a religious group is using the internet to facilitate its religious activities, particularly worship services.<sup>[1]</sup>

[https://en.wikipedia.org/wiki/Internet\\_church](https://en.wikipedia.org/wiki/Internet_church)  
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 Images for Internet church

#### The Art of Cyber Church | Christianity Today

In August 2007, when Northland opened its main campus in Longwood, a \$43 million, 3,100-seat building, church leaders kept the Internet in mind. Back in the control room in Orlando, five people monitor a room full of computers connected to hundreds of cables that send a live feed that makes the multi-site service possible. Pink, purple, and blue lights beam onto the Orlando stage as a 12-piece band leads the congregation—along with three other congregations and about two thousand individuals in front of their home computers—in "Blessed Be Your Name."

<http://www.christianitytoday.com/ct/2009/september/29.50.html>  
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#### 11) Digital

##### churches and digital marketing Archives - Carey Nieuwhof

<http://careynieuwhof.com/tag/churches-and-digital-marketing/>  
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<https://careynieuwhof.com/5-things-every-church-leader-should-unlearn-in-2018-if-you-want-to-stay-relevant/> #3  
 Images for carey nieuwhof (author)

##### Crossing the Digital Divide: New Forms of Communication on the Virtual Frontier - Alban

But the world has crossed the divide. There can be no turning back as more and more log on and make their own crossings. Those of us who live in and care about local congregations cannot turn back the digital clock. But we can help congregations and their leaders find their way in a world where no government and no denomination can control the flow of information and ideas. With courage and vision, we can become, as our predecessors were, creative users and shapers of an amazing new human discovery.

##### Alban at Duke Divinity School » Crossing the Digital Divide: New Forms of Communication on the Virtual Frontier

<https://alban.org/archive/crossing-the-digital-divide-new-forms-of-communication-on-the-virtual-frontier/>  
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<https://alban.org/2017/03/08/three-urgent-leadership-questions-for-thriving-in-a-connected-world/>  
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##### Six Major Issues Regarding the Digital Church - ThomRainer.com

The "digital church attendees" likely view the worship services online.

<http://thomrainer.com/2014/02/six-major-issues-regarding-the-digital-church/>  
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 Images for thom rainer (author)

##### Suggested Practices & Guidelines for use of Social Networking Websites & Other Forms of Digital Communications

As an ever-increasing number of people use and prefer digital communication over other forms, it is essential that the church be present in this mission field. Social networking sites, on-the-spot communication devices and email can enhance communication,

faith sharing and deepen relationship. The following recommended practices and guidelines apply commonly accepted principles of health boundaries and safe church to the virtual world of digital networking and communication.

<http://images.acswebnetworks.com/1/2279/SuggestedPracticesGuidelinesforSocialMedia.pdf>  
[Images for Guidelines for use of Social Networking Websites & Other Forms of Digital Communications](#)

### Teaching Digital Wisdom - Hybrid Pedagogy

I aim to suggest a pedagogical approach to technology and the classroom that does not stop at *whether* or *how* students may access digital devices in my classroom, but seeks also to address *why* it is important that students critically engage these very questions.

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[Images for Teaching Digital Wisdom - Hybrid Pedagogy](#)  
[Images for adam j. copeland](#)

### The Millennium Matrix: Reclaiming the Past, Reframing the Future of the Church by M. Rex Miller (Author)

In this dynamic book, theologian, futurist, and communications expert M. Rex Miller presents the innovative millennium matrix, that explains the way we store and distribute information changes our worldviews. Based on the author's extensive research, *The Millennium Matix* explores the major paradigm and worldview shifts over the past two thousand years and maps them into an easily accessible chart summarizing the entire history of culture and church. From the oral culture of Jesus' time to the print world of Gutenberg's Bible to the broadcast era of television to the emerging **digital** culture, readers will see the impact of communication on worship and spirituality. Even more, the book then provides practical suggestions on how Christians can successfully navigate the rapid cultural changes that are occurring and that will continue to occur over the decades to come.

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[Images for The Millennium Matrix: Reclaiming the Past, Reframing the Future of the Church by M. Rex Miller \(Author\)](#)  
[Images for \(Leadership Network Series\)](#)

### The Social Church: A Theology of Digital Communication by Justin Wise (Author)

Every other societal building block has been disrupted by the shift toward social media. Why would we think the church should be any different? Churches can choose to become interactive as a church or we can choose to fade further into the cultural background. The choice is up to us.

This book is for Christians who advocates for social media in their churches. It's for pastors and ministry leaders who want to understand what social media is and why it's crucial for the survival of local churches. It's for Christians who want to be on the right side of history, leveraging new technologies to further the Kingdom of God.

Justin Wise contends that social media is this generation's printing press-a revolutionary technology that can spread the gospel further and faster than we can imagine.

Are you ready to think theologically about digital communication? Are you ready to adapt your methods to share the Message that never changes?

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Images for Justin Wise (Author) the social church  
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## 12) Digital Immigrant

Born before 1985? Then you're a 'digital immigrant' | Lauren Laverne

The last generation that will remember the world before the internet.

<https://www.theguardian.com/lifeandstyle/2014/nov/16/born-before-1985-digital-immigrant-lauren-laverne>  
Images for Born before 1985? Then you're a 'digital immigrant' | Lauren Laverne

Digital Immigrant Definition | Investopedia

People born before 1985 and who have adopted technology at a point later in life are considered to be digital immigrants. The opposite of digital immigrant is digital native – people who have grown up surrounded by technology from an early age.

<https://www.investopedia.com/terms/d/digital-immigrant.asp>  
Images for Digital Immigrant Definition

The End of Absence: Reclaiming What We've Lost in a World of Constant Connection by Michael John Harris

Soon enough, nobody will remember life before the Internet. What does this unavoidable fact mean? For future generations, it won't mean anything very obvious. They will be so immersed in online life that questions about the Internet's basic purpose or meaning will vanish. But those of us who have lived both with and without the crowded connectivity of online life have a rare opportunity. We can still recognize the difference between Before and After. We catch ourselves idly reaching for our phones at the bus stop. Or we notice how, mid-conversation, a fumbling friend dives into the perfect recall of Google. In this eloquent and thought-provoking book, Michael Harris argues that amid all the changes we're experiencing, the most interesting is the one that future generations will find hardest to grasp. That is the end of absence-the loss of lack. The daydreaming silences in our lives are filled; the burning solitudes are extinguished. There's no true "free time" when you carry a smartphone. Today's rarest commodity is the chance to be alone with your own thoughts.

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Images for The End of Absence: Reclaiming What We've Lost in a World of Constant Connection by Michael John Harris

## 13) Digital Native

Are you a Digital Native or a Digital Immigrant? - Tech Blog

A digital immigrant is someone who was not born into the digital world, but rather came to live there later in life by adopting new technologies. Immigrants did not grow up in a digital land – I'm an immigrant. You may be too if you are reading this online!

<http://blog.timesunion.com/tech/352/are-you-a-digital-native-or-a-digital-immigrant/>  
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<https://www.youtube.com/watch?v=-0KqvieRgnU> Are You A Digital Native Or A Digital Immigrant? - YouTube

## Digital native - Wikipedia

The term digital native describes a person that grows-up in the digital age, rather than acquiring familiarity with digital systems as an adult, as a digital immigrant.

[https://en.wikipedia.org/wiki/Digital\\_native](https://en.wikipedia.org/wiki/Digital_native)

[Images for digital native](#)

## [PDF] Digital Natives, Digital Immigrants - Marc Prensky

Today's students – K through college – represent the first generations to grow up with this new technology. They have spent their entire lives surrounded by and using computers, videogames, digital music players, video cams, cell phones, and all the other toys and tools of the digital age. Today's average college grads have spent less than 5,000 hours of their lives reading, but over 10,000 hours playing video games (not to mention 20,000 hours watching TV). Computer games, email, the Internet, cell phones and instant messaging are integral parts of their lives.

<http://www.marcprensky.com/writing/Prensky%20-%20Digital%20Natives,%20Digital%20Immigrants%20-%20Part1.pdf>

<https://www.marcprensky.com/writing/Prensky%20-%20Digital%20Natives,%20Digital%20Immigrants%20-%20Part2.pdf>

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<https://www.youtube.com/watch?v=jRR76Mz9NII> Marc Prensky - Digital Natives - YouTube

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[http://www.itdl.org/journal/feb\\_09/article01.htm](http://www.itdl.org/journal/feb_09/article01.htm) Digital Natives vs. Digital Immigrants

<https://flatworldbusiness.wordpress.com/flat-education/previously/digital-native-who/>

<https://depd.wisc.edu/html/TArticles/Digital%20Natives.htm>

<https://www.emeraldinsight.com/doi/abs/10.1108/10748120110424816?journalCode=oth>

<https://ed.ted.com/on/QPU2EvSf#review> Digital Natives Vs. Digital Immigrants | TED-Ed

<https://unicek.com/blog/digital-immigrants-vs-digital-natives>

[https://en.wikipedia.org/wiki/Marc\\_Prensky](https://en.wikipedia.org/wiki/Marc_Prensky)

<http://marcprensky.com/>

[https://twitter.com/marcprensky?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwqr%5Eauthor](https://twitter.com/marcprensky?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwqr%5Eauthor)

<https://www.amazon.com/Marc-Prensky/e/B001HMSX8G>

[https://www.goodreads.com/author/show/525546.Marc\\_Prensky](https://www.goodreads.com/author/show/525546.Marc_Prensky)

[Images for marc prensky](#)

[Images for Digital Natives, Digital Immigrants - Marc Prensky](#)

## Digital Natives vs. Digital Immigrants | HuffPost

Don't let the word "digital" fool you in all this talk about how difficult it is for digital natives and digital immigrants to communicate.

The generational gap between the so-called digital natives and the digital immigrants doesn't actually have to do with technology.

The real issue is that the two worldviews that they represent are so different.

[https://www.huffingtonpost.com/jeff-degraff/digital-natives-vs-digital-immigrants\\_b\\_5499606.html](https://www.huffingtonpost.com/jeff-degraff/digital-natives-vs-digital-immigrants_b_5499606.html)

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<https://unicek.com/blog/digital-immigrants-vs-digital-natives>

<https://www.nextgenlearning.org/articles/digital-natives-vs-digital-immigrants>

[https://www.youtube.com/watch?v=8zDkraBba\\_o](https://www.youtube.com/watch?v=8zDkraBba_o) Digital Native Vs Digital Immigrant - YouTube

[https://www.youtube.com/watch?v=n\\_9gl0B4nS4](https://www.youtube.com/watch?v=n_9gl0B4nS4) Digital natives vs. digital immigrants | Sree Sreenivasan | TEDxNewYork – YouTube

<https://www.eastwestcenter.org/events/digital-natives-vs-digital-immigrants>

<https://quizlet.com/92884832/digital-immigrant-vs-digital-native-flash-cards/>

## What is a Digital Native? - Definition from Techopedia

A digital native is an individual who was born after the widespread adoption of digital technology. The term digital native doesn't refer to a particular generation. Instead, it is a catch-all category for children who have grown up using technology like the Internet, computers and mobile devices.

<https://www.techopedia.com/definition/28094/digital-native>

[Images for Digital Native - Definition](#)

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## 14) Digital Religion

**Digital Religion, Social Media and Culture: Perspectives, Practices and Futures (Digital Formations) by Pauline Hope Cheong (Editor), Peter Fischer-Nielsen (Editor), Stefan Gelfgren (Editor), Charles Ess (Editor)**

This anthology - the first of its kind in eight years - collects some of the best and most current research and reflection on the complex interactions between religion and computer-mediated communication (CMC). The contributions cohere around the central question: how will core religious understandings of identity, community and authority shape and be (re)shaped by the communicative possibilities of Web 2.0? The authors gathered here address these questions in three distinct ways: through contemporary empirical research on how diverse traditions across the globe seek to take up the technologies and affordances of contemporary CMC; through investigations that place these contemporary developments in larger historical and theological contexts; and through careful reflection on the theoretical dimensions of research on religion and CMC. In their introductory and concluding essays, the editors uncover and articulate the larger intersections and patterns suggested by individual chapters, including trajectories for future research.

<http://www.amazon.com/Digital-Religion-Social-Media-Culture/dp/1433114747>

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<https://www.peterlang.com/view/product/29273>

<http://ojs.statsbiblioteket.dk/index.php/mediekultur/article/viewFile/9716/13618>

[https://books.google.com/books/about/Digital\\_Religion\\_Social\\_Media\\_and\\_Cultur.html?id=I7GqtgAACAAJ](https://books.google.com/books/about/Digital_Religion_Social_Media_and_Cultur.html?id=I7GqtgAACAAJ)

[https://books.google.com/books/about/Digital\\_Religion\\_Social\\_Media\\_and\\_Cultur.html?id=A3QrdEUZjxEC](https://books.google.com/books/about/Digital_Religion_Social_Media_and_Cultur.html?id=A3QrdEUZjxEC)

[Images for Digital Religion, Social Media and Culture: Perspectives, Practices and Futures \(Digital Formations\) by Pauline Hope Cheong \(Editor\), Peter Fischer-Nielsen \(Editor\), Stefan Gelfgren \(Editor\), Charles Ess \(Editor\)](#)

### Digital Religion > The Religious Studies Project

The digital realm is a dark continent in which the standard practices of methodology and theory find themselves tested by a whole new landscape. To introduce us to the vast array of topics Tim Hutchings provides us with an introductory discussion into the world of digital religion.

<http://www.religiousstudiesproject.com/tag/digital-religion/>

[Images for Digital Religion > The Religious Studies Project](#)

<http://berkleycenter.georgetown.edu/events/digital-religion-transforming-knowledge-and-practice>

<http://blogs.ssrc.org/tif/2015/03/03/give-me-that-digital-religion/>

[www.e-flux.com/journal/04/68569/religion-in-the-age-of-digital-reproduction/](http://www.e-flux.com/journal/04/68569/religion-in-the-age-of-digital-reproduction/)

### Digital Religion: Understanding Religious Practice in New Media Worlds by Heidi A. Campbell (Editor)

*Digital Religion* offers a critical and systematic survey of the study of religion and new media. It covers religious engagement with a wide range of new media forms and highlights examples of new media engagement in all five of the major world religions. From cell phones and video games to blogs and Second Life, the book provides a detailed review of major topics; includes a series of case studies to illustrate and elucidate the thematic explorations; considers the theoretical, ethical and theological issues raised. Drawing together the work of experts from key disciplinary perspectives, *Digital Religion* is invaluable for students wanting to develop a deeper understanding of the field.

<http://www.amazon.com/Digital-Religion-Understanding-Religious-Practice/dp/0415676118>

<https://books.google.com/books?isbn=1136194479>

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[https://www.researchgate.net/profile/Heidi\\_Campbell5](https://www.researchgate.net/profile/Heidi_Campbell5)

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<https://comm.tamu.edu/heidi-campbell/>

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[http://www.goodreads.com/author/show/6168396.Heidi\\_A\\_Campbell](http://www.goodreads.com/author/show/6168396.Heidi_A_Campbell)

[Images for Heidi A. Campbell \(Editor\)](#)

[Images for Digital Religion: Understanding Religious Practice in New Media Worlds by Heidi A. Campbell \(Editor\)](#)

### The Christian Leader in the Digital Age – Albert Mohler.com

Leaders who talk about the *real* world as opposed to the *digital* world are making a mistake, a category error. While we are right to prioritize real face-to-face conversations and to find comfort and grounding in stable authorities like the printed book, the digital world is itself a *real* world, just real in a different way.

<http://www.albertmohler.com/2013/02/26/the-christian-leader-in-the-digital-age/>

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<http://creationrevolution.com/the-christian-leader-in-the-digital-age/>

<http://intellmin.org/2013/02/dr-albert-mohler-the-christian-leader-in-the-digital-age/>

<http://www.crosswalk.com/family/career/the-challenge-of-attention-in-the-digital-age-11580672.html>

<http://christian-apologetics.org/2013/the-christian-leader-in-the-digital-age/>



<https://atypicalchristian.wordpress.com/2013/03/02/digital-church/>  
<http://www.albertmohler.com/about/>  
<https://www.amazon.com/R.-Albert-Mohler/e/B001JOYM5K>  
[https://www.goodreads.com/author\\_blog\\_posts/5774691-the-christian-leader-in-the-digital-age](https://www.goodreads.com/author_blog_posts/5774691-the-christian-leader-in-the-digital-age)  
[Images for albert mohler, author christian leader](#)  
[Images for The Christian Leader in the Digital Age – AlbertMohler.com](#)

## 15) Digital Visitor and Resident

### Are You a Digital Visitor or Digital Resident? - ChurchMag

Church Tech Implications

I certainly think this is a useful framework to evaluate how we use technology and the internet and whether we spend more time performing visitor tasks or resident tasks.

<https://churchm.ag/digital-visitor-vs-digital-resident/>

[Images for Are You a Digital Visitor or Digital Resident? - ChurchMag](#)

<https://www.uoc.edu/portal/en/news/actualitat/2016/086-visitant-resident-digital.html>

<https://www.linkedin.com/pulse/digital-immigration-you-native-immigrant-visitor-nagaraja-srivatsan> Digital Immigration: Are you Digital Native, Immigrant, Visitor or Resident?

[Images for Digital Immigration: Are you Digital Native, Immigrant, Visitor or Resident?](#)

### Digital Visitor and Resident - Wikipedia

The Digital Visitor and Resident (V&R) model provides a framework to depict how user preference and habit motivates engagement with technology and the web. V&R is commonly described as a continuum, with two modes of online engagement at either end, making a separation between different approaches to engagement. People operating in Visitor mode have a defined goal or task, and select an appropriate online tool to meet their needs as they arise.<sup>[1]</sup> For example, using a smartphone to search the internet for directions to a local bookstore, thus finding a particular piece of information online and then going offline to complete the task. There will be little in terms of social visibility or trace when online in Visitor mode. People operating in Resident mode are online to connect to, or to be with, other people. For example, posting to the wall in Facebook, tweeting, blogging, or posting comments on blogs. The web supports the projection of their identity and facilitates relationships. In other words, Residents live a percentage of their lives online. Unlike the Visitor mode, there will be online visibility and presence when in Resident mode.<sup>[2]</sup> It is very common for individuals to engage online in a mixture of Visitor and Resident modes depending on what they are trying to achieve.

[https://en.wikipedia.org/wiki/Digital\\_Visitor\\_and\\_Resident](https://en.wikipedia.org/wiki/Digital_Visitor_and_Resident)

[Images for Digital Visitor and Resident](#)

### Evaluating digital services: a visitors and residents approach | Jisc

This guide contains advice on evaluating the services you offer to your users. The focus is primarily on digital/online services but set within the broader context of more traditional services, exploring the relationship between the two.

<https://www.jisc.ac.uk/guides/evaluating-digital-services>

<https://www.jisc.ac.uk/guides/evaluating-digital-services/visitors-and-residents>

[Images for Evaluating digital services: a visitors and residents approach | Jisc](#)

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<https://webarchive.nationalarchives.gov.uk/20140702185413/http://www.jisc.ac.uk/media/documents/projects/visitorsandresidentsinterim%20report.pdf>

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<https://digitalacademicblog.wordpress.com/tag/visitors-and-residents-2/>

<https://googleguacamole.wordpress.com/2016/10/23/my-digital-resident-visitor-map/>

<https://www.slideshare.net/oclc/visitors-and-residents-interactive-mapping-exercise-workshop-88122688>

<http://daveowhite.com/vandr/> Visitors & Residents – Digital – Learning – Culture

<https://www.youtube.com/watch?v=sPOG3iThmRI> Visitors and Residents - YouTube

<https://www.oclc.org/research/themes/user-studies/vandr.html> Digital Visitors and Residents - OCLC

## 16) E-mail Ministry

### 86-Year-Old Grandmother Starts Email Ministry - Inspiration

At the conclusion of an interview with her about this e-mail ministry, she admonished the reporter, "This is not about me. It's about reaching out and connecting to other people. If one of my e-mails helps someone, that's just a blessing to me. No, this isn't about me. I have had help from a lot of partners."

<http://www.beliefnet.com/columnists/inspirationreport/2012/05/86-year-old-grandmother-starts-email-ministry.html>

[Images for 86-Year-Old Grandmother Starts Email Ministry - Inspiration](#)

### Synod Resource Center

<https://synodresourcecenter.org/> [Administration](#) [Email Ministry](#)

<http://synodresourcecenter.org/admin/computers/email/>



## Images for Synod Resource Center Email Ministry

### 10 Reasons to Send a Weekly Email to Your Church or Group – ThomRainer.com

I've been surprised by how much a 2-3 paragraph weekly email can help you stay connected with a congregation.

<http://thomrainer.com/2015/09/10-reasons-to-send-a-weekly-email-to-your-church-or-group/>

[Images for 10 Reasons to Send a Weekly Email to Your Church or Group – ThomRainer.com](http://thomrainer.com/2017/02/seven-tips-guest-email-follow/)

<http://thomrainer.com/2017/02/seven-tips-guest-email-follow/>

<http://thomrainer.com/2016/07/seven-ideas-effective-church-guest-follow/>

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<http://thomrainer.com/2016/08/six-terrible-ways-recruit-ministry-volunteers-church/>

#6

[Images for thom rainer \(author\)](#)

## 17) E-mail Newsletter

### Company - About Constant Contact

Our Promise

One tool, for all your marketing. That's the Constant Contact Toolkit. Our customers get real results through marketing campaigns like **email newsletters**, surveys, events, Facebook promotions, online listings, and more. But it's not just about the product: award-winning support and free marketing resources are there to make the path to success smoother.

<http://about.constantcontact.com/company>

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

[Images for Company - About Constant Contact](#)

[Images for Constant Contact email newsletters](#)

### E-Newsletter Marketing Strategy Webinar: Easy E-Newsletters | Pryor Learning Solutions

Twelve simple solutions for saving time, reducing stress and creating compelling eNewsletters

[www.pryor.com/training-webinars/easy-e-letters](http://www.pryor.com/training-webinars/easy-e-letters)

[Images for E-Newsletter Marketing Strategy Webinar: Easy E-Newsletters | Pryor Learning Solutions](#)

<https://www.pryor.com/training-categories/marketing/>

### Eight Reasons Your Church Should Have an Email Newsletter – ThomRainer.com

So instead of relying on a weekly bulletin or a brief 2-minute announcement time in the service, consider using an email newsletter to more effectively communicate with guests and members.

<http://thomrainer.com/2016/01/eight-reasons-your-church-should-have-an-email-newsletter/>

[Images for Eight Reasons Your Church Should Have an Email Newsletter – ThomRainer.com](#)

<http://thomrainer.com/2017/07/six-content-landmines-church-email-newsletters/>

<http://thomrainer.com/2017/07/10-content-suggestions-church-newsletter/>

<http://thomrainer.com/2016/03/four-reasons-you-need-a-communications-plan-for-your-church/>

#1

<http://thomrainer.com/2017/02/four-steps-make-church-communications-efficient/>

#2

<http://thomrainer.com/2012/07/announcing-a-new-free-newsletter-for-pastors-and-staff/>

<http://thomrainer.com/2016/10/five-dying-practices-church-communications/>

#3, #5

<http://thomrainer.com/2017/01/five-church-communications-questions-for-the-new-year/>

#3

<http://thomrainer.com/2017/03/five-ways-churches-can-encourage-members-share-social-media/>

#4

[Images for thom rainer \(author\)](#)

### E-Newsletters I Love - Mpls Area Synod ELCA

At the risk of inducing "inbox overload" I want to share some of the email newsletters I receive. I've selected the ones that I find most worthwhile to take at least a few minutes to peruse, particularly in the areas of *invitation, hospitality, evangelism, and stewardship*.

<http://mpls-synod.org/2016/06/e-newsletters-love-2/>

[Images for Church E-Newsletters I Love](#)

### e-Newsletters: Tips and trends (or How to get people to read your stuff) by Richelle Thompson

Today, the electronic newsletter is a central tool in any communications plan. It offers an opportunity for you to "push" your information (a website is more of a pull-tool ... you have to pull people to the site to get them engaged in content; newsletters allow you to push your information out to the stakeholders). Good newsletters deliver content in bite-size pieces with links to more information – including the push to your website. They also should have a shareable function so that readers can forward easily to friends and post on Facebook, Twitter or other social media sites.

Those are the basics of building a good e-newsletter.

<http://www.ecfvp.org/posts/e-newsletters-tips-and-trends-or-how-to-get-people-to-read-your-stuff/>

<http://www.ecfvp.org/posts/author/richelle-thompson/>

<https://www.ecfvp.org/blogs/vital-posts/topic/1?page=9>

<http://www.episcopalchurch.org/library/author/richelle-thompson>

[https://www.goodreads.com/author/show/7789608.Richelle\\_Thompson](https://www.goodreads.com/author/show/7789608.Richelle_Thompson)

[Images for e-Newsletters: Tips and trends \(or How to get people to read your stuff\) by Richelle Thompson](#)

## E-newsletters: Worth More Than You Know | The Parish Paper

E-newsletters are pervasive—marketers, businesses, politicians, civic organizations, and physicians, among many others, prize them for the content they deliver. Churches have also embraced e-newsletters because information can be easily shared with members. But they're worth more—much more. Whether your congregation is new to e-newsletters or a long-time user, the vast majority of congregations do not fully mine the reader information that e-newsletter companies make available. Many people are aware that e-newsletters provide "open" and "click" rates; however, this overlooks 90 percent of what makes e-newsletters such a powerful tool for building community, empowering your staff, and reaching out to others.

### E-newsletters: Worth More Than You Know | Michigan District, LCMS

<https://www.michigandistrict.org/missions-ministries/outreach/parish-papers/21-11>

Images for E-newsletters: Worth More Than You Know | The Parish Paper

[http://media.wix.com/ugd/1c51b0\\_079d2d07880748c7be738f0c4c92a159.pdf](http://media.wix.com/ugd/1c51b0_079d2d07880748c7be738f0c4c92a159.pdf)

<https://vbmb-wpengine.netdna-ssl.com/wp-content/uploads/2013/08/P-P-11-2013-E-Newsletters-Worth-More-Than-You-Know.pdf>

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<http://www.englishdistrict.org/sites/default/files/wysiwyg/1113ParishPaper.pdf>

<https://www.theparishpaper.com/free-resources>

<http://www.wisconsinumc.org/connections/conference-news/the-parish-paper> November 2013 - "E-newsletters: Worth More Than You Know"

<http://www.wcucc.org/resource-center/church-management/parish-paper/>

<http://www.hcucc.org/the-parish-paper>

<https://www.theparishpaper.com/back-issue-index> Back Issue Index | The Parish Paper

## How To Create An Email Newsletter For Your Church | - Steve Fogg

Email newsletters have been around for quite some time. Some say that email marketing is dead. I would strongly disagree with that statement. If you have good quality content that is worth reading, people will read it. Every email marketing solution has analytics which is the truth teller whatever your personal opinion is.

<http://www.stevefogg.com/2012/10/09/church-email-newsletter/>

Images for How To Create An Email Newsletter For Your Church | - Steve Fogg

<https://blog.hubspot.com/marketing/guide-creating-email-newsletters-ht>

<http://www.techgeekministries.com/how-to-create-a-church-email-newsletter/>

<https://bryonytaylor.com/2016/01/25/creating-an-email-newsletter-for-your-churchorganisation-using-mailchimp/>

<https://www.boxcast.com/blog/6-easy-ways-your-church-can-create-meaningful-newsletters>

<http://www.trinitydigitalmedia.com/2015/03/creating-your-church-email-newsletter-tech-help-for-churches/>

## Make church e-newsletters more effective with simple tweaks | The Episcopal Diocese of Newark

OK! You've gotten your congregation to use electronic newsletters (e-newsletters) with Constant Contact or Mail Chimp or some other method. That's a great step forward. Now you have to make those e-newsletters *communicate*!

The good news is that those services have some decent templates and they're not very hard to use. The less great news is that it takes some effort to use them well. For example, are you customizing the header, so it proclaims that it is from your church or are you using one of the stock images? Guess which one is the better choice.

<http://www.dioceseofnewark.org/geeks/make-church-e-newsletters-more-effective-simple-tweaks>

Images for Make church e-newsletters more effective with simple tweaks | The Episcopal Diocese of Newark

## 18) Facebook

### 8 Leadership Lessons from Facebook's First Decade - Carey Nieuwhof

While the [stats are interesting and still a bit staggering](#), the first decade of Facebook also gives us leadership insights into what happens to any organization as it grows and develops.

<http://careynieuwhof.com/2014/02/10-leadership-lessons-from-facebooks-first-decade/>

Images for 8 Leadership Lessons from Facebook's First Decade - Carey Nieuwhof

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<http://connexuschurch.com/a-new-way-to-catch-up-with-connexus-on-facebook/>

<https://www.facebook.com/ConnexusChurchBarrie?ref=bookmarks>

<http://www.unseminary.com/facebook-does-this-stuff-to-help-people-engage-your-church-should-too/>

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Images for carey nieuwhof (author)

### Facebook - Church Marketing Sucks

Posts Tagged 'Facebook'

<http://www.churchmarketingsucks.com/tag/facebook/>

Images for Facebook - Church Marketing Sucks

<http://www.churchmarketingsucks.com/2016/03/6-ways-to-react-to-facebook-reactions/>

<http://www.churchmarketingsucks.com/2016/03/how-churches-are-failing-facebook-programs-over-people/>  
<http://www.churchmarketingsucks.com/2015/09/18-of-the-most-popular-social-media-posts-for-churches/>  
<http://www.churchmarketingsucks.com/2015/04/easter-effort-facebook-advertising/>  
<http://www.churchmarketingsucks.com/2015/03/deal-multiple-facebook-pages/>  
<http://www.churchmarketingsucks.com/2014/12/looking-ahead-2015/>  
<http://www.churchmarketingsucks.com/2014/12/awesome-communicator-episode/>  
<http://www.churchmarketingsucks.com/2014/12/social-media-christmas/>  
<http://www.churchmarketingsucks.com/2014/11/church-marketing-podcast-christmas-social-episode/>  
<http://www.churchmarketingsucks.com/2014/11/christmas-communication-lessons/>  
<http://www.churchmarketingsucks.com/2014/10/throwback-thursday/>  
<http://www.churchmarketingsucks.com/2014/06/rewired-by-brandon-cox/>  
<http://www.churchmarketingsucks.com/2014/05/struggles-victories-southbridge-fellowship/>  
<http://www.churchmarketingsucks.com/2014/05/church-marketing-podcast-with-justin-wise-whats-the-big-idea/>  
<http://www.churchmarketingsucks.com/2010/11/facebook-ads-for-your-church/>  
<http://www.churchmarketingsucks.com/2010/06/facebook-for-churches-how-our-church-uses-facebook/>  
<http://www.churchmarketingsucks.com/2017/11/how-to-get-3x-more-likes-on-your-next-facebook-post/>

### Facebook - Wikipedia

Facebook is an American for-profit corporation and an online social media and social networking service based in Menlo Park, California.



<https://en.wikipedia.org/wiki/Facebook>  
<https://simple.wikipedia.org/wiki/Facebook>  
[Images for Facebook](#)

### How to Create a Church Facebook Page: 9 Steps (with Pictures)

Creating a Facebook page for your church can be an ideal way of keeping your fans and the community updated on news, events, and services hosted by your church. As a social networking interface with millions of subscribers, Facebook can allow you to share any type of information about your church with the public; such as its location and hours, upcoming events, discussions, videos, and more.

<http://www.wikihow.com/Create-a-Church-Facebook-Page>  
[Images for Create a Church Facebook Page](#)  
<https://www.regpacks.com/blog/church-facebook-page/> 4 Steps to Creating a Great Church Facebook Page - Regpack  
<http://brightsaltmedia.com/creating-your-church-facebook-page/>  
[Images for church facebook page](#)  
<https://churchm.ag/creating-a-facebook-page-for-your-church-part-1/>  
<https://faithmade.com/beginners-guide-to-creating-a-facebook-group-for-your-church/>

### How to Use Facebook at Your Church | The Network

Specifically, here are a few things people typically do on Facebook:

<http://network.crcna.org/church-web/how-use-facebook-your-church>  
<http://network.crcna.org/church-web/6-simple-ways-your-church-can-use-facebook-better>  
<http://network.crcna.org/church-web/facebook-news-feed-changes-3-things-consider>  
[Images for How to Use Facebook at Your Church | The Network](#)  
<http://churchfuel.com/seven-ways-churches-can-use-facebook/>  
<http://www.churchvolunteercentral.com/lead/5-tips-for-church-facebook-pages/>  
<http://www.buildfaith.org/2015/08/26/how-to-get-the-most-from-your-church-facebook-page-10-tips/>

### Nine Keys to Maximizing Your Church Facebook Page - ThomRainer.com

While many churches have Facebook pages, most do not know how best to utilize the platform for Kingdom growth. So here are nine keys to getting the most out of your church Facebook page.

<http://thomrainer.com/2016/02/nine-keys-to-maximizing-your-church-facebook-page/>  
[Images for Nine Keys to Maximizing Your Church Facebook Page - ThomRainer.com](#)  
<https://www.facebook.com/PagesSizesDimensions/>  
<http://thomrainer.com/2017/03/pros-cons-facebook-pastors-church-staff/>  
<http://thomrainer.com/2017/09/handle-negative-facebook-comments-church/>  
<http://thomrainer.com/2016/07/six-simple-ways-churches-can-get-facebook-live/>  
<http://thomrainer.com/2016/03/how-churches-can-most-effectively-use-facebook-and-twitter-rainer-on-leadership-208/>  
<http://thomrainer.com/2016/10/547943/> Five Ways for Churches to Utilize Facebook this Christmas

<https://thomrainer.com/2016/10/547943/> #3  
<http://www.lifeway.com/Article/pastors-checklist-effective-church-facebook-page>  
<http://chucklawless.com/2016/03/why-and-how-your-church-should-utilize-facebook-ads/>  
Images for thom rainer (author)

#### Promoting Your Church on Facebook - ChurchLeaders.com

I believe in using social media for Kingdom purposes, having done online ministry for over 15 years. I'm thankful for the intentionality of ministries and Christian-based businesses helping us to do that well.

[http://www.churchleaders.com/pastors/pastor-blogs/161994-ron\\_edmondson\\_promoting\\_your\\_church\\_on\\_facebook.html](http://www.churchleaders.com/pastors/pastor-blogs/161994-ron_edmondson_promoting_your_church_on_facebook.html)  
Images for Promoting Your Church on Facebook  
<http://www.churchleaders.com/worship/worship-articles/152839-how-does-your-church-use-facebook.html>  
<http://www.churchleaders.com/worship/worship-articles/252784-pastors-toolbox-use-facebook-grow-church.html>  
[http://www.churchleaders.com/worship/worship-articles/161701-carrie\\_busha\\_5-things-facebook-users-want-from-your-church.html](http://www.churchleaders.com/worship/worship-articles/161701-carrie_busha_5-things-facebook-users-want-from-your-church.html)  
<http://www.churchleaders.com/pastors/pastor-how-to/150768-paul-steinbrueck-18-ways-leaders-can-ruin-their-reputation-on-facebook-technology-ministry.html>  
Images for ChurchLeaders.com

#### 7 Ways to Engage Your Church through Facebook | Elexio

Even amid rumors that it is on the decline, Facebook is still the largest social network in the world. Your community is likely already active there, so why not reach them where they are?

<http://www.elexio.com/blog/7-ways-to-engage-your-church-through-facebook/>  
Images for Engage Your Church through Facebook  
<http://razoofoundation.org/2014/03/3-quick-facebook-page-tweaks-to-increase-reach/>  
<http://pastors.com/7-ways-to-have-a-great-church-facebook-page/>

#### 6 Facebook Post Ideas for More Engagement on Your Church Page - Pinterest

<https://www.pinterest.com/pin/114138171785277122/>  
Images for Church Facebook Page - Pinterest  
<https://www.pinterest.com/brandiebrown5/church-fb-page/>  
<https://www.pinterest.com/cteien/christian-facebook-cover-art/>

#### Why and How Your Church Should Utilize Facebook Ads

Outreach and marketing for churches are way more intricate than they used to be. I've found Facebook to be a valuable resource for reaching people in my community, and I hope this post will help you to leverage Facebook ads to reach more people with the gospel of Jesus Christ.

<http://chucklawless.com/2016/03/why-and-how-your-church-should-utilize-facebook-ads/>  
Images for Why and How Your Church Should Utilize Facebook Ads  
[www.kennyjahng.com/10-steps-facebook-ads-for-church/](http://www.kennyjahng.com/10-steps-facebook-ads-for-church/)  
<https://missionalmarketing.com/church-facebook-ad-placements/>  
<http://jeremyroberts.org/why-and-how-your-church-should-utilize-facebook-ads/>  
[www.umcom.org/learn/should-your-church-advertise-on-facebook-part-one](http://www.umcom.org/learn/should-your-church-advertise-on-facebook-part-one)  
<https://blog.capterra.com/effectively-advertise-your-church/> #5

#### 19) Instagram

##### Carey Nieuwhof (@careynieuwhof) • Instagram photos and videos

I preach at Connexus Church, blog, write and host the Carey Nieuwhof Leadership Podcast on iTunes. Have an awesome family. Very grateful.

<https://www.instagram.com/careynieuwhof/?hl=en>  
Images for Carey Nieuwhof (@careynieuwhof) • Instagram photos and videos

##### Five Strategic Ministry Uses for Instagram – ThomRainer.com

This picture-based social network can build affinity, promote events, and provide inspiring insight into the inner workings of your church. And now that apps offer multi-account functionality, using Instagram has never been easier for pastors and church leaders.

<http://thomrainer.com/2016/06/five-strategic-ministry-uses-instagram/>  
Images for Five Strategic Ministry Uses for Instagram – ThomRainer.com  
<http://thomrainer.com/2016/08/five-ways-churches-can-use-new-instagram-stories-feature/>  
<https://www.instagram.com/thomrainer/>

##### How Your Church Should Use Instagram - BoxCast

This post explains why your church needs an Instagram account and suggests ways you can use it.

<https://www.boxcast.com/blog-church/how-your-church-should-use-instagram>  
Images for How Your Church Should Use Instagram - BoxCast  
<http://darrelgirardier.com/three-great-examples-of-churches-on-instagram/>  
<http://orangeblogs.org/orangeleaders/2017/05/12/instagram-strategies-church/>

<https://www.concordiatechnology.org/blog/2016/06/the-best-ways-to-use-instagram-for-your-church>  
<https://crtvchurch.com/lessons-can-learn-top-churches-instagram/>

#### Instagram - Wikipedia

Instagram is a mobile, desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly, or privately to pre-approved followers.



<https://en.wikipedia.org/wiki/Instagram>  
<https://simple.wikipedia.org/wiki/Instagram>  
[Images for instagram](#)

#### 20 Great Ways to Use Instagram At Your Church | The Creative Pastor

Since we are such a visual culture, this is a great avenue for sharing your church's story that goes beyond traditional text posts.

<http://thecreativepastor.com/20-great-ways-to-use-instagram-at-your-church/>  
[Images for 20 Great Ways to Use Instagram At Your Church | The Creative Pastor](#)  
<http://www.elexio.com/blog/is-your-church-on-instagram/>  
<http://christianindex.org/its-past-time-for-your-church-to-get-on-instagram/>  
<https://www.concordiatechnology.org/blog/2016/06/the-best-ways-to-use-instagram-for-your-church>  
[Images for ways-to-use-instagram-for-your-church](#)  
<http://visionroom.com/six-tips-for-using-instagram-in-your-church/>  
[Images for Instagram in Your Church](#)  
<http://www.umcom.org/learn/5-instagram-tips-for-churches>  
[Images for Instagram tips for churches](#)

#### 20) Internet

##### Church and Internet - EWTN

The Church's interest in the Internet is a particular expression of her longstanding interest in the media of social communication.

<https://www.ewtn.com/library/curia/pccschn.htm>  
[Images for Church and Internet](#)  
[http://www.vatican.va/roman\\_curia/pontifical\\_councils/pccs/documents/rc\\_pc\\_pccs\\_doc\\_20020228\\_church-internet\\_en.html](http://www.vatican.va/roman_curia/pontifical_councils/pccs/documents/rc_pc_pccs_doc_20020228_church-internet_en.html)  
<http://www.robertbernhardt.com/church-internet.html>  
<http://ext.sagepub.com/content/122/1/11.abstract> The Internet and the Church: An Introduction  
[Images for Internet and the Church: An Introduction](#)  
<http://globalchristiancenter.com/church-resources/applying-technology/24541-how-people-of-faith-are-using-computers-and-the-internet>  
[www.slideshare.net/ojdb6076/internet-and-church](http://www.slideshare.net/ojdb6076/internet-and-church)  
<https://www.slideshare.net/ojdb6076/the-impact-of-the-internet-on-the-church>  
[Images for impact-of-the-internet-on-the-church](#)

##### Take Care When Using Internet Images - Brotherhood Mutual

Looking for photographs or artwork to use on church websites, brochures, programs, or other creative projects? Type a description into an Internet search bar and plenty of image options will pop up online. But are you aware that most, if not all, of the images online are protected by copyright law?

<http://www.brotherhoodmutual.com/index.cfm/resources/ministry-safety/article/using-internet-images/>  
[Images for Take Care When Using Internet](#)

##### The New Connectivity: How Internet Innovations Are Changing the Way We Do Church – Alban Institute

Ultimately the tools of technology, like any instruments, must be subservient to the mission of the congregation itself: the horse comes before the cart. But be warned: these tools are so powerful and can take you in so many new directions that you may have an entirely new view of your mission once you're sitting in the driver's seat. Each congregation must try and fail and try again in what Missy Daniels, editor at the PBS show Religion and Ethics Newsweekly, called, "a spirit of experimentation" (see page 28). What congregations can bring here is one of their strongest assets: a sense of purpose and meaning, and the conviction that in the midst of uncertainty a higher power is the guiding force, able to absorb the frustrations and share the joys along the way.

<https://alban.org/archive/the-new-connectivity-how-internet-innovations-are-changing-the-way-we-do-church/>  
<https://darimonline.org/alban-institute-focuses-on-internet-in-congregations/>  
[Images for How Internet Innovations Are Changing the Way We Do Church – Alban Institute](#)  
<https://alban.org/category/technology/>  
<https://alban.org/category/renewal-vitality/>  
<https://alban.org/about-alban/alban-weekly/>



<https://www.churchleadership.com/authors/>

#### Tips & Tools-The Internet & Your Church | New Castle Presbytery

<https://www.ncpresbytery.org/tips-trainings/>

Images for Tips & Tools-The Internet & Your Church | New Castle Presbytery

<https://www.churchtrainingacademy.com/tips-tools/>

<https://churchtechtoday.com/2017/08/04/10-helpful-online-campus-tips/>

#### Web-Empower Your Church: Unleashing the Power of Internet Ministry [Mark Stephenson]

A great church website is more about ministry than technology. *Web-Empower Your Church* offers step-by-step guidance to web implementers and other church leaders who are on the exciting journey to building an effective web ministry. Mark's engaging, conversational style makes technology accessible. He offers first-hand advice on every aspect of building an internet ministry: from assembling a team to designing and maintaining the website to adding powerful ministry features.

The accompanying CD-ROM contains documentation, training, and a demonstration version of website building software from the folks at the Web-Empowered Church ministry.

<http://www.amazon.com/Web-Empower-Your-Church-Unleashing-Internet/dp/0687642841>

[http://www.goodreads.com/book/show/1133857.Web\\_Empower\\_Your\\_Church](http://www.goodreads.com/book/show/1133857.Web_Empower_Your_Church)

<http://www.pswdcob.org/eparish/P.P.-2009-03-WebsiteBasics.pdf>

<http://www.christianbookshops.org.uk/reviews/webempoweryourchurch.htm>

<http://mintools.com/church-communications-resources.htm>

[https://www.goodreads.com/author/show/2033196.Mark\\_Stephenson](https://www.goodreads.com/author/show/2033196.Mark_Stephenson)

Images for Mark Stephenson, author web-empower your church

Images for Web-Empower Your Church: Unleashing the Power of Internet Ministry [Mark Stephenson]

## 21) Magazines

#### About Presbyterians Today - Presbyterian Mission Agency

Presbyterians Today is the award-winning, general-interest magazine of the Presbyterian Church (U.S.A.).

<https://www.presbyterianmission.org/ministries/today/about/>

<https://www.facebook.com/PresbyteriansToday/>

<https://www.pcusastore.com/Products/CategoryCenter/PSPT/Presbyterians-Today.aspx>

Images for Presbyterians Today Magazine

#### Episcopal Journal – Episcopal Journal: inform, involve, and inspire

The mission statement of *Episcopal Journal* is to inform, involve, and inspire Episcopalians in their daily life by sharing the good news of our church's life and its ministry.

<http://www.episcopaljournal.org/>

Images for Episcopal Journal – Episcopal Journal: inform, involve, and inspire

#### Living Lutheran: Home

Welcome to the new *Living Lutheran*, the flagship publication of the Evangelical Lutheran Church in America. Through its primary expressions – a monthly magazine and this website – we continue to share the good news of Jesus Christ through stories, reflections, news and so much more.

# LivingLutheran

<https://www.livinglutheran.org/>

Images for Living Lutheran

<https://www.livinglutheran.org/2016/03/welcome-living-lutheran/>

<https://www.livinglutheran.org/issues/>

<https://www.augsburgfortress.org/store/product/16931/Living-Lutheran>

<https://www.facebook.com/ELCALivingLutheran/>

<https://www.amazon.com/Living-Lutheran-Renewing-Congregation-Voices/dp/0806653345>

[https://en.wikipedia.org/wiki/Living\\_Lutheran](https://en.wikipedia.org/wiki/Living_Lutheran)

<https://www.pinterest.com/cdenninger/living-lutheran/>

#### Magazines face unclear future: Being relevant, sustainable key - The Lutheran Magazine

These are challenging times for denominational magazines, as some fold and others face reorientation. That prompted an "Affirmation of Religious Journalism" statement by the organization that represents many church publications.

[http://www.thelutheran.org/article.cfm?article\\_id=11692](http://www.thelutheran.org/article.cfm?article_id=11692)

Images for Magazines face unclear future: Being relevant, sustainable key - The Lutheran Magazine

<http://www.theacp.org/acp-affirmation-of-religious-journalism/>

Images for Affirmation of Religious Journalism



## Magazines - Get Your Church Noticed

Parish magazines can be fantastic resources that place your church at the heart of the community it serves...or embarrassingly old-fashioned collections of irrelevant articles that confirm people's preconceptions about church. Many people are likely to read parish magazines without every setting foot inside your church, so it's a good shop window for you to display the best of what your church gets up to.

<http://getyourchurchnoticed.com/magazines/>  
Images for Magazines - Get Your Church Noticed

## The Magazine | Episcopal Cafe

<http://www.episcopalcafe.com/category/the-magazine/>  
Images for Magazine | Episcopal Cafe  
<https://www.facebook.com/TheEpiscopalCafe/>  
<https://twitter.com/episcopalcafe?lang=en>

## 22) Marketing

### A Step-By-Step Guide to Church Marketing, Breaking Ground for the Harvest by George Barna.

Is Marketing Biblical? Although the word "marketing" never appears in the Bible, the Bible is filled with examples of successful marketers: Solomon, Joshua, Nehemiah and Paul, to name just a few. As you'll see in this book, these dynamic men of God had the ability to identify people's needs and then find the best ways to meet them. Jesus told His followers to do the same-to bring His message to people in a way they could understand and relate to. That's the heart of marketing. And those principles can be immensely useful as you take part in God's work here on earth. It's time to move beyond the question of whether or not marketing is a biblical practice-the real question is whether your church can afford not to use such a powerful and readily available tool. This book will help you understand what marketing is and how it can benefit your ministry, discover where God is taking your church, and how you can be a leader for Him, learn to think more strategically and proactively about ministry, understand how the Bible, your ministry and marketing can peacefully coexist, learn how to gather crucial information that will help you better understand your congregation and community, and create a customized, Christ-centered marketing plan for your ministry.

<https://www.amazon.com/step-step-guide-church-marketing/dp/B0006EZ0JG>  
[https://www.goodreads.com/book/show/179229.A\\_Step\\_By\\_Step\\_Guide\\_to\\_Church\\_Marketing\\_Breaking\\_Ground\\_for\\_the\\_Harvest](https://www.goodreads.com/book/show/179229.A_Step_By_Step_Guide_to_Church_Marketing_Breaking_Ground_for_the_Harvest)  
<https://www.barna.org/about/george-barna#.VhAulflVhBc>  
[https://en.wikipedia.org/wiki/George\\_Barna](https://en.wikipedia.org/wiki/George_Barna)  
<https://www.rightnow.org/Content/Speaker/1252>  
<https://www.amazon.com/George-Barna/e/B000APJB4G>  
[http://www.goodreads.com/author/show/32052.George\\_Barna](http://www.goodreads.com/author/show/32052.George_Barna)  
Images for George Barna, author  
Images for A Step-By-Step Guide to Church Marketing, Breaking Ground for the Harvest by George Barna

### Marketing the Church: What They Never Taught You about Church Growth [George Barna]

Like Paul realizing the need to shape the message without bending the truth, to learn to speak in a way which will be listened to, George Barna's *Marketing the Church: What They Never Taught You about Church Growth* has much to teach the modern church.

Controversial when it first came out, clergy and other church leaders are discovering how every interaction with the public is communicating something about the church. Whether it is the sign in front or the door to door evangelism, and even a small ad announcing next week's sermon, that is marketing, and is not an unholy idea. When you created those things, you thought about the people who would be seeing them and applied what you knew.

Barna shows what marketing really is, and how it can help remove the roadblocks from people coming to a church. Pastor Bill Hybels at the megachurch, Willow Creek in IL, knows this stuff and has seen plenty of growth--and plenty of new believers! Barna is an evangelical, with a conservative base, and his book stats true to this.

He explains carefully the principles behind the term marketing. He knows it is a daunting word, and that some people can and have abused marketing within Christendom.

He emphasizes knowing your market, and that you don't need fancy statistics to get the job done. You know your neighbor. One thing which Barna challenges the reader to do--and church leaders at large--is to articulate and write down what they know. The sum of what they know is probably large, but when it written, it can be organized, and from that, strategized.

The strategy is the book's strength. Using gifts as provided by the Lord, church leaders draw from their resources and build a marketing plan. Barna is certain to point out this job is bigger than the pastor but will require many people if things are to be carried out well.

-Anthony Trendl

<http://www.amazon.com/Marketing-Church-George-Barna/dp/0891092501>  
<https://www.amazon.com/Marketing-Church-George-Barna/product-reviews/0891092501>  
<http://www.barna.org/>  
[https://en.wikipedia.org/wiki/George\\_Barna](https://en.wikipedia.org/wiki/George_Barna)  
<https://www.barna.com/about/george-barna/>  
<http://www.christianitytoday.com/pastors/1995/summer/5I3120.html>  
<http://www.outreach.com/events/christian-speakers/George-Barna.aspx>  
Images for Marketing the Church: What They Never Taught You about Church Growth [George Barna]

## church marketing Archives - Will Mancini

Posts for: church marketing

<http://www.willmancini.com/tag/church-marketing>

Images for Will Mancini church marketing

<http://www.willmancini.com/2011/08/top-ten-church-logos-for-telling-story-through-design.html>

<http://www.willmancini.com/2011/07/10-surprising-mobile-web-stats-for-church-leaders.html>

<http://www.willmancini.com/2011/02/how-to-develop-a-compelling-gospel-centered-tagline-for-your-church.html>

<http://www.willmancini.com/2010/09/the-church-communicators-dilemma-picassos-missing-subject.html>

<http://www.willmancini.com/about>

<https://www.amazon.com/Will-Mancini/e/B001JS7R3K>

[https://www.goodreads.com/author/show/483865.Will\\_Mancini](https://www.goodreads.com/author/show/483865.Will_Mancini)

## Church Marketing 101: Preparing Your Church for Greater Growth [Richard L. Reising]

Over 90 percent of all Christian churches in the United States have fewer than 200 members. While they vary in shape, size, ethnicity, and denomination, they have one thing in common: the desire to grow. So why is it that some churches fail to grow for years, while other congregations in the same community increase exponentially?

The problem, says church marketing authority Richard Reising, is that most churches should not be doing promotion. Instead, they should focus on the preparation that will make members eager to invite others. In *ChurchMarketing 101*®, he demystifies basic marketing principles for the church, evaluates them against biblical principles, and illustrates how simple changes can remove roadblocks that hinder members from reaching out. Reising's simple yet insightful approach will be invaluable to pastors and ministry leaders from churches of all denominations and styles.

<http://www.amazon.com/Church-Marketing-101-Preparing-Greater/dp/0801065925>

<http://bakerpublishinggroup.com/books/church-marketing-101/269102>

[http://books.google.com/books/about/Church\\_Marketing\\_101.html?id=\\_xu1tfWzJuwC](http://books.google.com/books/about/Church_Marketing_101.html?id=_xu1tfWzJuwC)

[http://www.2shared.com/document/ty5RNeUj/Church\\_Marketing\\_101\\_-\\_Prepari.html](http://www.2shared.com/document/ty5RNeUj/Church_Marketing_101_-_Prepari.html)

<http://textbook-reviews.blogspot.com/2008/11/church-marketing-101-preparing-your.html>

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

<http://www.wisdomberry.com/book.php?asin=0801065925>

<http://bakerpublishinggroup.com/authors/richard-l-reising/858>

<https://www.amazon.com/Richard-Reising/e/B001KHAF20>

Images for Richard L. Reising, author

Images for Church Marketing 101: Preparing Your Church for Greater Growth [Richard L. Reising]

## Church Marketing 101 - YouTube

Have you ever mis-advertised? Do you know who your target audience is? The week we bring up some subjects that will help us see beyond advertising church and closer to what it means to rally people together.

<https://www.youtube.com/watch?v=WzC2ZOAPJw8>

Images for Church Marketing - YouTube

<https://www.youtube.com/channel/UCs9z0HbLd93JIWIG6GaRzsA> Church Marketing Minute - YouTube

<https://www.youtube.com/watch?v=WDTmfwc8swc> Church Marketing a divine strategy - YouTube

<https://www.youtube.com/watch?v=as4cVC7Dmz8> Church Marketing Ideas - Communication and Outreach - YouTube

<https://www.youtube.com/watch?v=iH0CqNQYsZQ> How to Use Facebook For Effective Church Marketing - YouTube

[https://www.youtube.com/watch?v=J7p3\\_N0tXWY](https://www.youtube.com/watch?v=J7p3_N0tXWY) Church Marketing with YouTube (10 Tips) - YouTube

<https://www.youtube.com/watch?v=biWVJCeZu2M> Easter 2018 Church Marketing Ideas - YouTube

<https://www.youtube.com/watch?v=zufNB2CjQg4> Church Marketing with Social Media | Justin Wise Interview - YouTube

[www.churchmarketingsucks.com/tag/youtube/](http://www.churchmarketingsucks.com/tag/youtube/) YouTube - Church Marketing Sucks

<https://missionalmarketing.com/church-youtube-advertising/>

## Find a Niche and Scratch It: Marketing Your Congregation by Robert L. Perry

Jesus was uniquely adept in the art of "reading" people. He fit his approach to the precise needs and interests of the person with whom he was dealing, and he spoke the cultural language of that individual. In this book, Robert Perry takes what Jesus and others have done intuitively-niche marketing-and provides a framework for applying those principles in everyday practice.

Convinced that congregations can learn from the wisdom of secular disciplines and apply that wisdom to congregational life without damaging the integrity of the Christian faith, Perry offers a detailed process for using sound marketing principles to identify a congregation's strengths and the needs of its community, and to develop strategies for effective ministry.

<http://www.amazon.com/Find-Niche-Scratch-Marketing-Congregation/dp/1566992753>

<http://crg.alban.org/find-niche-and-scratch-it-marketing-your-congregation>

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<http://www.lifeandleadership.com/book-summaries/perry-find-a-niche-and-scratch-it.html>

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[http://www.goodreads.com/author/show/112833.Robert\\_L\\_Perry](http://www.goodreads.com/author/show/112833.Robert_L_Perry)

Images for Robert L. Perry, author marketing congregation

Images for Find a Niche and Scratch It: Marketing Your Congregation by Robert L. Perry

**[PDF]Ch. Effectiveness Nuggets--Volume 8--How to Attract First-Time Worship Visitors - The Parish Paper**

<http://www.theparishpaper.com/files/resources/Church%20Effectiveness%20Nuggets-%20Volume%208.pdf>

[Images for How to Attract First-Time Worship Visitors – The Parish Paper](#)

[Images for Mass Communication Builds Bridges](#)

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<https://www.theparishpaper.com/free-resources> Church Effective Nugget, Volume 8: How to Attract First-Time Worship Visitors

<http://www.wisconsinumc.org/connections/conference-news/the-parish-paper>

<http://www.wcucc.org/resource-center/church-management/parish-paper/>

<http://www.hcucc.org/the-parish-paper>

<https://www.theparishpaper.com/back-issue-index> Back Issue Index | The Parish Paper

**Marketing & Public Relations - Building Church Leaders**

How should a church approach marketing? How can we use the local media as an effective outreach tool? This tool is designed to help equip your church to discuss marketing and public relations, and to decide how you can more effectively reach your community.

<https://www.bclstore.com/collections/leaders-staff/products/marketing-public-relations>

[Images for Marketing & Public Relations – Building Church Leaders](#)

**Marketing for Congregations: Choosing to Serve People More Effectively by Philip Kotler (Author), Bruce Wrenn (Author)**

How does a congregation do research, test its services, create and market a ministry, and evaluate results? By helping the reader overcome objections to marketing religion, this book guides pastors and other leaders of congregations to make better, informed decisions and meet the needs of people more effectively.

<http://www.amazon.com/Marketing-Congregations-Choosing-People-Effectively/dp/0687235790>

<http://www.lifeandleadership.com/book-summaries/shawchuck-marketing-for-congregations.html>

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<https://www.amazon.com/Philip-Kotler/e/B0028DGITO>

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[Images for Philip Kotler \(Author\)](#)

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<https://www.linkedin.com/in/philipkotler>

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<http://www.philkotler.com/bio/>

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<http://www.marketingandsalesbooks.com/nl/authors/1221/philip-kotler>

<https://www.youtube.com/watch?v=5r-H759oXJ8> Philip Kotler Author Marketing 3.0 - YouTube

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<http://www.adventistbookcenter.com/authors/bruce-wrenn,-ph.d.>

[http://www.goodreads.com/author/show/444579.Bruce\\_Wrenn](http://www.goodreads.com/author/show/444579.Bruce_Wrenn)

[Images for Bruce Wrenn \(Author\)](#)

<http://worldcat.org/identities/lccn-n2001114208/> Wrenn, Bruce

[Images for Marketing for Congregations: Choosing to Serve People More Effectively by Philip Kotler \(Author\), Bruce Wrenn \(Author\)](#)

**Marketing Training | Pryor Learning Solutions - Fred Pryor Seminars**

<https://www.pryor.com/training-categories/marketing/>

[Images for Marketing Training | Pryor Learning Solutions](#)

**Marketing Your Congregation - Alban**

Marketing, with its analytical and somewhat arbitrary analysis, can feel far away from the spiritual sensibilities that most people associate with religion. Rather than trying to get people to “buy into” the congregation or a specific faith message, it might be more palatable to think of “church marketing” as a form of “evangelism,” inviting others into congregational life and teaching them about the way God is working through the congregation. (Depending on the denomination, this may or may not include proselytizing.)

**Alban at Duke Divinity School » Marketing Your Congregation**

<https://alban.org/archive/marketing-your-congregation/>

[Images for Marketing Your Congregation - Alban](#)

<https://www.uua.org/sites/live-new.uua.org/files/documents/congservices/smallcongs/growthresources.pdf>

<https://www.congregationalconsulting.org/>

**Ministry Marketing Made Easy: A Practical Guide to Marketing Your Church Message by Yvon Prehn.**

Most churches are not as effective as they could be in their marketing ministry because printed communications are not seen as vital and essential tools in church growth. Often, church publications primarily consist of getting the bulletin and newsletter completed, plus whatever flyers people need for youth group meetings or the church potluck. This book gives a simple how-to

explanation of how to implement a church marketing plan. Using church growth paradigms combined with proven marketing strategies and specific publication techniques, this book shows pastors, church leaders, and administration staff how to produce publications that will grow their churches and change the lives of people in congregations. This book assists pastors and other church leaders intentionally move people from one stage of church growth to the next.

<https://www.amazon.com/Ministry-Marketing-Made-Easy-Practical/dp/1620325713>

<https://www.goodreads.com/book/show/35792726-ministry-marketing-made-easy>

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Images for Yvon Prehn, author

Images for Ministry Marketing Made Easy: A Practical Guide to Marketing Your Church Message by Yvon Prehn

### Multi-Level Marketing in the Church and Other Listener Questions – Rainer on Leadership #270 – Thom Rainer.com

1. Multi-level marketing and sales in the church

<http://thomrainer.com/2016/10/multi-level-marketing-in-the-church-and-other-listener-questions/>

Images for Multi-Level Marketing in the Church - Thom Rainer.com

<http://thomrainer.com/2016/05/five-signs-your-church-has-gone-too-far-with-marketing/>

### Northwest Synod of Wisconsin | WALKING TOGETHER

The Dos & Don'ts of **Marketing** Your Church in 2018

Page 12

Rev. Aaron Sturgis Rm. 260

Council Oak 10:45 Rm. 320 F Menominee 11:45

You open the doors to your church every weekend hoping more people will come (or in some cases, hoping somebody comes) only to discover that, with few exceptions, more people rarely do. It can get discouraging, and many church leaders wring their hands over what to do and how to respond. Even growing churches hit plateaus and stumble into decline, and we wonder why it's so hard to gain traction. One of the reasons so many churches struggle these days is that the way we do church is badly outdated. Culture is changing rapidly, which means people are changing rapidly. If you want to reach people, that probably also means you need to change your approach rapidly. Disclaimer - There's a huge difference between changing the message and changing the method. In this breakout session we will be talking about how our message doesn't change. But the methods have to. Join Rev. Aaron Sturgis and hear about what he is learning when it comes to telling your churches story and the story being #forChippewa.

### The Power of a Post

Stacy Yearous

Rm. 311 Chancellors 1:30 Rm. 320 E Ho-Chunk 3:30

Our churches are not just buildings. They are community working together towards a common goal. How are we communicating that goal with our partners and the community around us? Social Media is often an underutilized tool in ministry. This presentation will provide you with tools to create a social media platform for your church. Page 12

<http://nswsi.org/home/calendar-of-events> Find Workshops and Times March 17, 2018 University of Wisconsin – Eau Claire

[https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/reducedWalking\\_Together\\_Booklet\\_2018\\_.pdf](https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/reducedWalking_Together_Booklet_2018_.pdf)

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Images for Dos & Don'ts of Marketing Your Church

### Walking Together 2019: "Holy Experiments"

Newspaper Ads are the worst idea ever... and other strategies for **marketing** your church

Aaron Sturgis

It's a new technological world, and there are so many awesome new ways to share your congregation's ministry with others!

Learn what works and what doesn't when it comes to church marketing.

### Northwest Synod of Wisconsin | WALKING TOGETHER

[https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/website\\_titles\\_and\\_descriptions\\_final.pdf](https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/website_titles_and_descriptions_final.pdf)

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Images for Newspaper Ads are the worst idea ever... and other strategies for marketing your church

### Selling Out the Church: The Dangers of Church Marketing by Philip D. Kenneson, James L. Street

Marketing the church is hot. For many church leaders, marketing might even be the first article of their creed, which goes something like this: "We believe that our church determines its identity and mission through the tactics of marketing strategies."

Theologians Kenneson and Street offer a thoughtful and provocative protest, with a foreword from Stanley Hauerwas. The authors "expose the theological presuppositions that inform the marketing project. . . and help us to see that the marketer's presumption that form can be separated from content of the gospel betrays an understanding of the gospel that cannot help betraying the gift

that is Christ." The authors propose an alternative, constructive account of the church's mission and purpose that is "not based on exchange of value but on reminding us that the gospel is always a gift - a gift that makes impossible any presumptions that there can be an exchange between human beings and God that is rooted in the satisfaction of our untrained needs." The cross and resurrection challenge the world's understanding of what our needs should be.

<http://www.amazon.com/Selling-Out-Church-Dangers-Marketing/dp/159244296X>

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Images for Philip D. Kenneson, author

Images for Selling Out the Church: The Dangers of Church Marketing by Philip D. Kenneson, James L. Street

### 17 Best images about Church Marketing on Pinterest

<https://www.pinterest.com/indigodesigns/church-marketing/>

Images for Church Marketing Pinterest

### UnMarketing: Stop Marketing. Start Engaging by Scott Stratten (Author), Alison Kramer (Author)

No one likes cold calls at dinnertime, junk mail overflowing your mailbox, and advertisements that interrupt your favorite shows. If this is "marketing," then the world would probably prefer whatever is the opposite of that.

If you're ready to stop marketing and start engaging, then welcome to "UnMarketing." The landscape of business-customer relationships is changing and "UnMarketing" gives you innovative ways out of the old "Push and Pray" rut. Instead, draw the right customers to you through listening and engagement, enabling you to build trust and position yourself as their logical choice when they need you. This updated and revised edition includes new information on building relationships through Twitter, Facebook, LinkedIn, and Google+. "UnMarketing" supplies you with a winning approach to stop ineffective marketing and put relationships first — then reap the long-term, high-quality growth that follows!

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<https://www.youtube.com/watch?v=WjpjaaALuA8> UnMarketing: Stop Marketing. Start Engaging – YouTube

<https://www.youtube.com/watch?v=aFEUqNsbRUk&feature=related> Scott Stratten, UnMarketing – YouTube

<https://www.youtube.com/watch?v=IF0jN8rPs0o> Relevantly Speaking | Scott Stratten of Un-Marketing on Why Relationships are Essential in Business – YouTube

<https://www.youtube.com/watch?v=gScnAlI0hPY> Engage Summit 2016 Keynote UnMarketing Stop Marketing, Start Engaging Scott Stratten – YouTube

<https://www.youtube.com/watch?v=Qvu7UMA41RM> Scott Stratten - YouTube

<http://www.socialmediaexaminer.com/unmarketing-stop-marketing-start-engaging-by-scott-stratten/>

<https://ca.linkedin.com/in/unmarketing>

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Images for Alison Kramer (Author)

Images for UnMarketing: Stop Marketing. Start Engaging by Scott Stratten (Author), Alison Kramer (Author)



### What Is Church Email Marketing? - Religious Product News

Marketing your church may seem like a worldly idea, but it's an easy, effective, and affordable way to keep your members and visitors informed and coming back! As a good steward of the tithes and offerings your church receives, using email to cut costs and increase response is something every church administrator should consider.

<http://www.religiousproductnews.com/articles/2013-May/Feature-Articles/What-Is-Church-Email-Marketing.htm>

[Images for What Is Church Email Marketing? - Religious Product News](#)

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<https://churchtechtoday.com/2017/11/14/leveraging-church-website-email-marketing/>

### What is the Rule of Seven & how will it improve your marketing?

The Rule of Seven is an old marketing adage. It says that a prospect needs to see or hear your marketing message at least seven times before they take action and buy from you. Now the number seven isn't cast in stone. The truth of the Rule of Seven is you can't just engage in a marketing activity and then be done. Marketing must be an on-going process in order for it to be successful. So why do prospects need to hear your message so many times before taking action? If you are doing your marketing well, you are targeting the right people; your ideal customers. You have created powerful marketing materials that use language your target audience relates to. You speak to their major problems and how you can solve them. Why don't they jump to their feet and grab what you have to offer the first time they see your message?

<http://thebabyboomerentrepreneur.com/258/what-is-the-rule-of-seven-and-how-will-it-improve-your-marketing/>

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## 23) Media

### Church Communications - Ministry Tools Resource Center

Helps for Using **Media** in the Church

<http://mintools.com/church-communications-resources.htm>

[Images for Helps for Using Media in the Church](#)

### Creative Christian Media by Phil Cooke (Author)

This remarkable book is the result of Phil Cooke's years of writing for numerous media publications, dealing with the needs and questions of Christian broadcasters and producers:

- 1) What is the future of Christian media?
- 2) When and how should I change my media ministry to respond to changing times?
- 3) How should I select, manage and train my people?
- 4) How can I find creative content for my media ministry?
- 5) How can I stay ahead of technology changes?
- 6) How can I better understand my audience?

Why we use the media was settled long ago. The question now is how can we use the media most effectively? Jesus spent his life reaching people. Today, we use new tools to do the same task. This book will help you take advantage of this amazing moment in time, touching nations through the power of technology.

<https://www.amazon.com/Creative-Christian-Media-Phil-Cooke/dp/1600346006>

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<http://ministrytodaymag.com/index.php/features/20062-the-new-rules>

<http://impartnow.org/?p=779> The Biggest Mistakes Christians Make in the Media (by Phil Cooke)

<http://www1.cbn.com/700club/phil-cooke-christian-media-new-millennium>

<https://outreachmagazine.com/interviews/4201-phil-cooke-media-consultant-speaker-author.html>

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[Images for Phil Cooke \(Author\)](#)

[Images for Creative Christian Media by Phil Cooke \(Author\)](#)



### Successful Christian Television: Make Your Media Ministry a Reality by Phil Cooke (Author)

Starting at the beginning -- Determining your resources -- Producers and directors -- Choosing a format -- Television equipment -- Reaching an audience -- Financing your television outreach -- Radio -- The Internet -- Conclusion.

<https://www.amazon.com/Successful-Christian-Television-Phil-Cooke/dp/1600346014>

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Images for Successful Christian Television: Make Your Media Ministry a Reality by Phil Cooke (Author)

### The Last TV Evangelist: Why the Next Generation Couldn't Care Less About Religious Media by Phil Cooke

An Insider's Look at the World of Religious Media...and What's Coming Next! Religious radio and TV has built massive networks, launched global organizations, and generated billions of dollars in donations. It has allowed Christianity to reach more people in this century alone than the rest of history combined. But that impact has come with a price. Sex and money scandals, political controversies, and the prosperity gospel have taken their toll on the perception of Christians in the culture. Religious Media has Alienated a Generation TV evangelists with fake hair and gold furniture, tasteless programming, and hard-core fundraising pitches have reached embarrassing levels, and young people today want nothing to do with it. But a New Revolution is Happening in Religious Media. With more than three decades of experience in both faith-based and secular media, Phil Cooke explores what it will take to reach the next generation, before the entire industry experiences total collapse.

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<http://www.charismanews.com/opinion/39054-why-the-next-generation-couldnt-care-less-about-religious-media>

Images for The Last TV Evangelist: Why the Next Generation Couldn't Care Less About Religious Media by Phil Cooke

### Mediating Faith: Faith Formation in a Trans-Media Era [Clint Schnekloth]

The church struggles with media. Whether it is a denomination negotiating the 24-hour news cycle or a church evaluating how Facebook or online games are influencing the youth group, media is raising questions and placing demands on communities of faith in ways that could not have been imagined just 20 years ago. Thus, the importance of understanding media for the church has never been greater. In *Mediating Faith*, church leaders of all kinds will find Clint Schnekloth an engaging and insightful guide to this new and sometimes wondrous world. In doing so he offers an evaluation and theological response to the trans-media era that highlights its potential to transform our work and world. Far from frightening, Schnekloth highlights the opportunities and the riches of this fascinating time.

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<https://twitter.com/Schnekloth>

<https://www.facebook.com/schnekloth>

<http://lutheranconfessions.blogspot.com/p/about.html>

<http://www.gslcfayetteville.org/>

[http://www.goodreads.com/author/show/7813452.Clint\\_Schnekloth](http://www.goodreads.com/author/show/7813452.Clint_Schnekloth)

Images for Clint Schnekloth, author mediating faith

Images for Mediating Faith: Faith Formation in a Trans-Media Era [Clint Schnekloth]

### Synod Resource Center

Using **Media** for Outreach - Synod Resource Center

<https://synodresourcecenter.org/Evangelism> Evangelism Specialists [Using Media for Outreach](https://synodresourcecenter.org/evang/resources/specialists/0005/using_media.html)

[https://synodresourcecenter.org/evang/resources/specialists/0005/using\\_media.html](https://synodresourcecenter.org/evang/resources/specialists/0005/using_media.html)

Images for Using Media for Outreach - Synod Resource Center

## 24) Media Relations

### How to Effectively Deal with the Press: Media Guidelines and Media interviews - Northern Illinois Synod

Media Interviews over the phone

If you receive a call from a reporter, always return it – even if you are not able to respond to the question

Do NOT accept an immediate request for an interview by phone - Ask reporter what he/she wants to know - Ask for reporter's deadline, and call back before deadline

Before you call reporter back, write three main points you'd like to make. Reinforce throughout interview

State the most important point FIRST because information you convey first is most quoted

Use anecdotes or short stories to illustrate points. These are the "quotable quotes"

Avoid jargon OR define jargon. Spell, too.

Be friendly, be helpful

Avoid "no comment." If you don't know, offer to find out and call reporter later

Assume everything IS on the record. Nothing is "off the record"

Ask reporter when story will appear or air

Get help for crisis situations as soon as possible

When you call a reporter back, especially for radio, assume you will be recorded even if reporter doesn't tell you

Media interviews – in person

Assume you will be photographed – video or still photos

Dress appropriately

Clear your schedule, ask staff to avoid interruptions

Give reporter your business card. Ask the reporter for the same

Media interviews – on TV

Sit up straight

Maintain eye contact with interviewer - NOT the camera – unless told otherwise

Avoid lots of facts and figures. Anecdotes are good

Visuals are helpful – book, Web site, special item

Ask when the interview will air (if not live); make arrangements to tape it yourself

<http://www.nisynod.org/graceplace/tragedy/media.htm#Guidelines>

[Images for Deal with the Press](#)

[Images for Media Guidelines and Media interviews](#)

[Images for Media Interviews in person](#)

[Images for Media Interviews over the phone](#)

[Images for Media Interviews over TV](#)

### [PDF]Media Relations Booklet - Upper Susquehanna Synod

EXAMPLE: Your congregation is hosting a Mission Mall this holiday season. You get a reporter to come interview you, the pastor, about the event. You jot down the following key messages and at every chance during the interview, you reiterate these three key messages:

Mission Mall is an alternative gift-giving program, encouraging folks to take consumerism out of their Christmas celebration.

St. Robert's Lutheran Church is committed to encouraging their members and the community, especially children and youth, to help others who are less fortunate.

Projects like these are important to this church because we are committed to spreading the gospel of Jesus Christ by showing love in action.

Always make sure a key message talks about your mission and doing

God's work through our hands!

<http://www.uss-elca.org/wp-content/uploads/2009/03/Media-Relations-Booklet.pdf>

[Images for Media Relations Booklet for Congregations](#)

### Media Relations 101 | Church Juice

As a church, there are many ways you could encounter members of the media. Maybe you want them to cover an event you're hosting? Perhaps you have a team traveling to help with disaster relief. Let's hope reporters aren't showing up at your church because of a crisis.

No matter the situation, this short e-book can help you with the basics of interacting with the media.

*Media Relations 101* is written by Church Juice Project Leader Jerod Clark who spent the first five years of his career as a local TV news reporter. So, the advice you get is straight from someone who's seen organizations handle media relations well and others who didn't.

<http://churchjuice.reframemedial.com/training/media-relations-101>

[Images for Media Relations 101 | Church Juice](#)

### Media relations - Wikipedia

Media Relations involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media.'

[https://en.wikipedia.org/wiki/Media\\_relations](https://en.wikipedia.org/wiki/Media_relations)  
[Images for Media Relations](#)

## 25) Newsletters

### Balancing the Good News scale - Episcopal Church Foundation Vital Practices for leading congregations

Our **newsletters** – perhaps the only “marketing” tool nearly every Episcopal church offers – should reflect our understanding of the purpose of church – of sharing the Good News of the Gospel and trying to live out its tenets in our own lives, in our churches and in our communities. If our congregations already are engaging in vigorous practices, then the newsletter should joyfully share the stories. And if they’re struggling, maybe a few examples of success will give members the confidence to try anew.

<http://www.ecfvp.org/posts/balancing-the-good-news-scale/>  
[Images for newsletters sharing the Good News of the Gospel](#)

### Editing church newsletters - Ministry Magazine

Do your good intentions of getting the monthly newsletter out on time too often fall victim to your hectic schedule? Maybe you've wished you could get someone else to take over the responsibility for putting it together, or maybe you're just looking for some fresh ideas for doing the job more efficiently. Whatever your need, there are a few simple pointers that can make newsletter production easier and more efficient.

<https://www.ministrymagazine.org/archive/1986/04/editing-church-newsletters>  
[Images for Editing church newsletters - Ministry Magazine](#)

### How Do I Create a Church Newsletter? - Sharefaith Magazine

The question is a simple one: How do I create a church newsletter? So, we're going to give you a simple how-to guide, step-by-step. By the end of this article, if someone asks you, “How do I create a church newsletter,” you'll probably be able to walk them through the same steps.

<http://www.sharefaith.com/blog/2011/04/create-church-newsletter/>  
[Images for How Do I Create a Church Newsletter? - Sharefaith Magazine](#)  
<https://www.sharefaith.com/blog/2011/04/publish-church-newsletter-distribute/>  
<https://www.sharefaith.com/blog/2011/04/christian-newsletter/>  
<https://www.sharefaith.com/blog/tag/church-newsletter-designs/>  
<https://www.sharefaith.com/feature/church-newsletter-templates.html>  
<http://www.brighthub.com/computing/windows-platform/articles/80488.aspx>  
[Images for Make a Church Newsletter](#)  
[https://www.awfumc.org/files/old\\_files.../newsletter\\_quiz\\_for\\_AWF\\_Conference.doc](https://www.awfumc.org/files/old_files.../newsletter_quiz_for_AWF_Conference.doc) [DOC] How does your church newsletter stack up  
[http://www.okumcministries.org/local\\_church/Reignite/Files/ChurchNewsletterTips.pdf](http://www.okumcministries.org/local_church/Reignite/Files/ChurchNewsletterTips.pdf)  
[Images for Church Newsletter Tips](#)

### Ten Tips for Using Your Newsletter to Grow Your Church – The Effective Church Group

Here are a couple of do's and don'ts to help you develop a newsletter that will at least aid your church growth efforts.

<http://effectivechurch.com/ten-tips-for-using-your-newsletter-to-grow-your-church/>  
[Images for Ten Tips for Using Your Newsletter to Grow Your Church – The Effective Church Group](#)  
<https://publicate.it/church-newsletter> Church Newsletter: How to Attract & Engage Your Congregation  
<https://team.org/blog/10-steps-write-missionary-newsletter>  
<https://staging.team.org/blog/design-beautiful-missionary-newsletter/>

### 39 best Church Newsletter images on Pinterest

<https://www.pinterest.com/msclwilson/church-newsletter/>  
[Images for Church Newsletter on Pinterest](#)  
<https://www.pinterest.com/hermpa11/church-newsletter-samples/>  
<https://www.pinterest.com/sharefaithmedia/church-newsletters/>  
<https://www.pinterest.com/saraatx/modern-church-bulletins-newsletters/>  
<https://www.pinterest.com/jmcintos1152/church-newsletter/>

### What You Need to Design and Publish a Church Newsletter

The basics of any newsletter design and publishing apply to church newsletters. But as with any specialized newsletter, the design, layout, and content should be tailored to your specific audience.

A church newsletter is a type of [relationship newsletter](#). It generally has the same [12 parts of newsletter](#) as other such publications.

Use the following resources for designing and publishing your own church newsletter.

<http://desktoppub.about.com/od/relationshipnewsletters/tp/Design-And-Publish-A-Church-Newsletter.htm>  
[Images for What You Need to Design and Publish a Church Newsletter](#)

## 26) Online

### It's Time to Get Your Sermons Online

Let's start by taking a look at the potential benefits posting your sermons online can have:

<http://www.churchmarketingsucks.com/2010/01/its-time-to-get-your-sermons-online/>  
[Images for It's Time to Get Your Sermons Online](#)

#### Online and offline - Wikipedia

In computer technology and telecommunications, **online** indicates a state of connectivity, and offline indicates a disconnected state, specifically an internet connection.

[https://en.wikipedia.org/wiki/Online\\_and\\_offline](https://en.wikipedia.org/wiki/Online_and_offline)  
[Images for Online and offline](#)

#### The Catholic Church goes online - OnFaith

Much has been made recently of the Vatican's sudden and widespread appearance in social media. [Pope Benedict XVI now has a Twitter](#) account in Latin along with several other languages. There is an [app for smart phones that disseminates information from the Holy See](#) and a [YouTube channel](#) broadcasting papal messages around the world. The Roman Catholic Church, so often accused of backward thinking and outdated practice, has finally entered the Internet age.

<https://www.onfaith.co/onfaith/2013/01/28/the-catholic-church-goes-online/16839>  
[Images for Catholic Church goes online](#)

#### The First 3 Steps To Taking Your Church Online - SlideShare

<https://www.slideshare.net/vibrantfaith/the-first-3-steps-to-taking-your-church-online>  
[Images for Taking Your Church Online](#)  
<https://vibrantfaith.org/about/jaredrendell/>  
[https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/Workshops\\_for\\_Web\\_Updated-2.pdf](https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/Workshops_for_Web_Updated-2.pdf)

Page 1

## 27) Periscope

#### 8 Ways Church Leaders Can Use Periscope to Aid Your Mission – Carey Nieuwhof

The app empowers users on Twitter to instantly and easily start broadcasting live video from their phone to the followers and the world!

<http://careynieuwhof.com/2015/06/8-ways-church-leaders-can-use-periscope-to-aid-your-mission/>  
[Images for 8 Ways Church Leaders Can Use Periscope to Aid Your Mission – Carey Nieuwhof](#)

<https://it.pinterest.com/pin/260927372137876083/> Periscope is catching on as a great way to connect with people. Can you use it as a leader? Can your church? You bet. Here are 8 ways.

<https://www.pinterest.dk/pin/127226758200448521/> twelve:thirty media - 15 Ways to Use Periscope at Your Church

<https://www.periscope.tv/>

<https://twitter.com/cnieuwhof/status/631186438483222529> LIVE on [#Periscope](#): My message planning process. Help me design our next series.

[Images for carey nieuwhof \(author\)](#)

#### 4 Ways Pastors Can Effectively Use Periscope | Jeremy Roberts Blog

Periscope is Twitter's new live-streaming video app, and it's incredible.

<http://jeremyroberts.org/4-ways-pastors-can-effectively-use-periscope/>

[Images for 4 Ways Pastors Can Effectively Use Periscope | Jeremy Roberts Blog](#)

<http://www.stevefogg.com/2015/10/21/11-smart-ways-you-can-use-periscope-for-your-church-communications/>

<http://pastors.com/46-ways-to-use-periscope-in-local-church-ministry/>

#### Periscope (app) - Wikipedia

Periscope is a live video streaming app for Android and iOS developed by Kayvon Beykpour and Joe Bernstein and acquired by Twitter before launch in 2015.



[https://en.wikipedia.org/wiki/Periscope\\_\(app\)](https://en.wikipedia.org/wiki/Periscope_(app))

[https://en.wikipedia.org/wiki/Live\\_streaming](https://en.wikipedia.org/wiki/Live_streaming) Periscope

[Images for Periscope \(app\)](#)

#### Periscope for Church | Church Graphic Design | Pinterest

<https://www.pinterest.com/pin/467952217510361032/>

[Images for Periscope for Church | Church Graphic Design | Pinterest](#)

<https://www.pinterest.com/pin/114138171783158789/> Getting Your Church Started On Periscope or Meerkat

[Images for Getting Your Church Started On Periscope](#)

## 7 Reasons Why Every Church Leader Should Consider Periscope, the New Social Tool - Will Mancini

What is Periscope? It's an insanely simple, live streaming tool that connects with your twitter account.

<http://www.willmancini.com/2015/05/7-reasons-why-every-church-leader-should-consider-periscope-the-new-social-tool.html>

Images for 7 Reasons Why Every Church Leader Should Consider Periscope, the New Social Tool - Will Mancini

<http://www.willmancini.com/2015/06/46-ways-to-use-periscope-in-local-church-ministry.html>

<https://www.willmancini.com/blog/tags/periscope>

<https://churchm.ag/periscope-for-live-streaming/>

## Six Reasons Church Leaders Should Use Periscope – ThomRainer.com

I have already seen Periscope used in some innovative and transformational ways by church leaders. Let me share with you why church leaders should utilize this tool.

<http://thomrainer.com/2015/10/six-reasons-church-leaders-should-use-periscope/>

Images for Six Reasons Church Leaders Should Use Periscope – ThomRainer.com

<http://thomrainer.com/2015/10/evangelism-outreach-and-the-internet-rainer-on-leadership-167/>

<http://thomrainer.com/wp-content/uploads/2015/06/PeriscopeTeamUP.pdf>

<http://www.lifeway.com/pastors/2015/06/23/the-pastors-primer-for-periscope/>

<https://ministrytodaymag.com/life/social-media/22268-6-reasons-church-leaders-should-use-periscope>

Images for thom rainer (author)

## 28) Photos

### Church photography for websites - Church Website Design

A good stock of current photographs is a pretty vital 'raw material' for any website project and indeed most church publicity materials. Good photographs will aid good design. These useful guidelines will help you get better results when commissioning photography for your church website.

[http://www.church123.com/church\\_photography\\_for\\_websites.htm](http://www.church123.com/church_photography_for_websites.htm)

Images for Church photography for websites - Church Website Design

### [PDF] Guidelines for using photos of congregation members – ELCA Resource Repository

Photos of congregation members bring your congregation Web site to life, providing a window in to the vitality and friendliness of the community that gathers on Sunday morning and all through the week. A common question is how to respect the privacy rights and concerns of members and protect the safety of children pictured.

[http://download.elca.org/ELCA%20Resource%20Repository/Guidelines\\_for\\_Using\\_Photos\\_of\\_Congregation\\_Members.pdf](http://download.elca.org/ELCA%20Resource%20Repository/Guidelines_for_Using_Photos_of_Congregation_Members.pdf)

Images for Guidelines for using photos of congregation members – ELCA Resource Repository

[https://download.elca.org/ELCA%20Resource%20Repository/Guidelines\\_for\\_using\\_photos.pdf](https://download.elca.org/ELCA%20Resource%20Repository/Guidelines_for_using_photos.pdf)

[http://download.elca.org/ELCA%20Resource%20Repository/Web\\_Ministry.pdf](http://download.elca.org/ELCA%20Resource%20Repository/Web_Ministry.pdf)

### Photo and Video Use Guidelines - Brotherhood Mutual

As society becomes increasingly dependent on technology as well as increasingly concerned with individual privacy, there are plenty of questions about liability when it comes to using digital images in ministry publications and websites. Here are a few best practices:

<http://www.brotherhoodmutual.com/index.cfm/resources/ministry-safety/article/photo-use-guidelines/>

Images for Photo and Video Use Guidelines

### [PDF] PHOTO RELEASE - Taking Pictures at Church – Your Church's Website

What is a church to do? Get a permission slip or photo release form signed by the parent for any minor's photo. Also, a photo release needs to be signed by any adult when his/her photo is used. One way to accomplish this is to get the photo release or permission form signed when all of the other registration forms are filled out and signed for the event. By using a permission slip or release form, the person has authorized the church to use any photo that might be taken. Even with permission forms signed, all personal reference should be omitted.

[http://www.yourchurchmatters.com/resourcespdfs/PHOTO\\_RELEASE\\_-\\_Taking\\_Pictures\\_At\\_Church.pdf](http://www.yourchurchmatters.com/resourcespdfs/PHOTO_RELEASE_-_Taking_Pictures_At_Church.pdf)

Images for PHOTO RELEASE - Taking Pictures at Church – Your Church's Website

<https://eforms.com/release/photo/>

<https://formswift.com/photo-release-form>

<https://www.rocketlawyer.com/article/when-you-need-a-photo-release.r>

<https://www.rocketlawyer.com/document/photo-release.r/#/>

<https://legaltemplates.net/form/photo-release-form/>

Images for photo-release-form

### The Ultimate List of Free Stock Photo Resources | The Creative Pastor

Photos are some of the most valuable resources for creative ministry. While I'm a huge fan of using pictures that are actually taken in your church, I've learned that's not always possible. That's where stock photos come in. A great stock photo can provide professionalism, beauty, and quality that you may not have access to in your ministry.

<http://thecreativepastor.com/the-ultimate-list-of-free-stock-photo-resources/>

Images for The Ultimate List of Free Stock Photo Resources | The Creative Pastor images



<https://elearningindustry.com/free-stock-photos-sites-for-elearning>  
<https://www.upwork.com/hiring/design/45-completely-free-photo-resources/>  
<https://redstagfulfillment.com/free-stock-photo-resources/>  
<https://designmodo.com/free-photos/>  
[Images for The Ultimate List of Free Stock Photo Resources | The Creative Pastor](#)

## 29) Pinterest

### Church Ministries - Pinterest

<https://www.pinterest.com/judypbrown/church-ministries/>  
[Images for Church Ministries - Pinterest](#)  
<https://www.pinterest.com/explore/church-bulletin-boards/>  
<https://www.pinterest.com/explore/church-ministry/>  
<https://www.pinterest.com/livepositiveME/internet-marketing-for-church/>  
<https://www.pinterest.com/prcpinterest/using-pinterest-for-ministry/>  
<https://www.pinterest.com/explore/church-ideas/>

### 8 Ways Churches Are Using Pinterest | Managing Your Church

This enormous bulletin board creates an opportunity for churches to up the ante of their quality of visuals used in their congregations, as well as exchange ideas for projects such as VBS, sermon series, Sunday school classes, and more. Like many other social media sites, users can use keywords and hash tags in the descriptions and link to another webpages—including your church's.

<http://www.churchlawandtax.com/blog/2012/june/8-ways-churches-are-using-pinterest.html>  
[Images for 8 Ways Churches Are Using Pinterest | Managing Your Church](#)  
<https://www.concordiatechnology.org/blog/2017/05/7-ways-your-church-could-use-pinterest>  
<http://www.umcom.org/learn/5-ways-churches-can-use-pinterest>  
[Images for ways-churches-can-use-pinterest](#)  
<https://blog.capterra.com/how-to-use-pinterest-for-churches/>  
[Images for how-to-use-pinterest-for-churches](#)  
<http://www.worshiphousemedia.com/church-media-blog/social-media/4-essential-ways-use-pinterest-ministry/>  
[Images for essential-ways-use-pinterest-ministry](#)  
<http://www.umcom.org/learn/pinterest-ing-tips-to-make-your-church-a-curator-of-cool>  
<https://churchtechtoday.com/2012/03/14/5-ways-market-church-pinterest/>  
[Images for ways-market-church-pinterest](#)

### Pinterest - Wikipedia

Pinterest is a web and mobile application company that operates a software system designed to discover information on the World Wide Web, mainly using images and on a shorter scale, GIFs and videos. The site was founded by Ben Silbermann, Paul Sciarra and Evan Sharp. Pinterest CEO Ben Silbermann summarized the company as a "catalogue of ideas" that inspires users to "go out and do that thing", rather than as an image-based [social network](#).<sup>[5]</sup>



<https://en.wikipedia.org/wiki/Pinterest>  
<https://simple.wikipedia.org/wiki/Pinterest>  
[Images for Pinterest](#)

## 30) Podcast

### Church Podcasting | United Methodist Communications

Podcast is a combination of the words "iPod" and "broadcast." Church Podcasting allows you to distribute your audio and/or video files to people who wish to subscribe to them. In this way, each new file is automatically delivered to a subscriber's reader or aggregator (called a podcatcher, such as iTunes) as soon as you post it. Then it is available for them to view or listen to on their computer or MP3 player at their convenience.

<http://www.umcom.org/learn/church-podcasting>  
[Images for Church Podcasting | United Methodist Communications](#)  
<https://nextchurch.net/podcasting/>  
<http://www.churchpodcastguide.com/>  
<https://www.buzzsprout.com/learn/church-podcasting>  
<http://www.faithengineer.com/2007/01/sermon-podcasting-tutorial-for-small.html>  
[Images for Sermon Podcasting](#)

## Podcast - Wikipedia

A podcast is an episodic series of digital audio or video files which a user can download and listen to. It is often available for subscription, so that new episodes are automatically downloaded via web syndication to the user's own local computer, mobile application, or portable media player.



The logo used by Apple to represent podcasting in its iTunes software.

<https://en.wikipedia.org/wiki/Podcast>

<https://simple.wikipedia.org/wiki/Podcasting>

[Images for podcast](#)

## 17 Great Podcasts For The Spiritually Curious | HuffPost

If you've always wanted to explore the world's great religious traditions, but can't find time to read the right books, watch the appropriate documentaries, or attend a worship service, here's a solution that you'll definitely have time for: podcasts.

[https://www.huffingtonpost.com/entry/17-great-podcasts-for-the-spiritually-curious\\_us\\_5641b8b3e4b0411d3072646e](https://www.huffingtonpost.com/entry/17-great-podcasts-for-the-spiritually-curious_us_5641b8b3e4b0411d3072646e)

[Images for 17 Great Podcasts For The Spiritually Curious | HuffPost](#)

<https://religionnews.com/2018/01/05/religion-podcasts/>

[http://www.slate.com/articles/life/ten\\_years\\_in\\_your\\_ears/2014/12/religious\\_podcasts\\_are\\_christian\\_podcasts\\_replacing\\_church.html](http://www.slate.com/articles/life/ten_years_in_your_ears/2014/12/religious_podcasts_are_christian_podcasts_replacing_church.html)

[Images for religious podcasts are christian podcasts replacing church](#)

## Should You Start a Podcast? Eight Diagnostic Questions – ThomRainer.com

So, instead of a simple “yes” or “no,” here are eight diagnostic questions to ask yourself if you're considering starting a podcast.

<http://thomrainer.com/2017/03/start-podcast-eight-diagnostic-questions/>

[Images for Should You Start a Podcast? Eight Diagnostic Questions – ThomRainer.com](#)

<http://thomrainer.com/2017/05/five-major-formats-podcasts/>

<http://thomrainer.com/podcast-2/>

<http://thomrainer.com/category/podcasts/>

<http://thomrainer.com/2016/07/carey-nieuwhof-rainer-leadership-245/> Pastors and Podcasting, Featuring Carey Nieuwhof

<http://thomrainer.com/2016/07/carey-nieuwhof-rainer-leadership-246/> Pastors and Podcasting, Featuring Carey Nieuwhof

<http://careynieuwhof.com/mypodcast/>

<http://thomrainer.com/2016/12/rainer-leadership-top-podcast-episodes-2016/>

<http://www.smartpassiveincome.com/how-to-start-a-podcast-podcasting-tutorial/>

<http://www.lifeway.com/pastors/2015/06/10/podcasts-for-pastors/>

<http://thomrainer.com/podcast-2/>

<http://www.sbts.edu/blogs/2016/05/03/top-podcasts-for-christian-leaders/>

[Images for thom rainer \(author\)](#)

## Tips for Creating a Church Podcast | Shure Blog

One early adopter of church podcasting was David Hopkins, who headed the all-volunteer audio team at the Marlton Assembly of God Church, near Princeton University.

<http://blog.shure.com/tips-for-creating-a-church-podcast/>

[Images for Tips for Creating a Church Podcast | Shure Blog](#)

<http://www.minehead-baptist.com/how-to-podcast-sermons.pdf>

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

<https://www.xpastor.org/operations/communication/why-podcasts-are-critical-to-your-church/>

<http://www.95west.co/2015/08/the-best-podcast-plugins-for-churches/>

## 31) Post-Pandemic

### eReformation: Leading post-pandemic church growth – 10 things to start doing now

The Protestant Reformation and today's eReformation

Today **electronic communication is transforming how the church communicates** in a parallel fashion to how the the printing press fueled the Protestant Reformation. The printing press allowed people to own a Bible and to fact-check what their pastors told them. Today the printing press' legacy is thousands of printed versions of the Bible translated into a myriad of indigenous languages. In the next 500 years how will historians look back upon today's electronic shift in communication? Will future historians see a world health crisis that reformed the church's communication strategies? Extreme long-term forecasts are beyond anyone's guess, but they may include artificial intelligence, virtual reality and more.

Yet, in the near future I see churches that start doing these 10 actions as being better communicators.

<https://www.biblicalleadership.com/blogs/ereformation-leading-post-pandemic-church-growth-10-things-to-start-doing-now/>

[Images for electronic communication transforming how the church communicates](#)

#### Prepare now for post-pandemic ministry, church professionals urge

- Clergy especially, but also parish staff, must communicate with parishioners. Check-in calls to parishioners, emails inviting people to keep in touch with each other and social media posts all can build a sense of community despite widespread physical separation and accompany people through a troubled time.

<https://www.catholicnews.com/services/englishnews/2020/prepare-now-for-post-pandemic-ministry-church-professionals-urge.cfm>

[Images for social media posts all can build a sense of community](#)

#### The post-pandemic church will need to wipe out, spread out and reach out

Reach out!

Maybe the biggest impact of all will be the integration of video and streaming technology to the daily flow of our lives. Church and business staffs alike are collaborating remotely using Zoom, Microsoft Teams, or GoToMeeting regularly.

Churches that had not streamed their services online, pre-pandemic, are now figuring out how. The pandemic has accelerated the use and acceptance of video technology at a much faster pace, and it's becoming normal. As video begins replacing in-person meetings and teaching, we might see churches prioritize fellowship and collective gatherings spaces over teaching and classroom spaces.

<https://churchexecutive.com/archives/the-post-pandemic-church-will-need-to-wipe-out-spread-out-and-reach-out>

[Images for The post-pandemic church will need to wipe out, spread out and reach out](#)

#### What's next? Post-pandemic church ministry - Converge.org

CHURCH COMMUNICATION: High congregational communication expectations will remain the norm. Therefore, churches will need to emphasize communication quality, consistency, church data management, online presence, and the development of their church "brand" recognition.

<https://converge.org/heartland/article/post-pandemic-church-ministry>

[Images for What's next? Post-pandemic church ministry - Converge.org](#)

### 32) Public Relations

#### Church Public Relations 101 - ChurchLeaders.com

Creating a positive perception of your church in the community provides a critical foundation for all other communication, outreach, and evangelistic efforts. This positive perception can make a world of difference when a church member invites a friend to your next event.

<http://www.churchleaders.com/outreach-missions/outreach-missions-articles/138945-church-public-relations-101.html>

[Images for Church Public Relations 101 - ChurchLeaders.com](#)

<https://www.ministrymagazine.org/archive/1960/08/what-is-church-public-relations>

<https://www.concordiatechnology.org/blog/2017/03/public-relations-and-your-church>

[www.stevefogg.com/2013/04/30/7-practical-public-relations-tips-for-churches/](http://www.stevefogg.com/2013/04/30/7-practical-public-relations-tips-for-churches/)

[www.churchmarketingsucks.com/category/public-relations/](http://www.churchmarketingsucks.com/category/public-relations/)

<https://church-writing.missionalmarketing.com/church-public-relations-writing/>

[www.umcom.org/about/marketing-and-public-relations](http://www.umcom.org/about/marketing-and-public-relations)

#### Church Public Relations 101: Spreading the News beyond Your Parish - Alban

Public relations is the ideal yet underused tool for spreading the Word and the workings of our ministry. PR has two major advantages over advertising: it costs time rather than money, and it provides *credibility*, a quality that the church dearly needs if it is to stage a comeback.

Let's get started. Church Public Relations 101 class is now in session.

#### Alban at Duke Divinity School » Church Public Relations 101: Spreading the News beyond Your Parish

<https://alban.org/archive/church-public-relations-101-spreading-news-about-your-congregation-beyond-the-parish/>

[Images for Church Public Relations 101: Spreading the News beyond Your Parish - Alban](#)

<https://alban.org/archive/shine-your-light-how-to-build-buzz-and-reach-your-community/>

<https://alban.org/archive/public-relations/>

[Images for Public Relations » Alban at Duke Divinity School](#)

#### Does Your Church Need a Public Relations Strategy?

The church represents Christianity and has the responsibility for making that representation reflective of who Christ is. And, one way to do that is by giving back to the community and maintaining a positive public image.

<https://smarthurchmanagement.com/church-public-relations-strategy/>

[Images for Does Your Church Need a Public Relations Strategy?](#)

#### 122 best Church Public Relations images on Pinterest

<https://www.pinterest.com/allisoncarthall/church-public-relations/>

[Images for Church Public Relations Pinterest](#)

<https://www.pinterest.com/glissn/crystal-church-public-relations/>

### Public Relations for Congregations | UUA.org

Ministers and congregations play a vital role as a voice for Unitarian Universalism in local communities. Here are a few tips for developing a communications/media relations strategy.

<https://www.uua.org/communications/pr>

[Images for Public Relations for Congregations | UUA.org](#)

### Public relations - Wikipedia

Public relations (PR) is the practice of managing the spread of information between an individual or an organization and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.

[https://en.wikipedia.org/wiki/Public\\_relations](https://en.wikipedia.org/wiki/Public_relations)

[Images for Public Relations](#)

## 33) Publications

### Communications – Upper Susquehanna Synod

[Creating Better Publications](#) is a compilation of articles on how to improve your publications in your congregation.

<https://uss-elca.org/wp-content/uploads/2016/10/Creating-Better-Publications.pdf>

[Images for Communications – Upper Susquehanna Synod Creating Better Publications](#)

### From Gutenberg to Google: Church publishers face many challenges | The Lutheran

*Guttenberg to Google*. That's part of the title that Beth Lewis, president and CEO of Augsburg Fortress, Publishers, uses for a speech she gives on proclaiming the gospel in the 21st century. The words have a nice alliteration, but they also ring an ominous tone. The state of denominational publishing in the world of the Internet—a world in which the print publication industry is in turmoil—is at best enormously challenging, at worst rapidly diminishing.



[http://www.thelutheran.org/article/article.cfm?article\\_id=7557](http://www.thelutheran.org/article/article.cfm?article_id=7557)

[Images for From Gutenberg to Google: Church publishers face many challenges | The Lutheran](#)

<https://www.livinglutheran.org/contact-us/>

<https://www.livinglutheran.org/issues/>

<https://ltsp.edu/congregational-hospitality>

<https://www.ntnl.org/wp-content/uploads/2017/01/Beth-Lewis-Biographical-sketch-public-July-2016.pdf>

<http://nepasynod.org/wp-content/uploads/2015/12/WORKSHOPS-WITH-BETH-LEWIS.pdf>

[https://events-na8.adobeconnect.com/content/connect/c1/1140086206/en/events/event/shared/1894139723/speaker\\_info.html?sco-id=2063089017](https://events-na8.adobeconnect.com/content/connect/c1/1140086206/en/events/event/shared/1894139723/speaker_info.html?sco-id=2063089017)

[Images for Gutenberg to Google: Effective Use of Technology for Congregations with Beth Lewis](#)

<https://www.slideshare.net/AFPMARKETING/effective-use-of-technology-for-churches-and-ministries>

<https://www.pinterest.co.uk/lewisbeth/gutenberg-to-google-effective-use-of-technology-fo/>

[https://www.slideshare.net/AFPMARKETING?utm\\_campaign=profiletracking&utm\\_medium=sssite&utm\\_source=ssslideview](https://www.slideshare.net/AFPMARKETING?utm_campaign=profiletracking&utm_medium=sssite&utm_source=ssslideview)

<https://www.linkedin.com/in/bethalewis>

<https://www.ntnl.org/wp-content/uploads/2017/01/Beth-Lewis-Biographical-sketch-public-July-2016.pdf>

[www.elca.org/News-and-Events/4665](http://www.elca.org/News-and-Events/4665) Beth Lewis Elected to Lead Augsburg Fortress Publishers - ELCA

<https://www.bizjournals.com/twincities/print-edition/2015/05/29/women-in-business-2015-beth-lewis-augsburg.html>

<https://www.christiancentury.org/contributor/beth-lewis>

[Images for Beth Lewis, president and CEO of Augsburg Fortress](#)

### Johannes Gutenberg - Wikipedia

Johannes Gensfleisch zur Laden zum Gutenberg (/ˈjoʊ.hɑːnɪs ˈɡuːtənbɜːrɡ/ *yoh-HAH-nəsGOO-tən-behrg*; c. 1398 – February 3, 1468) was a [German blacksmith](#), [goldsmith](#), [printer](#), and [publisher](#) who introduced [printing](#) to Europe. His introduction of mechanical [movable type](#) printing to Europe started the [Printing Revolution](#) and is widely regarded as the most important event of the [modern period](#).<sup>[1]</sup> It played a key role in the development of the [Renaissance](#), [Reformation](#), the [Age of Enlightenment](#), and the [Scientific revolution](#) and laid the material basis for the modern [knowledge-based economy](#) and the [spread of learning to the masses](#).<sup>[2]</sup>

Gutenberg in 1439 was the first European to use the [printing press](#) and [movable type](#) in Europe. Among his many contributions to printing are: the invention of a process for mass-producing movable type;<sup>[*citation needed*]</sup> the use of oil-based [ink](#) for printing books;<sup>[3]</sup> adjustable molds;<sup>[4]</sup> mechanical movable type; and the use of a wooden printing press similar to the agricultural [screw presses](#) of the period.<sup>[5]</sup> His truly epochal invention was the combination of these elements into a practical system that allowed the mass production of printed books and was economically viable for printers and readers alike. Gutenberg's method for making type is traditionally considered to have included a [type metal](#) alloy and a [hand mold](#) for casting

type. The alloy was a mixture of lead, tin, and [antimony](#) that melted at a relatively low temperature for faster and more economical casting, cast well, and created a durable type.



[https://en.wikipedia.org/wiki/Johannes\\_Gutenberg](https://en.wikipedia.org/wiki/Johannes_Gutenberg)

[https://simple.wikipedia.org/wiki/Johannes\\_Gutenberg](https://simple.wikipedia.org/wiki/Johannes_Gutenberg)

[Images for johannes gutenberg](#)

[Images for guettenberg printing press](#)

**Google Inc. | American company | Britannica.com**

American [search engine](#) company, founded in 1998 by [Sergey Brin](#) and [Larry Page](#) that is a subsidiary of the holding company Alphabet Inc. More than 70 percent of worldwide online search requests are handled by Google, placing it at the heart of most [Internet](#) users' experience. Its headquarters are in [Mountain View](#), California.



<http://www.britannica.com/topic/Google-Inc>

[Images for Inc. | American company](#)

**Mark Zuckerberg - Wikipedia**

Mark Elliot Zuckerberg (born May 14, 1984) is an American [computer programmer](#) and [Internet entrepreneur](#). He is best known as one of five co-founders of the [social networking](#) website [Facebook](#). Zuckerberg is the chairman and chief executive of Facebook, Inc.<sup>[4][5]</sup> His personal wealth, as of July 2015, is estimated to be \$38.6 [billion](#).<sup>[3]</sup> Zuckerberg receives a [one-dollar salary](#) as [CEO](#) of Facebook.<sup>[2]</sup>

Together with his college roommates and fellow [Harvard University](#) students [Eduardo Saverin](#), [Andrew McCollum](#), [Dustin Moskovitz](#), and [Chris Hughes](#), he launched Facebook from [Harvard University](#)'s dormitory rooms.<sup>[6]</sup> The group then introduced Facebook onto other campuses nationwide and moved to [Palo Alto, California](#) shortly afterwards. In 2007, at the age of 23, Zuckerberg became a billionaire as a result of Facebook's success. The number of Facebook users worldwide reached a total of one billion in 2012. Zuckerberg was involved in various legal disputes that were initiated by others in the group, who claimed a share of the company based upon their involvement during the development phase of Facebook.

Since 2010, [Time](#) magazine has named Zuckerberg among the 100 wealthiest and most influential people in the world as a part of its [Person of the Year](#) distinction.<sup>[7][8][9]</sup> In 2011, Zuckerberg ranked first on the list of the "Most Influential Jews in the World" by [The Jerusalem Post](#).<sup>[10]</sup> Zuckerberg was played by actor [Jesse Eisenberg](#) in the 2010 film [The Social Network](#), in which the rise of Facebook is portrayed.<sup>[11]</sup>



Zuckerberg at the 37<sup>th</sup> G8 summit in 2011

[https://en.wikipedia.org/wiki/Mark\\_Zuckerberg](https://en.wikipedia.org/wiki/Mark_Zuckerberg)

[https://simple.wikipedia.org/wiki/Mark\\_Zuckerberg](https://simple.wikipedia.org/wiki/Mark_Zuckerberg)

[Images for mark zuckerberg](#)

### 34) Publicity

**Church Publicity - Ministry Magazine**

Publicity should be news. Any obvious deviation from this standard will meet with failure.

<https://www.ministrymagazine.org/archive/1952/05/church-publicity>

[Images for Church Publicity - Ministry Magazine](#)

**14 best Church Publicity & Communication images on Pinterest**

<https://www.pinterest.com/kemommy/church-publicity-communication/>

[https://www.pinterest.com/karisa\\_workman/publicity/](https://www.pinterest.com/karisa_workman/publicity/)



## [Images for Church Publicity Pinterest](#)

### **Free Publicity Opportunities for Your Church - Outreach**

Is your church making news? Your church may have a number of events or programs that are newsworthy to your community. Below are some possible newsworthy stories that might be of interest to the local media and could be a stepping stone to attracting newcomers to your church.

[http://www.outreach.com/print/article.aspx?article\\_name=a-free%20publicity](http://www.outreach.com/print/article.aspx?article_name=a-free%20publicity)

[Images for Free Publicity Opportunities for Your Church - Outreach](#)

<http://www.messychurch.org.uk/resources/publicity>

### **Getting Favorable Publicity for Your Congregation – Northern Illinois Synod**

Reporters are NOT the enemy. They are a vehicle to proclaim the gospel.

Have you met local editor(s) or religion reporter(s)?

Make appointment to meet.

Meet key editors/reporters annually.

Give contact info, get contact info.

Always return reporters' calls as promptly as possible. Reporters remember who returns calls and who doesn't.

Are key editors/reporters getting your newsletter?

Do you have a congregational communicator?

Congregation Web site is ESSENTIAL for everyone including reporters

Keep Web site up to date. There's nothing worse than a Web site not maintained

Put Web address on everything: Sunday worship bulletin, newsletter, your business card, church sign, yellow pages, etc.

Post newsletters and sermons on Web site (some also post podcasts)

Inform local media in writing about special events in your congregation – historical event, ecumenical event, international visitors, work relief trip, new & unusual ministry. NOTE: Suggest photo possibilities! (Reporter may request a written report and/or photos from you)

Ash Wednesday, Easter, Reformation, Christmas: suggest synod create and circulate list of selected Lutheran congregations to local media for these special days. Be willing to be interviewed and photographed

Check the news EVERYDAY. Know what may affect your ministry

Send links to reporters about interesting new posts on your Web site

Thank reporters by e-mail for good news reports. Discuss errors with others first

Send Christmas cards to reporters with whom you have worked during the year

<http://nisynod.org/resources/communication/getting-favorable-publicity-for-your-congregation/>

[Images for Getting Favorable Publicity for Your Congregation – Northern Illinois Synod](#)

<https://books.google.com/books?isbn=1451414625> The Innovative Church Page 144

<https://books.google.com/books?isbn=066450101X> Transforming the Mainline Church Page 45

### **Publicity » Alban**

The congregation is just one of dozens of organizations competing for space on the civic and cultural landscape. Ironically, there is more to do than ever before, yet people seem to have less and less time to do it! How can you insure that events and offerings attract as many people as possible from within the congregation and beyond?

**Alban at Duke Divinity School » Publicity**

<https://alban.org/archive/publicity/>

[Images for Publicity » Alban at Duke Divinity School](#)

### **Publicity methods - Get Your Church Noticed**

There are a variety of methods churches can use to promote activities and events – as well as information about the Christian faith itself.

<http://getyourchurchnoticed.com/publicity-methods/>

<http://getyourchurchnoticed.com/new-book/>

[Images for Publicity methods - Get Your Church Noticed](#)

### **Publicity - Wikipedia**

Publicity is the movement of information to the general public from the media. The subjects of publicity includes people goods and services, organizations, and works of art or entertainment. Publicity is gaining public visibility or awareness for a product, service or your company via the media.

<https://en.wikipedia.org/wiki/Publicity>

[Images for publicity](#)

## **35) Publishing**

**Building a platform What does a platform have to do with publishing? Nov 26, 2012 by Carol Howard Merritt – Christian Century**

So, you have this book bursting within you. You really, really want to get published. You start lingering at the bookstore tables at major conferences in order to talk to people in publishing about how to do it and they say, "It's all about the platform."

<http://www.christiancentury.org/blogs/archive/2012-11/building-platform>

Images for Building a platform What does a platform have to do with publishing? by Carol Howard Merritt – Christian Century

<http://www.christiancentury.org/blogs/archive/2012-11/building-platform-part-two-0>  
<http://www.christiancentury.org/blogs/archive/2012-11/building-platform-part-three>  
<http://www.christiancentury.org/blogs/archive/2012-11/building-platform-part-four>  
<http://www.christiancentury.org/blogs/archive/2011-11/scrappers>  
<https://www.christiancentury.org/blogs/archive/2014-06/platform-pirating>  
<https://www.christiancentury.org/blogs/archive/2016-07/how-write-book>  
<https://www.christiancentury.org/About%20Carol%20Howard%20Merritt>  
<https://www.christiancentury.org/contributor/carol-howard-merritt>  
<https://www.christiancentury.org/Carol%20Howard%20Merritt%20Books%20and%20Articles>  
<http://day1.org/7415-carol-howard-merritt-how-to-write-a-book>  
<https://www.faithandleadership.com/carol-howard-merritt-taking-online-criticism-leader>  
<http://www.carolhowardmerritt.org/>  
<https://www.faithandleadership.com/carol-howard-merritt>  
<https://twitter.com/carolhoward?lang=en>  
<http://www.huffingtonpost.com/author/carol-howard-merritt>  
<https://www.clearfaithpublishing.com/rev-carol-howard-merritt/>  
<https://www.amazon.com/Carol-Howard-Merritt/e/B001JRXF9Q>  
[https://www.goodreads.com/author/show/948561.Carol\\_Howard\\_Merritt](https://www.goodreads.com/author/show/948561.Carol_Howard_Merritt)  
Images for Carol Howard Merritt

### Guide Book Publishing | Publications

Why Choose Us  
Free Guide Book Program  
Guide Book Suggestions  
Letters from Publications  
FAQ  
Sample Book  
Congregation Kit

<http://guidebookpublishing.com/letters.html>

Images for Guide Book Publishing | Publications

### [PDF] I HAVE THIS IDEA ...: How to Get Published Beth Ann Gaede

I have edited books and other publications for church leaders for more than 25 years. I've helped about 200 authors write books, and I've helped many more write proposals. I've worked closely with two publishers, and I've done freelance projects for more than a dozen others. But every publisher has its own culture, and I don't claim to be an expert on them all. What I'm offering you here are broad strokes and strategies about the publishing process.

<http://atfe.org/wp-content/uploads/2008/03/How-to-Get-Published.pdf>

Images for I HAVE THIS IDEA ...: How to Get Published Beth Ann Gaede

<https://www.linkedin.com/in/bethgaede>  
<https://www.librarything.com/author/gaedebethann>  
Images for beth ann gaede, editor

### Publishing - Wikipedia

Publishing is the dissemination of literature, music, or information—the activity of making information available to the general public. In some cases, authors may be their own publishers, meaning originators and developers of content also provide media to deliver and display the content for the same.

<https://en.wikipedia.org/wiki/Publishing>  
<https://simple.wikipedia.org/wiki/Publishing>  
Images for publishing

### Self-publishing a book: 25 things you need to know by David Carnoy - CNET

Considering self-publishing a book? CNET's David Carnoy discusses the ins and outs of what it's all about.

<https://www.cnet.com/news/self-publishing-a-book-25-things-you-need-to-know/>  
Images for Self-publishing a book: 25 things you need to know by David Carnoy  
<https://www.cnet.com/profiles/dcarnoy/>  
<http://www.dcarnoy.com/>  
<https://www.linkedin.com/in/david-carnoy-ba47575>  
<https://www.facebook.com/davidcarnoy>  
[https://twitter.com/DavidCarnoy?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/DavidCarnoy?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)  
<https://www.amazon.com/David-Carnoy/e/B002BOD4RO>  
Images for david carnoy, author  
<http://www.writersdigest.com/editor-blogs/there-are-no-rules/general/the-best-101-on-self-publishing-resources>  
<https://www.nytimes.com/2012/08/16/technology/personaltech/ins-and-outs-of-publishing-your-book-via-the-web.html>  
<https://www.theatlantic.com/business/archive/2012/09/the-cruel-paradox-of-self-publishing/261912/>

<http://www.independentpublisher.com/article.php?page=1773> What Publishing Really Costs - Independent Publisher  
<https://www.pinterest.com/abundantgenealogy/self-publishing-toolbox/>  
<https://www.pinterest.com/pin/566046246888116250/> Self Publish a Book Step by Step using Lulu  
<https://www.pinterest.com/bojongourmet/book-publishing/>

#### Six Keys to Getting Your Book Published – ThomRainer.com

And though these six keys will not guarantee the publication of your book, they will provide you insights that the vast majority of would-be authors never consider. In other words, you will have an edge.

[http://thomrainer.com/2012/07/six\\_keys\\_to\\_getting\\_your\\_book\\_published/](http://thomrainer.com/2012/07/six_keys_to_getting_your_book_published/)  
Images for Six Keys to Getting Your Book Published – ThomRainer.com  
<http://thomrainer.com/2012/12/do-you-want-to-be-published/>  
<http://thomrainer.com/2014/07/eleven-mistakes-ive-made-author/>  
<http://libraries.pewinternet.org/2012/12/27/e-book-reading-jumps-print-book-reading-declines/>  
<http://thomrainer.com/2013/01/digital-books-and-the-changing-landscape-of-publishing/>  
<http://www.bhpublishinggroup.com/bhauthor/thom-s-rainer>  
<http://rainerpublishing.com/>  
<http://www.lifeway.com/n/Popular-Authors/Thom-Rainer>  
<https://www.amazon.com/Christian-Writers-Market-Guide-2015-2016/dp/1404103058>  
<https://michaelhyatt.com/writing-a-winning-book-proposal>  
<http://unsettledchristianity.com/left-a-publisher-out-lifeway-and-thom-rainer/>  
Images for thom rainer (author)

### 36) Resource Center

#### Association of Lutheran Resource Centers – Evangelical Lutheran Church in America

The Association of Lutheran Resource Centers supports and encourages the ministries of Resource Centers serving the Evangelical Lutheran Church in America (ELCA) for the building up of the Body of Christ.

<https://associationoflutheranresourcecenters.wordpress.com/author/associationoflutheranresourcecenters/>  
<https://associationoflutheranresourcecenters.wordpress.com/>  
<https://www.facebook.com/alrc.elca/>  
Images for Association of Lutheran Resource Centers  
<https://www.pinterest.com/ALRCofELCA/>  
<https://www.pinterest.com/ALRCofELCA/being-lutheran/>  
<https://www.pinterest.com/ALRCofELCA/elca-faith-formation-networks/>  
<https://www.pinterest.com/ALRCofELCA/elca-resource-centers-ecumenical-partners/>

#### Heilig Resource Center - NC Lutheran Synod

The Heilig Resource Center (HRC) has served the leaders and congregations of the synod since 1955. Need an adult education program? Want to compare kindergarten curriculum options? Looking for advice about reputable publishing companies? Excited to learn how to chair a new committee in your congregation? We can help with all of those!

You may borrow resources for preview or use. And, we can help by e-mail or phone if you are not nearby. Director of Communications & Resources, Catherine Fink, has served in the resource center since 1989; she brings a wealth of experience. The HRC collection of 7,000+ resources include: DVDs, curricula, books, choir music, CDs and CD-ROMs, games.

<https://nclutheran.org/resources/resource-center/>  
Images for Heilig Resource Center - NC Lutheran Synod

#### Resource Center East Central Synod of Wisconsin

Mission Statement of the Resource Center

The East Central Synod of Wisconsin Resource Center will provide resources and guidance to assist congregations in their ministry. The center will be a catalyst for mission by encouraging congregations to share ideas, leadership, media and materials. Through making connections for ministry, providing hands on services to parishes and multiplying available resources, the center will equip and build up the body of Christ.

<http://ecsw.org/resource-center/>  
Images for Resource Center East Central Synod of Wisconsin

#### Resource Center - Lower Susquehanna Synod

The resources in the centers are supported by the Lower Susquehanna Synod and are intended for use by congregations of the Lower Susquehanna Synod. To borrow resources, call the appropriate Resource Center or e-mail [elcaresctr@lss-elca.org](mailto:elcaresctr@lss-elca.org) and provide the title of the resource and resource number.

<http://www.lss-elca.org/resources/resource-center/>  
Images for Resource Center - Lower Susquehanna Synod

#### Resource Center - SW PA Synod

Our ministry is about making connections! We encourage individuals as well as congregations and their leaders to share their gifts and resources. We invite you to the Resource Center to engage in conversation and learning with others, for consultations to

discern theologically sound and culturally relevant curriculum for your congregation's programs, and to preview and borrow resources to equip the members of your congregation for mission and ministry in your context. We also welcome all members of our congregations to come browse new and classic resources for individual nourishment of their faith journeys.

<http://www.swpasynod.org/resources/resource-center>

<http://www.swpasynod.org/news-events/photo-galleries>

[Images for Resource Center - SW PA Synod](#)

### Resource Center 2.0: Today it's more about networking than materials on hand - The Lutheran Magazine

If Lutherans were asked to define resource center, how many would respond along the lines of “a place for books and DVDs”? Perhaps some of the savvy would add that the center's catalog is online.

But ask directors of ELCA resource centers the same question, and you'll get a different response. Darlene Kalfahs, resource director for the East Central Synod of Wisconsin in Appleton, said it's a place for lay and clergy leaders “to discover resources, share ideas and brainstorm with experienced people who truly care about the ministry they do.”

Karen Kaufman of the Northeastern Ohio Synod Resource Center, Cuyahoga Falls, said it's “a link to a vast network of human and published resources” that support and inspire congregational leaders.

As an example, Julie Ageson, resource director for the Eastern North Dakota Synod, recounted a recent conversation with a first-call pastor. He told her the small congregation had no history of a Christian education committee. Instead, the council would identify a person to coordinate all education for a three-year term, at the end of which the member typically felt burned out and left the church.

[http://www.thelutheran.org/article/article.cfm?article\\_id=10770](http://www.thelutheran.org/article/article.cfm?article_id=10770)

[Images for Resource Center 2.0: Today it's more about networking than materials on hand - The Lutheran Magazine](#)

<https://www.facebook.com/JulieKAgeson>

<https://www.amazon.com/Julie-K.-Ageson/e/B01DOCQ4NM>

[https://www.goodreads.com/author/show/12630060.Julie\\_K\\_Ageson](https://www.goodreads.com/author/show/12630060.Julie_K_Ageson)

[Images for Julie Ageson, resource director](#)

<https://www.livinglutheran.org/issues/>

<https://www.livinglutheran.org/contact-us/>

### Sierra Pacific Synod Resource Center

This is the official website for the Resource Center serving the Evangelical Lutheran Church in America (ELCA) Sierra Pacific Synod. Please select one of the links to the left to learn more about the services we provide.

<http://www.resourcecenterspselca.org/>

[Images for Sierra Pacific Synod Resource Center](#)

### SRC is Deeply Rooted and Always Being Made New

Like the ELCA, your synod resource center is “deeply rooted and always being made new.”

#### DEEPLY ROOTED

- Like other full-service resource centers, it has provided congregations and leaders with books, curriculum, DVDs, magazines and other print resources. For the past 14 years Bonnie Weber and Greg Kaufmann have been available to come to your congregation to make it easy for leaders in your congregation to select the appropriate resources to do your ministry.
- It was staffed five days a week and mailed out resources daily.
- Inquiries could be made about resources by phone or email and were promptly answered.
- The staff regularly set up displays at congregational, conference and synod events, including evening meetings for congregational committees.
- The staff also served as the contact persons for our synod's Lay School of Ministry and certain Malawi events.

#### ALWAYS BEING MADE NEW

- Since its inception in 2000, the Synod Resource Center of the Northwest Synod of Wisconsin, has been an innovator in resourcing congregations and the entire ELCA.
- In addition to being a full-service resource center, it also served as the website to house “open files” for the entire Association of Lutheran Resource Centers. <http://www.synodresourcecenter.org>
- With the increased use of social media, resource centers across the ELCA are adapting. The Association of Lutheran Resource Centers (ALRC) was challenged by Presiding bishop Liz Eaton to create a Facebook page that could serve the entire ELCA. <https://www.facebook.com/alrc.elca>
- The ALRC has created a number of Pinterest boards, based on the normal categories of ministry that a congregation does. <http://bit.ly/ALRCOnPinterest>

### WHAT DOES THIS MEAN FOR THE NORTHWEST SYNOD OF WISCONSIN RESOURCE CENTER?

- Bonnie Weber, who has served as assistant director since its inception, retired December 1, 2014. She will serve as a volunteer, along with Delores Harrison, in order to enable the center to continue serving you and your congregation.
- The center will be open Monday and Tuesday of most weeks. Hours will be 10 a.m. - 4 p.m.
- Our website remains available 24/7: [www.synodresourcecenter.org](http://www.synodresourcecenter.org)
- You can leave phone messages at: 715-833-1153.
- You can email the center anytime with questions. ([bweber@synodresourcecenter.org](mailto:bweber@synodresourcecenter.org))

Northwest Synod of Wisconsin News | Wisconsin ELCA

[http://www.nwswi.org/news\\_and\\_events/news.phtml?id=C252F50B](http://www.nwswi.org/news_and_events/news.phtml?id=C252F50B)  
Images for nw synod of wisconsin resource center

### 37) Snap Inc

#### Making the Case for SnapChat and the Church | Justin Dean

I believe churches should be trying to reach as many people as possible, by all means possible. And Snapchat, while I believe it has its unfortunate quirks, has proven itself to be a great way to reach a large number of people. So yes, I believe churches should be on Snapchat, within reason and with boundaries like anything else. And I think they should rock it. Lead the way and set the culture.

<http://justinjdean.com/making-the-case-for-snapchat-and-the-church/>  
Images for Making the Case for SnapChat and the Church | Justin Dean  
<https://justinjdean.com/>  
<https://churchprbook.com/>  
<https://twitter.com/justinjdean?lang=en>  
<https://thatcc.com/conference/speakers/justin-dean/>  
<http://marshall.se/marshall/deacons/justin-dean>

#### Should Your Church Be on Snapchat? | - Phil Bowdle

I truly believe Snapchat is a game changer for social media and it could be a game changer for your church.

<http://philbowdle.com/should-your-church-be-on-snapchat/>  
<https://thatcc.com/conference/speakers/phil-bowdle/>  
<https://www.linkedin.com/in/philbowdle>  
<https://www.facebook.com/philbowdle>  
<http://christianmediamagazine.com/author/philbowdle/>  
<http://www.sundaymag.tv/author/philbowdle/>  
<http://www.churchmarketingsucks.com/tag/phil-bowdle/>  
<http://churchtechtoday.com/author/phil-bowdle/>  
Images for Should Your Church Be on Snapchat? | - Phil Bowdle  
<https://www.amazon.com/Rethink-Communication-Playbook-Communicate-Everything/dp/179206456X>  
<https://www.amazon.com/Phil-Bowdle/e/B07CJRJFQC>  
Images for Phil Bowdle, author

#### Snapchat - Wikipedia

Snapchat is an image messaging and multimedia mobile application created by Evan Spiegel, Bobby Murphy, and Reggie Brown, former students at Stanford University, and developed by Snap Inc., originally Snapchat Inc.



<https://en.wikipedia.org/wiki/Snapchat>  
<https://simple.wikipedia.org/wiki/Snapchat>  
Images for SnapChat

#### Teenagers and SnapChat - ChurchLeaders.com

WHAT ABOUT YOU?

Have you noticed your kids using Snapchat? Is banning the app from your kids the solution? Why or why not?

What conversations have you had with your kids about this popular app?

<http://www.churchleaders.com/youth/youth-leaders-blogs/165168-teenagers-and-snapchat.html>  
Images for Teenagers and SnapChat - ChurchLeaders.com  
<http://www.jonathanmckeewrites.com/archive/2012/05/21/nude-photos-consequences.aspx>  
<http://abcnews.go.com/Technology/snapchats-vanishing-photos-latest-photo-sharing-app/story?id=18120112>  
<https://theyouthcartel.com/product/a-parents-guide-to-understanding-social-media/>  
<http://adammcclane.com/2013/01/snapchat/>  
<https://www.youtube.com/watch?v=iJRWqWcEYo4&feature=youtu.be> Snapchat app has parents of teens concerned - YouTube  
<http://money.cnn.com/2012/12/28/technology/security/snapchat-security-flaw/index.html>

#### What I Learned from Our Church's First Week on Snapchat - DarrelGirardier.com

What's next? For now, we're just experimenting with Snapchat. We're making mistakes, having fun and figuring how we might use this tool in the future. We'll carefully pick our spots and determine what's the best use for our church.

<http://darrelgirardier.com/learned-churchs-first-week-snapchat/>  
Images for What I Learned from Our Church's First Week on Snapchat - DarrelGirardier.com



[https://twitter.com/crosspoint\\_tv/status/559767631511969792](https://twitter.com/crosspoint_tv/status/559767631511969792)

#### Why You Should Delete SnapChat - Adam McLane

I've been engaged in various forms of social media since AOL chat rooms in 1994. And I've never seen a more dangerous application targeting teenagers, specifically girls, than SnapChat.

<https://adammcclane.com/2013/08/why-you-should-delete-snapchat/>

Images for Why You Should Delete SnapChat - Adam McLane

<http://www.youthministrymedia.ca/social-media/why-you-should-stop-using-snapchat/>

<https://medium.com/charged-tech/why-im-leaving-snapchat-and-so-are-all-your-friends-dd241f0cd14>

<http://thecreativepastor.com/communications/> Why Churches Should Skip Snapchat And Focus On Instagram Stories

Images for Why Churches Should Skip Snapchat And Focus On Instagram Stories

<https://www.webwise.ie/parents/snapchat-safety/>

Images for parents/snapchat-safety

#### Why Your Church Should Be on SnapChat! - Church Tech & Media

Did you know that Snapchat is now mainstream, and you would be amazed by how many people that are part of your congregation are on the platform right now!

<http://www.lifeway.com/churchtech/2016/04/04/why-your-church-should-be-on-snapchat/>

Images for Why Your Church Should Be on SnapChat! - Church Tech & Media

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<http://www.unseminary.com/5-reasons-your-church-should-be-using-snapchat-plus-5-accounts-to-follow/>

<http://fervr.net/entertainment/should-christians-be-using-snapchat>

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<http://www.agroup.com/blog/how-to-embrace-snapchat-as-a-church/>

Images for how-to-embrace-snapchat-as-a-church

[www.millennialevangelical.com/student-pastors-stop-being-afraid-of-snapchat/](http://www.millennialevangelical.com/student-pastors-stop-being-afraid-of-snapchat/)

Images for student-pastors-stop-being-afraid-of-snapchat

### 38) Social Media

#### Accessing church with social media - Living Lutheran

Martin Luther is frequently cited as a role model for increasing access to church for the people of his day. He translated the Bible into German and wrote the Small Catechism so families could easily study the Christian faith at home. If Luther were alive today, imagine how he might use social media tools and digital technology to connect beyond our church walls, especially with those who are homebound and/or disabled.

<https://www.livinglutheran.org/2014/06/accessing-church-social-media/>

Images for Accessing church with social media - The Lutheran Magazine

<https://www.livinglutheran.org/author/susan-m-lang/>

<https://www.livinglutheran.org/contact-us/>

<https://www.livinglutheran.org/issues/>

<https://www.amazon.com/Susan-M.-Lang/e/B001KHHE9M>

[https://www.goodreads.com/author/show/618143.Susan\\_M\\_Lang](https://www.goodreads.com/author/show/618143.Susan_M_Lang)

Images for SUSAN M. LANG (author)

#### Ambient Intimacy: The Opportunity of Social Networking - Will Mancini

Clearly this is an opportunity for Christ followers to utilize, experiment, and adapt these powerful tools for the purposes of Jesus in the world.

<http://www.willmancini.com/2008/12/ambient-intimacy-the-opportunity-of-social-networking.html>

Images for Ambient Intimacy: The Opportunity of Social Networking - Will Mancini

<http://www.willmancini.com/2016/04/5-crucial-social-media-cautions-for-pastors.html>

<http://www.willmancini.com/2014/10/using-social-media-christ-follower-one-principle-three-questions.html>

<http://www.willmancini.com/2013/08/how-blog-stopping-and-social-media-fasting-can-change-your-life.html>

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<https://www.biblicalleadership.com/topics/communication-and-social-media/features/>

<https://www.amazon.com/Will-Mancini/e/B001JS7R3K>

[https://www.goodreads.com/author/show/483865.Will\\_Mancini](https://www.goodreads.com/author/show/483865.Will_Mancini)

Images for Will Mancini social media

### Beyond technology: Mission-inspired strategies make social media manageable - The Lutheran Magazine

For congregations that don't yet use social media, Gould said, "I'd like for them to start at the broadest possible level, which is to ask: 'What are our goals?' 'What do we want to happen as a result of using social media?' 'What do we hope to happen?' and 'What are our expectations?'"

"Unless they start there, they're in trouble. Social media tools are not a magic elixir that will fix problems churches, synods or bishops may have with communicating with the people. In fact, it will shine a spotlight on any problems."

Gould recommends that congregations choose social media platforms that match their mission. "If your church is known for exquisite music, you're going to want to have a YouTube channel," she said. "If your church is known for its architecture, you'll want high-quality photographs of your stained glass."

She suggests that congregations can use Facebook's time line feature to document their history: "The Facebook time line allows churches to share their organizational history and provide visual support for their story," she said. "You know that closet you have in your church that has all the pictures of the church since it was first built? Teach volunteers how to use the scanner, have them scan the photos and then start populating your time line with images [and very short descriptions of what they are] to capture the history of your church."

[http://www.thelutheran.org/article/article.cfm?article\\_id=10889&key=118570319](http://www.thelutheran.org/article/article.cfm?article_id=10889&key=118570319)

Images for Beyond technology: Mission-inspired strategies make social media manageable - The Lutheran Magazine

### Cabbages, Theology, and Me: A Pastor Ventures through the Looking Glass of Social Networking - Alban

While social media (SM) has become *de rigueur* for most GenY and millennials, for many mainline congregations and their pastors, the variety and depth of connective possibilities are as mysterious as the world behind the Alice's looking glass. For this soon to be 50-year-old pastor, the connections and conversations taking place on social networking sites, this odd amalgam of kitchen table, boardroom, classroom, sanctuary, sports bar and coffee shop have been essential to my ministry, providing both comfort, challenge in the best and the worst of times.

### Alban at Duke Divinity School » Cabbages, Theology, and Me: A Pastor Ventures through the Looking Glass of Social Networking

<https://alban.org/archive/cabbages-theology-and-me-a-pastor-ventures-through-the-looking-glass-of-social-networking/>

Images for Social Networking - Alban at Duke Divinity School

<https://alban.org/archive/pastoral-transitions-in-the-age-of-social-media/>

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<http://uccfiles.com/pdf/Social-Media-and-Boundaries-for-Authorized-Ministers.pdf>

<https://alban.org/category/technology/>

[http://www.religioncommunicators.org/assets/documents/aaron\\_spiegel\\_social\\_networking\\_and\\_congregations.pdf](http://www.religioncommunicators.org/assets/documents/aaron_spiegel_social_networking_and_congregations.pdf)

<https://centerforcongregations.org/resource/social-networking-and-congregations>

### How do we find the time for social media? Eight ways to manage your social media ministry May 10, 2012 by Carol Howard Merritt

Church leaders are already strapped with not enough hours in the day. And now we're supposed to be engaging in social media too? How do we manage it all?

<http://www.christiancentury.org/blogs/archive/2012-05/how-do-we-find-time-social-media>

Images for How do we find the time for social media? Eight ways to manage your social media ministry by Carol Howard Merritt

<http://www.christiancentury.org/blogs/archive/2012-03/spiritual-nature-social-media>

Images for Carol Howard Merritt on spiritual nature of social media

### How to Use Social Media Effectively in the Church

People will engage, and it can be more successful at keeping people informed than any church bulletin.

<http://www.churchleaders.com/worship/worship-articles/154143-how-to-use-social-media-effectively-in-the-church.html>

Images for How to Use Social Media Effectively in the Church

<https://www.boxcast.com/blog-church/is-your-church-using-social-media-the-right-way>

<http://kinderlibrary.libguides.com/socialmedia> Overview - Use technology and social media for Church context

### In Church Communications - Ministry Tools Resource Center

Helps for Church Social Media

<https://mintools.com/church-communications-resources.htm>

Images for Helps for Church Social Media

### 105 best Church Social Media Tips images on Pinterest

<https://www.pinterest.com/saltsociety/church-social-media-tips/>

Images for Church Social Media Pinterest

<https://www.pinterest.com/screenflex/church-social-media-marketing-and-communications-s/>

<https://www.pinterest.com/joshblankenship/social-media/>

### Media in ministry: Go social - Living Lutheran

The worship of the church is a public act. Social media allow us to reach the world and engage people far beyond the church doors with the word we are encountering in worship.

<https://www.livinglutheran.org/2016/08/media-ministry-go-social-3/>

Images for Media in ministry: Go social - Living Lutheran

### **Mitchell Trubisky got off social media to improve his mental health – ProFootballTalk on NBCSports.com**

Bears quarterback Mitchell Trubisky hasn't used social media all season, and he thinks that's part of why he got better in 2018.  
<https://profootballtalk.nbcsports.com/2019/01/04/mitchell-trubisky-got-off-social-media-to-improve-his-mental-health/>  
Images for Mitchell Trubisky got off social media to improve his mental health  
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<https://clutchpoints.com/bears-news-mitchell-trubisky-left-social-media-to-improve-his-mental-health/>  
<https://flipboard.com/topic/mentalhealth>

### **Quit social media | Dr. Cal Newport | TEDxTysons - YouTube**

'Deep work' will make you better at what you do. You will achieve more in less time. And feel the sense of true fulfillment that comes from the mastery of a skill.  
<https://www.youtube.com/watch?v=3E7hkPZ-HTk>  
Images for Quit social media | Dr. Cal Newport - YouTube  
[http://www.goodreads.com/author/show/147891.Cal\\_Newport](http://www.goodreads.com/author/show/147891.Cal_Newport)  
[https://www.goodreads.com/author/quotes/147891.Cal\\_Newport](https://www.goodreads.com/author/quotes/147891.Cal_Newport)

### **Seven Reasons Your Church Needs a Social Media Director - ThomRainer.com**

Allow me to offer seven key reasons churches need one individual coordinating and leading social media for the congregation.  
<http://thomrainer.com/2014/04/seven-reasons-church-needs-social-media-director/>  
Images for Seven Reasons Your Church Needs a Social Media Director - ThomRainer.com  
<http://thomrainer.com/2016/03/six-most-common-mistakes-churches-make-on-social-media/>  
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<http://thomrainer.com/2017/03/seven-reasons-church-members-arent-using-church-website/> #2  
<http://thomrainer.com/category/church-communications/social-media/>  
<http://equip.sbts.edu/article/eight-trends-about-church-members-on-social-media/>  
<http://visionroom.com/organizations-lose-1-3-trillion-by-not-engaging-in-social-media/>  
<https://www.sermoncentral.com/pastors-preaching-articles/thom-rainer-six-details-to-include-in-your-church-staff-bios-2934> #4  
<http://www.lifeway.com/pastors/2017/01/03/keys-effective-church-social-media-strategy/>  
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<http://blog.cpdistrict.org/why-church-leaders-should-use-caution-when-posting-on-social-media>  
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Images for thom rainer (author)

### **Should Our Congregation Use Internet Social Media? – The Parish Paper**

The senior pastor of City Church, Rev. Jamie Osborne, serves the world's first "blended-model" congregation—a combination of Web and face-to-face interaction—spanning 100 cities. Osborne explains the rationale behind the model: "Two hundred and fifty years ago, leaders like John Wesley led a revolution by taking the church outside its walls to where the people are. We're doing the same thing. It just happens that the Internet is where people are."<sup>1</sup>  
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<https://www.theparishpaper.com/free-resources>

<http://www.wisconsinumc.org/connections/conference-news/the-parish-paper> July 2010 - "Should Our Congregation Use Internet Social Media?"

Images for Should Our Congregation Use Internet Social Media? – The Parish Paper

<http://www.wcucc.org/resource-center/church-management/parish-paper/>

<http://www.hcucc.org/the-parish-paper>

<https://www.theparishpaper.com/back-issue-index> Back Issue Index | The Parish Paper

#### [PDF]Social media and congregations - ELCA Resource Repository

Some basic characteristics of social media include:

- Listening to what members and others are saying, about their congregation, the ELCA as a denomination, “being Lutheran” and about what is going on in their lives. Members are able to post text, images, sound and video in easily accessible ways, so following them online can provide helpful community insights.
- Posting useful, inspiring text, images, audio and/or video on a regular basis.
- Commenting on the posts of others.
- Sharing, pointing others to information and resources that may be of help to them.

[http://download.elca.org/ELCA%20Resource%20Repository/Social\\_Media\\_Planning\\_and\\_Procedures.pdf](http://download.elca.org/ELCA%20Resource%20Repository/Social_Media_Planning_and_Procedures.pdf)

Images for Social media and congregations - ELCA Resource Repository

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<https://www.elca.org/Our-Work/Congregations-and-Synods/Communication-Tools>

<https://www.scsw-elca.org/DEM/Social%20Media%20Booklet.pdf>

<http://www.spas-elca.org/resources/social-media-use-and-boundaries>

Social media and faith – The Lutheran

#### Dos and don'ts

Say no to Facebook excess

BY ANDREW LYNCH

#### First step: Just show up

Then ask this of social media: Why do it?

BY ELIZABETH HUNTER

#### Give it a try!

If social networking remains a mystery, here's some advice

BY CLINT SCHNEKLOTH

#### Social media & faith

A wedding and a funeral merge on Facebook

BY CLINT SCHNEKLOTH

#### Tweeting with 'newlutheran'

A Q-and-A in 140 characters or fewer

#### When does the mission trip end?

It doesn't.

BY CLINT SCHNEKLOTH

The Lutheran | February 2010 Issue

<http://www.thelutheran.org/article/issue.cfm?issue=172>

Images for Social media and faith – The Lutheran

#### [PDF]Social Media Guidelines - North Georgia Conference

Creating community—the body of Christ—is the core function of congregations. In all we do, we reflect the love of Christ to and for the world. In the world of social media, this applies to the content of our posting to various social media sites. Clergy and lay staff are held to a high standard of behavior while online. Churches should adopt a social media policy as part of an employee manual. A suggested template has been included in this document.

<https://www.ngumc.org/files/fileslibrary/communications/social+media+guidelines+2016.pdf>

Images for Social Media Guidelines - North Georgia Conference

[http://northgaumc.s3.amazonaws.com/DA430BB54D8D40D6A82E6A1D884D4D53\\_social%20media%20guidelines%20-%20final.pdf](http://northgaumc.s3.amazonaws.com/DA430BB54D8D40D6A82E6A1D884D4D53_social%20media%20guidelines%20-%20final.pdf)

[https://www.dakotasumc.org/media/files/old/Leadership\\_Development\\_/Clergy\\_professional\\_developemnt/social\\_media\\_guidelines.pdf](https://www.dakotasumc.org/media/files/old/Leadership_Development_/Clergy_professional_developemnt/social_media_guidelines.pdf)

<http://www.umcom.org/learn/5-social-media-guidelines-for-churches>

<http://www.usccb.org/about/communications/social-media-guidelines.cfm>

<https://www.umcdiscipleship.org/resources/social-media-guidelines-samples-links>

Images for Social Media Guidelines for Clergy & Congregations

<https://www.episcopalct.org/Find-Resources/General-Parish-Operations/Safe-Church-Resources/Guidelines-for-Social-Media/>

<https://ministrytech.com/social-media/12-guidelines-church-social-media/>

<http://www.vaumc.org/ncfilerepository/MinServices/SocialMediaGuidelines.pdf>  
<https://www.uuma.org/page/guidelines> V. Social Media and Online Ministry  
Images for Social Media and Online Ministry

### Social Media Marketing Strategy - Fred Pryor Seminars

Keeping up with what's new and improved in the social media universe is a vital part of staying connected with clients, customers, and new business prospects.

[www.pryor.com/training-seminars/your-social-media-marketing-strategy/](http://www.pryor.com/training-seminars/your-social-media-marketing-strategy/)  
Images for Social Media Marketing Strategy - Fred Pryor Seminars  
<https://www.pryor.com/training-seminars/social-media-marketing-conference/>  
<https://www.pryor.com/training-seminars/grow-your-business-social-media/>  
<https://www.pinterest.com/pin/202310208230744172/> Discover ideas about Social Media Conference

### Social media - Wikipedia

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

[https://en.wikipedia.org/wiki/Social\\_media](https://en.wikipedia.org/wiki/Social_media)  
Images for social media

### Social Networking and Congregations | Center for Congregations

Social networking (the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision, mostly done online) has become a phenomenon. Sites like Facebook, My Space, YouTube, LinkedIn, and others are redefining personal social networks. They've even redefined the use of the term 'friend.' The Annenberg Center for the Digital Future's 2007 report was even entitled, "Online World as Important to Internet Users as Real World?"

<http://centerforcongregations.org/blog/social-networking-and-congregations-0>  
Images for Social Networking and Congregations | Center for Congregations  
<https://www.christianitytoday.com/ct/2011/december/social-network-churches.html>  
<http://www.umcom.org/learn/social-networking-for-churches>  
<https://www.uua.org/communications/social-media> Using Social Media in Your Congregation | UUA.org  
Images for Using Social Media in Your Congregation | UUA.org

### The Nerdist's Guide to Awesome Social Media for Your Church or Organization – An Interview with NewSpring's Chris Dunagan – Carey Nieuwhof

Almost everyone has a social media presence these days, but how do you make it awesome? NewSpring Church's Social Media Director Chris Dunagan explains, in super helpful detail, their approach to social media and how to truly connect with the people you're trying to impact.

<http://careynieuwhof.com/tag/social-media-and-the-church/>  
Images for The Nerdist's Guide to Awesome Social Media for Your Church or Organization – An Interview with NewSpring's Chris Dunagan – Carey Nieuwhof  
Images for Carey Nieuwhof on use of social media  
<http://careynieuwhof.com/2016/01/episode70/> A Nitty Gritty Guide to Social Media with North Point's Dave Adamson  
<https://careynieuwhof.com/episode136/> Steve Fogg On Building an Online and Social Media Ministry for Your Church from Scratch  
<https://careynieuwhof.com/episode129/> What ESPN Can Teach You About Social Media, Faith and Serving in The Local Church —An Interview With Jason Romano  
<http://www.stevefogg.com/launch-grow-your-church-online/> <http://www.stevefogg.com/> <https://twitter.com/SteveFogg> <http://churchonlineplatform.com/>  
<http://careynieuwhof.com/2015/12/6-easy-ways-to-undermine-your-influence-on-social-media/>  
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<http://careynieuwhof.com/2014/11/episode9/> Why Work Is Such a Struggle, Social Media and Narcissism — An Interview with Jon Acuff  
<http://orangeblogs.org/orangeleaders/2014/01/31/orange-leaders-social-media-in-the-hands-of-carey-nieuwhof/>  
<https://www.daveadamson.tv/carey-nieuwhof-podcast-episode-070/> An interview with Carey Nieuwhof about social media  
Images for interview with Carey Nieuwhof about social media  
<https://www.acast.com/the-careynieuwhof-leadership-podcast/cnlp-129-what-espn-can-teach-you-about-social-media-faith-and-serving-in-the-local-church-an-interview-with-jason-romano>  
<http://www.outreachmagazine.com/ideas/16315-a-simple-way-to-boost-your-churchs-community-reach.html>  
Images for carey nieuwhof (author)

### The Social Media Gospel: Sharing the Good News in New Ways by Meredith Gould (Author)

If you are responsible for managing digital communications in your parish, staying current with trends in the rapidly changing world of social media can seem like an overwhelming task. Which social medium platforms make sense for your church community? How can you make them an effective tool for ministry?

As a veteran social media expert, author, and sociologist, Meredith Gould has helped answer these questions and more in her best-selling book The Social Media Gospel. In this second edition, Gould provides an easy-to-understand, step-by-step guide to



digital ministry for those wishing to embrace new technologies to build community and deepen faith. In this expanded edition, Gould delivers new content with humor, helpful tips, and counsel anchored in practical experience. She focuses on key topics for effective church communication, including: Building and ministering to online communities, Privacy and self-disclosure in the digital age, Integrating communications across digital platforms, Managing and monitoring social media, Faith storytelling with visual social media, Hashtag development and live-tweeting.

<https://www.amazon.com/Social-Media-Gospel-Sharing-Good/dp/0814647073>

<https://www.goodreads.com/book/show/25158866-social-media-gospel>

<https://www.barnesandnoble.com/w/the-social-media-gospel-meredith-gould/1115261507>

<https://litpress.org/Products/4707/The-Social-Media-Gospel>

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<https://books.google.com/books?isbn=0814647324>

[https://books.google.com/books/about/The\\_Social\\_Media\\_Gospel.html?id=yZIS2FNjUQ4C](https://books.google.com/books/about/The_Social_Media_Gospel.html?id=yZIS2FNjUQ4C)

<https://www.youtube.com/watch?v=iXxzunf-Sfk> The Social Media Gospel: A Q&A with Digital Strategist Meredith Gould – YouTube

<https://vimeo.com/78111049> Meredith Gould: Social Media is a Tool for Evangelism on Vimeo

<http://www.patheos.com/books/book-club/meredith-gould-the-social-media-gospel>

<http://www.churchmarketingsucks.com/2013/07/the-social-media-gospel-by-meredith-gould/>

<https://www.christiancentury.org/blogs/archive/2013-07/meredith-gould-social-media-gospel>

<http://www.catholicwebsolutions.com/2013/07/23/book-review-the-social-media-gospel-by-meredith-gould/>

<https://www.linkedin.com/in/meredithgould>

<https://www.amazon.com/Meredith-Gould/e/B000APPI34>

[https://www.goodreads.com/author/show/216119.Meredith\\_Gould](https://www.goodreads.com/author/show/216119.Meredith_Gould)

Images for meredith gould, author

Images for The Social Media Gospel: Sharing the Good News in New Ways by Meredith Gould (Author)

### 3 Quick Social Media Tips | The Network

Whether you're just getting started in social media or have been at it for a while, here are three tips for avoiding a few common mistakes.

<http://network.crcna.org/church-web/3-quick-social-media-tips>

Images for Social Media Tips | The Network

<https://www.pinterest.com/saltsociety/church-social-media-tips/>

<https://blog.bufferapp.com/social-media-design-tips>

<https://blog.hootsuite.com/design-tips-social-media-images/>

Images for design-tips-social-media

<https://www.socialmediatoday.com/social-business/5-tips-creating-more-effective-images-your-social-media-campaigns>

<http://visualmarketingedge.com/8-tips-for-posting-images-on-social-media-sites/>

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<https://www.inc.com/rhett-power/5-design-tips-that-will-enhance-your-social-media-images.html>

<https://www.stevefogg.com/2015/11/12/social-media-tips-church/>

Images for social-media-tips-church

### Top 5 Churches That Use Social Media Best - The Christian Post

CP's List of Places of Worship That Have a Successful Digital Strategy

<http://www.christianpost.com/news/top-5-churches-that-use-social-media-best-97492/>

Images for Top 5 Churches That Use Social Media Best - The Christian Post

<https://www.christianpost.com/archives.html>

### Using Social Media in the Congregation

Walking Together

A Congregational Resource Event

Using Social Media in the Congregation — room 602, 10:10am and 11:10am

Rev. Kathy Pennington, East Immanuel Lutheran Church, Amery, and Rev. Brian Campbell, Longwood Emmanuel and Our

Saviors Lutheran Churches, Greenwood

Facebook, Twitter, blogging, LinkedIn, Snap chat . . . Are these familiar or foreign to you? Come to discover what social media is about and how its popular platforms can enrich your congregation's ministry.

a congregational resource event - Northwest Synod of Wisconsin

[http://www.nwswi.org/webfiles/fnitools/documents/program\\_book\\_3.16.13.pdf](http://www.nwswi.org/webfiles/fnitools/documents/program_book_3.16.13.pdf) Page 10

Images for Using Social Media in the Congregation

[info@nwswi.org](mailto:info@nwswi.org)

<http://www.eastimmanuel-lutheran.org/About-Us.html>

<http://deerparkwi.org/eastimmanuel/>

[https://www.facebook.com/East-Immanuel-Lutheran-Church-Amery-WI-131938926870033/?hc\\_ref=PAGES\\_TIMELINE&fref=nf](https://www.facebook.com/East-Immanuel-Lutheran-Church-Amery-WI-131938926870033/?hc_ref=PAGES_TIMELINE&fref=nf)

<https://www.facebook.com/OurSaviorsLutheranGreenwood>

[https://www.hubcitytimes.com/2017/03/09/greenwood-longwood-withee-lutheran-one-in-christ-parish/#valet\\_ad](https://www.hubcitytimes.com/2017/03/09/greenwood-longwood-withee-lutheran-one-in-christ-parish/#valet_ad)

## What Churches Can Do to Increase Social Media Security – The Parish Paper

Social media and online payment technology is in that “big deal” stage. Those in faith communities remain wary. Because they still do not quite know what to make of it, they would just as soon abandon social media as try to use it. However, social media and online payment systems make staying in touch and supporting the organizations we believe in far easier. But what about all those hacking horror stories recounted in the news? Could your congregation really be at risk for hackers stealing bank account numbers? Personal information? Photos? Yes. Fortunately, a few commonsense strategies help to keep you and your congregation safe.

### MACUCC: What Churches Can Do to Increase Social Media Security

<https://www.macucc.org/blogdetail/841730>

Images for What Churches Can Do to Increase Social Media Security – The Parish Paper

<http://www.nebraskasynod.org/wp-content/uploads/2015/02/March2015.pdf>

<https://www.theparishpaper.com/free-resources>

<http://www.wisconsinumc.org/connections/conference-news/the-parish-paper> <http://www.wcucc.org/resource-center/church-management/parish-paper/> March 2015 - “What Churches Can Do to Increase Social Media Security” (403 kb PDF)

<http://www.hcucc.org/the-parish-paper>

<https://www.theparishpaper.com/back-issue-index> Back Issue Index | The Parish Paper

### Who's on Social Media? Here's What Your Church Needs to Know

Looking beyond the general numbers, however, can give a clearer picture of exactly who is using what social media network and how the church can target their message to better reach certain demographics.

<http://factsand Trends.net/2015/01/26/social-media-church-need-to-know/#.Vha4wPIVhBc>

Images for Who's on Social Media?

### Why Your Church Should Be on Social Media Right Now | The Exchange

Social media is the new town square. Study the culture and connect your church with your community. / Ed Stetzer

<http://www.christianitytoday.com/edstetzer/2015/february/why-your-church-should-be-on-social-media.html>

Images for Who's on Social Media? Here's What Your Church Needs to Know

<https://www.christianitytoday.com/edstetzer/2017/october/3-ways-pastors-and-church-leaders-undermine-themselves-on-s.html>

<https://www.christianitytoday.com/edstetzer/>

<https://www.worshiphousemedia.com/church-media-blog/production/three-apps-every-church-should-use/>

<https://www.worshiphousemedia.com/church-media-blog/software/2-design-apps-your-church-should-be-using/>

<https://faithmade.com/social-media-platforms-which-ones-should-your-church-be-using/>

## 39) Story

### 7 Stories All Church Leaders Must Master - ChurchLeaders.com

Use these story types to do an inventory on your own “range” of utilizing stories as a leader.

<http://www.churchleaders.com/pastors/pastor-articles/167356-will-mancini-stories-all-church-leaders-must-master.html>

Images for 7 Stories All Church Leaders Must Master - ChurchLeaders.com

<http://www.willmancini.com/the-horizon-storyline-the-ultimate-planning-tool-for-visionary-church-leaders>

<http://www.willmancini.com/about>

### Steeple & people: Doors open to congregation stories - The Lutheran Magazine

Here is the church. Here is the steeple.

A quiet town by anyone's standards, Daykin, Neb., offered shelter from the cold January night after a long drive over icy roads.

The church has been there for a long time. An hour southwest of Lincoln, Neb., this might be a place where people escape to the country. “Most of those people haven't discovered Daykin yet,” said Pastor Elizabeth Liggett with a twinkle in her eye.

No matter. Here one sees a steady, stable identity to sustain residents through dry seasons and the winds of change. Daykin is known as “the windmill capital,” an identity that conveys grain and wind, energy and transition. The town struggles with grain prices and changing times.

Set amid the windmills—most are actually gone—is the church steeple. St. John Lutheran Church struggles along with the people, but its symbol of identity remains strong.

[http://www.thelutheran.org/article/article.cfm?article\\_id=5287](http://www.thelutheran.org/article/article.cfm?article_id=5287)

Images for Steeple & people: Doors open to congregation stories - The Lutheran Magazine

<https://www.livinglutheran.org/contact-us/>

<https://www.livinglutheran.org/issues/>

### Stories of Faith in Action - Evangelical Lutheran Church in America

<http://www.elca.org/Resources/Stories-of-Faith-in-Action>

Images for Stories of Faith in Action - ELCA

### Telling The Story (Fall 2019) - Word and World

<https://wordandworld.luthersem.edu/> Issues Telling The Story (Fall 2019)

[https://wordandworld.luthersem.edu/issues.aspx?article\\_id=4133](https://wordandworld.luthersem.edu/issues.aspx?article_id=4133) So What's the Problem? Mark A. Granquist

[https://wordandworld.luthersem.edu/issues.aspx?article\\_id=4134](https://wordandworld.luthersem.edu/issues.aspx?article_id=4134) A Lutheran Case for Evangelism. Mark C. Mattes

[https://wordandworld.luthersem.edu/issues.aspx?article\\_id=4136](https://wordandworld.luthersem.edu/issues.aspx?article_id=4136) Breaking Bad Habits When Stewarding the Gospel. Mark R. Teasdale  
[https://wordandworld.luthersem.edu/issues.aspx?article\\_id=4138](https://wordandworld.luthersem.edu/issues.aspx?article_id=4138) Catechesis: A Tool for Sharing the Gospel. Mary Jane Haemig  
[https://wordandworld.luthersem.edu/issues.aspx?article\\_id=4140](https://wordandworld.luthersem.edu/issues.aspx?article_id=4140) Hearing the Millennials: Ministry Alongside an Unchurched Generation for the Sake of the Gospel. Ryan M. Panzer  
[https://wordandworld.luthersem.edu/issues.aspx?article\\_id=4135](https://wordandworld.luthersem.edu/issues.aspx?article_id=4135) On Mormons and Grace: Notes from the Mission Field. Katherine Langston  
[https://wordandworld.luthersem.edu/issues.aspx?article\\_id=4139](https://wordandworld.luthersem.edu/issues.aspx?article_id=4139) Telling One's Own Story as a Means of Telling the Story. Robert Moore  
[https://wordandworld.luthersem.edu/issues.aspx?article\\_id=4137](https://wordandworld.luthersem.edu/issues.aspx?article_id=4137) The New Testament's Gentiles and Jeremiah's Good Figs: Biblical Paradigms for God's Presence among the "Nones" and "Dones." Judith Stack  
[https://wordandworld.luthersem.edu/issues.aspx?article\\_id=4141](https://wordandworld.luthersem.edu/issues.aspx?article_id=4141) The Re-Wilding of Worship: A Post-Contemporary Reception. Jared Yogerst  
[https://wordandworld.luthersem.edu/issues.aspx?article\\_id=4142](https://wordandworld.luthersem.edu/issues.aspx?article_id=4142) Sharing the Gospel as Witness to Jesus: Acts 1:1-11. Celia I Wolff  
[https://wordandworld.luthersem.edu/issues.aspx?issue\\_id=158](https://wordandworld.luthersem.edu/issues.aspx?issue_id=158) Vol. 39, No 4, Fall, 2019  
[Images for Telling The Story \(Fall 2019\) - Word and World](#)

#### Telling Your Story in the Digital Age - Joelle Colville Hanson

Everyone loves a good story. The holy grail in marketing and advertising is a good story. The Gospel is a life changing story, and everyone has a role in it. Learn how to use digital tools to tap those stories and share them in ways that bring life and meaning to people's lives.

#### [Full List of Workshops and Times](#)

[https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/Workshops\\_for\\_Web\\_Updated-2.pdf](https://s3.amazonaws.com/media.cloversites.com/0a/0a854394-3a19-4d9f-b1ae-f93021508921/documents/Workshops_for_Web_Updated-2.pdf)

[Images for Telling Your Story in the Digital Age - Joelle Colville Hanson](#)

<http://blog.neiasynod.org/2014/05/ways-to-improve-your-church-website/>

<http://www.neiasynod.org/about-us/synod-staff/>

<https://www.facebook.com/pastorjoelle.colvillehanson>

<https://twitter.com/pastorjoelle?lang=en>

[Images for Joelle Colville Hanson](#)

## 40) Style Guide

### [PDF]ELCA Style Guide - ELCA Resource Repository

The primary style manual for the Evangelical Lutheran Church in America is the current edition of Associated Press Stylebook (AP Stylebook). The primary dictionary resource is the current edition of Merriam-Webster's Dictionary. When alternate spellings are available in the dictionary, the first reference is used. For matters not treated here or in the AP Stylebook, consult the current edition of Chicago Manual of Style. Do not assume that an entry in this word list implies a difference with Merriam-Webster's Dictionary or AP Stylebook.

[http://download.elca.org/ELCA%20Resource%20Repository/ELCA\\_Style\\_Guide\\_2014.pdf](http://download.elca.org/ELCA%20Resource%20Repository/ELCA_Style_Guide_2014.pdf)

[Images for ELCA Style Guide - ELCA Resource Repository](#)

<http://docplayer.net/35560962-Elca-editorial-style-guide.html>

<http://tsp.edu/wp-content/uploads/2014/05/elcaeditorialstyleguide-042014.pdf>

### The Associated Press Stylebook 2018: and Briefing on Media Law by The Associated Press (Author)

The style of the Associated Press is the gold standard for news writing. With *The AP Stylebook* in hand, you can learn how to write and edit with the clarity and professionalism for which they are famous. Fully revised and updated, this new edition contains more than 3,000 A to Z entries—including more than 200 new ones—detailing the AP's rules on grammar, spelling, punctuation, capitalization, abbreviation, and word and numeral usage. You'll find answers to such wide-ranging questions as:

- When should the names of government bodies be spelled out and when should they be abbreviated?
- What are the general definitions of the major religious movements?
- Which companies do the big media conglomerates own?
- Who are all the members of the British Commonwealth?
- How should box scores for baseball games be filed?
- What constitutes "fair use"?
- What exactly does the Freedom of Information Act cover?

With invaluable additional sections on the unique guidelines for business and sports reporting and on how you can guard against libel and copyright infringement, *The AP Stylebook* is the one reference that all writers, editors, and students cannot afford to be without.

<https://www.amazon.com/Associated-Press-Stylebook-2017-Briefing/dp/0465093043>

[Images for The Associated Press Stylebook 2018: and Briefing on Media Law by The Associated Press \(Author\)](#)

<https://www.apstylebook.com/>

## 41) Technology

### Flickering Pixels: How Technology Shapes Your Faith [Shane Hipps]

Flickering pixels are the tiny dots of light that make up the screens of life—from TVs to cell phones. They are nearly invisible, but they change us. In this provocative book, author Shane Hipps takes readers beneath the surface of things to see how the technologies we use end up using us. Not all is dire, however, as Hipps shows us that hidden things have far less power to shape us when they aren't hidden anymore. We are only puppets of our technology if we remain asleep. Flickering Pixels will wake us up—and nothing will look the same again.

<http://www.amazon.com/Flickering-Pixels-Technology-Shapes-Faith/dp/0310293219>  
<https://www.goodreads.com/book/show/4572233-flickering-pixels>  
[http://books.google.com/books/about/Flickering\\_Pixels.html?id=gkEnYwTsPtgC](http://books.google.com/books/about/Flickering_Pixels.html?id=gkEnYwTsPtgC)  
<http://www.christianitytoday.com/ct/2009/may/20.64.html>  
<https://www.pinterest.com/pin/92534967315549483/> Discover ideas about Christian Faith  
<http://shanehipps.com/books/flickering-pixels/>  
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<http://www.patheos.com/blogs/tonyjones/2012/05/29/shane-hipps-leaving-mars-hill/>  
<http://apprising.org/category/shane-hipps/>  
<http://archives.relevantmagazine.com/tags/shane-hipps>  
<https://www.amazon.com/Shane-Hipps/e/B0034PVDZ4>  
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Images for Shane Hipps, author  
Images for Flickering Pixels: How Technology Shapes Your Faith [Shane Hipps]

### 4 Myths About Using Technology in Church | CT Pastors | Leadership Journal

How do we steward technology well? We start by dispelling four common myths about using online technologies in the church.

<http://www.christianitytoday.com/le/2010/may-online-only/4usingtechnology.html>  
<https://www.biblewaymag.com/4-myths-about-using-technology-in-church/>  
Images for Using Technology in Church | CT Pastors | Leadership Journal

### Information Technology - Evangelical Lutheran Church in America

<http://www.elca.org/Resources/Information-Technology>  
Images for Information Technology – Evangelical Lutheran Church in America

### Rewired: How Using Today's Technology Can Bring You Back to Deeper Relationships, Real Conversations, and the Age-Old Methods of Sharing God's Love by Brandon Cox (Author)

If God's desire to enlarge His family matters...  
If the church of the future matters...  
If the gospel still matters...

We must *embrace the changes that are happening in our world.*

There is no going back. Our world is changing at an unprecedented rate. We are connected with people all over the planet through technology that didn't even exist ten years ago. The world around us is having a conversation about life, meaning, culture, and eternity, and we have an amazing opportunity not just to join the conversation but also to lead it.

But too many in the church are struggling to keep up with this cultural shift and failing to use these communication tools to their full advantage. In *Rewired* Brandon Cox demonstrates the real, connecting power in online social networks, showing you how to connect and tell God's story relationally and creatively in our social, digital age.

Because the thing is, social media isn't an escape from the real world. It is the real world, whether we are ready for it or not. And this shift we are seeing toward a more mobile, social environment is actually a return to the form we were created for: to be in relationships, to have conversations, and to share our stories--and God's--with each other.

<https://www.amazon.com/Rewired-Technology-Relationships-Conversations-Age-Old/dp/1621365190>  
<http://brandonacox.com/rewired/>  
<https://www.facebook.com/rewiredbook/>  
<https://books.google.com/books?isbn=1621365204>  
<http://www.churchmarketingsucks.com/2014/06/rewired-by-brandon-cox/>  
<https://pastorcory.wordpress.com/category/book-reviews/>  
<http://christianmediamagazine.com/two-new-books-on-social-media-and-the-church/>  
<http://www.readings.com.au/products/17501600/rewired-how-using-todays-technology-can-bring-you-back-to-deeper-relationships-real-conversations-and-powerful-ways-to-share-gods-love>  
<https://ministrywebsitedesigns.com/church-marketing-best-blogs/>  
<https://lanecorley.com/2014/02/10/church-and-technology-roundtable/>  
<https://www.facebook.com/pastorbrandoncox>  
<https://twitter.com/brandonacox>  
<https://www.linkedin.com/in/brandonacox/>  
<https://boldforgood.com/>  
<https://rewiredsocial.com/>

<http://pastors.com/author/brandon/>

[Images for Brandon Cox \(Author\) rewired](#)

[Images for Rewired: How Using Today's Technology Can Bring You Back to Deeper Relationships, Real Conversations, and the Age-Old Methods of Sharing God's Love by Brandon Cox \(Author\)](#)

### Six Technologies that Can Help Your Church Connect More Effectively – ThomRainer.com

The use of different technologies in the church should be seen as tools, not as goals – they are the means, not the end. When we start using a new tool or technology, our goal should be to reach more for Christ, not simply to show off a new toy.

<http://thomrainer.com/2016/06/six-technologies-can-help-church-connect-effectively-members-quests/>

[Images for Six Technologies that Can Help Your Church Connect More Effectively – ThomRainer.com](#)

<http://thomrainer.com/2016/06/whats-next-church-technology/>

<http://thomrainer.com/2015/03/nine-technological-trends-every-church-consider-rainer-leadership-107/>

[https://en.wikipedia.org/wiki/Thom\\_S.\\_Rainer](https://en.wikipedia.org/wiki/Thom_S._Rainer)

[https://twitter.com/ThomRainer?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/ThomRainer?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

<https://www.facebook.com/Thom.S.Rainer/>

<https://www.amazon.com/Thom-S.-Rainer/e/B001IGLMVG>

[https://www.goodreads.com/author/show/27470.Thom\\_S\\_Rainer](https://www.goodreads.com/author/show/27470.Thom_S_Rainer)

[Images for thom rainer \(author\)](#)

Tech in Congregations – Presentation at NW Synod of Wisconsin Interim Ministry Gathering on 1/22/20 by Laura Ramlow

<http://nswi.org/home/our-staff> DEACON LAURA RAMLOW SYNOD MINISTER COMMUNICATION, FAITH FORMATION, MALAWI

[Why Technology?](#) Expands your congregational outreach; share the gospel in new ways; people can get to know your community prior to visiting; provides information and social spaces for people to connect.

#### Websites:

Free options – Weebly, Wix, Squarespace. Other options – Clover Sites, Wordpress, Ekklesia 360, Church Web Builder, Sharefaith.

Thoughts as you build or revise your site: Less is more! Who is accessing your site? What information will that group/those groups want to find there? Keep menu simple and succinct (if people have to click more than 2-3 times to find something, they will usually give up).

Doesn't have to be fancy – just accessible and easy to navigate. Once built, check out the site as a visitor would from time to time.

Essentials on your congregation's site: Full name, physical address and phone number of the church; mailing address and phone number; email for pastor/leaders in the congregation; congregation's worship days/times (updated!); Mission statement, Bible verse, and/or theological statement that speaks to your Congregation's mission and beliefs; calendar or list of weekly events; honest presentation of congregation (no preschool, no preschool pic).

Articles about Websites: Options other than Wordpress:

<https://www.resourceumc.org/en/content/building-a-more-easily-managed-website-without-wordpress>

Ultimate Website Design Checklist: <https://www.ourchurch.com/blog/ultimate-guide-to-church-website-design/>

#### Social Media

Facebook – Easy and free options for digital presence; Share events, invite faith-based conversation/discussion, post photos and videos, share Scripture, digital newsletter; Create sub-groups (small ministry groups) where people can share and support one another. Instagram – Image-driven social media; Post photos with a brief description; Hashtag – no groups, just a congregation posting updates through photos.

Twitter – Share text, video, photos; Can be paired with a Facebook account.

[Scheduling regular communication](#): When social media is used, some congregations find it beneficial to keep a schedule for information sharing: Saturday - week of calendar/events; Sunday - photos from worship or education classes; Tuesday - Thought provoking image or question about the upcoming lectionary; Wednesday – upcoming event; Thursday – article, social statement, information from the ELCA.

Getting Started: Create a tech team – Consider various ages, representation of the congregation: Middle and High Schoolers have already learned how to build and maintain websites – pairing them with adults could be valuable – people often share and use what they help create. Basic knowledge of computers is helpful – social media and website platforms can be easily learned by those who can find their way around a computer. Talk about potential audiences for your website, Facebook page, etc.

Decide what information needs to be shared with these groups and how often they need the information. Decide what kind of platform would be best: Congregation has no website or one that needs to be updated? – explore a few platforms and see what might be best.

Decide also if you want a free site to begin, or would like to jump right into purchasing a domain name and paying for more features.

Check out other congregation's websites for more ideas. A tech team is helpful to ensure the site is up to date, particularly when it comes to worship times and contact information for your leaders. No social media presence? Start with a basic Facebook page for your congregation. Again, someone should be sure it's updated/active from time to time. Create content to be shared. Establish a schedule that can get this information into people's hands regularly.

#### Other resources

What kind of website do you have?

<https://www.resourceumc.org/en/content/is-your-website-a-welcoming-door-or-a-challenging-ropes-course>

[Images for Tech in Congregations by Laura Ramlow](#)

<http://nswi.org/epic/epic-2020> How Can We Utilize New Technology

[lrarnlow@nswi.org](mailto:lrarnlow@nswi.org)



## Technology and the Church

How does the digital era both help and hinder our spiritual development? How can Lutherans leverage digital technology's attributes – and respond to its challenges?

### February 2020 - Living Lutheran

<https://www.livinglutheran.org/issues/february-2020/>  
[Images for Technology in the Church - Living Lutheran](https://www.livinglutheran.org/tag/technology/)  
<https://www.livinglutheran.org/contact-us/>  
<https://www.livinglutheran.org/issues/>

Page 14

### 3 Ways Technology Enables the Mission of the Church | The Exchange

Technology is a resource the church must wisely steward to accomplish the Great Commission. / Ed Stetzer

<http://www.christianitytoday.com/edstetzer/2014/october/3-ways-technology-enables-mission-of-church.html>  
[Images for 3 Ways Technology Enables the Mission of the Church | The Exchange](https://twitter.com/edstetzer/status/526916467544293376)  
<https://twitter.com/edstetzer/status/526916467544293376>  
<http://www.christianitytoday.com/edstetzer/2012/march/technology-and-faith-12-positives.html>  
<https://www.churchcommunitybuilder.com/communications/blog/ed-stetzer-on-technology-and-faith/>  
<http://www.christianitytoday.com/edstetzer/2011/january/churches-and-technology--new-research-released-today.html>  
<http://blog.lifeway.com/theexchange/2016/02/08/technology-and-worship-with-pastor-dennis-choy-this-week-on-theexchange/>  
<http://www.wheaton.edu/Media-Center/News/2016/05/Dr-Ed-Stetzer-Named-To-New-Billy-Graham-Chair>  
<http://www.tennessean.com/story/news/religion/2016/05/16/ed-stetzer-leaves-lifeway-grace-church-chicago-job/84451130/>  
<https://www.amazon.com/Ed-Stetzer/e/B001JP8EUI>  
[https://www.goodreads.com/author/list/25148.Ed\\_Stetzer](https://www.goodreads.com/author/list/25148.Ed_Stetzer)  
<http://elevatechristiannetwork.com/dr-ed-stetzer-three-ways-technology-enables-churchs-mission/>  
<http://factsandtrends.net/2013/10/17/10-ideas-to-help-your-church-use-technology-missionally/#.Vh475flVhBc>  
<https://urbana.org/technology-and-missions-intersect-urbana-15>

### [PDF] 21 Ways to Use Technology in the Church - Virginia Annual United Methodist Church

<http://vaumc.org/NCFilerepository/UMCom/Resources/21WaystoUseTechnologyintheChurch.pdf>  
[Images for Ways to Use Technology in the Church](#)

### When to Adopt New Technology - Alban

For congregations, the hard question is: When is the right time? The answer varies with each congregation's size and economic resources and the interests of its leaders, but in general, congregations are and should be technological bottom-feeders. We wait till bigger fish have thoroughly picked over the new offerings. Then we choose carefully the ones that serve our purposes.

### Alban at Duke Divinity School » When to Adopt New Technology

<https://alban.org/archive/when-to-adopt-new-technology/>  
[Images for Congregations Adopt New Technology](#)  
<https://alban.org/archive/technologies-for-learning-find-out-whats-in-it-for-you/>  
<https://alban.org/category/technology/>



Using technology to spread the word.

### Northwest Synod of WI ELCA (nswwi) on Pinterest

<https://www.pinterest.com/nswwi/>

## 42) Twitter

### 15 ways for churches to use Twitter - Communicate Jesus

This afternoon I came across “17 ways to use Twitter – a Guide for Beginners, Marketers and Business owners”

(thanks @pollystreet). The article is a good read for churches too, but I thought I'd add to the discussion with some more ideas for using Twitter for ministry. Here's 15, in no particular order, that I've sent out from my church's account – @cbtkirribilli.

<http://www.communicatejesus.com/2009/07/15-ways-for-churches-to-use-twitter/>  
<https://issaasadbook.com/17-ways-can-use-twitter-guide-beginners-marketers-business-owners/>  
[Images for ways for churches to use Twitter](#)  
<http://www.churchleaders.com/outreach-missions/outreach-missions-articles/148823-5-reasons-you-should-twitter-in-church.html>

Images for Twitter in Church

<http://www.monkdevelopment.com/blog/4-reasons-churches-are-going-to-love-the-new-twitter-profile/>

<http://socialdraft.com/twitter-strategy-for-churches/>

<http://network.crcna.org/church-web/6-ways-improve-your-church-twitter-account>

Images for Improve Your Church Twitter Account

<http://www.elexio.com/Blog/the-10-commandments-of-church-twitter-use/>

Images for Church Twitter Use

<https://centerforcongregations.org/blog/30-ideas-how-congregations-can-use-twitter>

Images for How Congregations Can Use Twitter

### Nine Ways Your Church Can Use Twitter on Sundays – ThomRainer.com

Because of its brevity and immediacy, Twitter can serve as an experience enhancer.

<http://thomrainer.com/2016/05/nine-ways-your-church-can-use-twitter-on-sundays/>

Images for Nine Ways Your Church Can Use Twitter on Sundays – ThomRainer.com

<http://thomrainer.com/2016/02/eight-effective-uses-of-twitter-for-churches/>

[http://thomrainer.com/2009/06/ten\\_reasons\\_i\\_use\\_twitter/](http://thomrainer.com/2009/06/ten_reasons_i_use_twitter/)

[http://thomrainer.com/2012/08/twitter\\_five\\_years\\_later\\_five\\_reasons\\_im\\_still\\_a\\_big\\_fan/](http://thomrainer.com/2012/08/twitter_five_years_later_five_reasons_im_still_a_big_fan/)

<https://twitter.com/thomrainer>

<https://twitter.com/thomrainer?lang=en>

Images for thom rainer (author)

### Not Tweeting? Repent! | CT Pastors - Christianity Today

Ed Stetzer on why ignoring social media is no longer an option for church leaders.

<http://www.christianitytoday.com/pastors/2013/summer/not-tweeting-repent.html>

<http://c3church.com/blog/great-twitter-a/>

<https://twitter.com/edstetzer>

Images for Ed Stetzer on use of Twitter

### Top 100 Christian Leaders to Follow on Twitter

This compilation was put together by our editorial team using a combination of metrics including Tweetgrader.com, our own personal algorithm and a little editorial energy. In general, the rating system we used took into account the number of followers, the power of followers and the number of updates—with a little common sense added in for good measure.

<http://www.churchleaders.com/pastors/pastor-articles/165262-brian-orme-top-100-christian-leaders-t>

Images for Top 100 Christian Leaders to Follow on Twitter

### Tweeting Church: How Christians Can Use Twitter to Spread the Gospel and Connect Communities by Paul Clifford (Author)

We live in a time marked by change. Electronic communications enable any message to reach virtually any person in virtually any part of the world. In this world, how can something originally written so long ago compete? Is the message that was originally called "Good News" still as relevant in the age of electrons as it was in the time of papyrus?

In the follow-up to his successful book *Podcasting Church*, Paul Clifford seeks to answer these questions and more:

What is Twitter?

What kind of account should you have?

How can you regularly tweet without repeating yourself?

How do you keep spammers at bay?

How can you reach people that need to hear Christ's message?

This is a book for every Christian interested in spreading the Gospel of hope and forgiveness, in an age increasingly marked by distraction and background noise, needs to read. This is an opportunity that the Church can't pass up to communicate its message.

<http://www.amazon.com/Tweeting-Church-Christians-Twitter-Communities-ebook/dp/B007S11616>

<http://www.goodreads.com/book/show/13613899-tweeting-church> <https://trinitydigitalmedia.com/product/tweeting-church-ebook/>

<https://twitter.com/paulalancliff>

<https://www.amazon.com/Tweeting-Church-Christians-Twitter-Communities-ebook/dp/B007S11616>

[http://www.goodreads.com/author/show/4906536.Paul\\_Alan\\_Clifford](http://www.goodreads.com/author/show/4906536.Paul_Alan_Clifford)

Images for Paul Clifford (Author) tweeting church

Images for Tweeting Church: How Christians Can Use Twitter to Spread the Gospel and Connect Communities by Paul Clifford

### Twitter Tips for Churches | Internet Toolbox for Churches

I encourage you to check it out to see how it might be useful to your church. Then use these tips you to help you be effective on Twitter.

<http://www.internettoolboxforchurches.com/twitter-tips-for-churches>

Images for Twitter Tips for Churches | Internet Toolbox for Churches

<http://www.vanderbloemen.com/blog/5-simple-twitter-tips-for-churches>

<https://www.socialquant.net/twitter-strategy-churches/> 12 Super Smart Tips - Social Quant

[http://www.ucc.org/get\\_social\\_5\\_tips\\_to\\_revive\\_your\\_church\\_s\\_twitter\\_page](http://www.ucc.org/get_social_5_tips_to_revive_your_church_s_twitter_page)

### Twitter - Wikipedia

Twitter is an online news and social networking service where users post and interact with messages, called "tweets." These messages were originally restricted to 140 characters, but on November 7, 2017, the limit was doubled to 280 characters for all languages except Japanese, Korean and Chinese.



<https://en.wikipedia.org/wiki/Twitter>

<https://simple.wikipedia.org/wiki/Twitter>

[Images for twitter](#)

### 43) Vimeo

#### Vimeo - Wikipedia

Vimeo is a video-sharing website in which users can upload, share and view videos. It was the first video sharing site to support high-definition video (started in October 2007).



<https://en.wikipedia.org/wiki/Vimeo>

[Images for vimeo](#)

#### YouTube vs. Vimeo: Which Should You Use? - YouTube

Most people know I'm partial to YouTube, but not always. I do believe there is a time when other platforms are more appropriate for your video content. So, let's discuss the majors, shall we? YouTube vs. Vimeo.

<https://www.youtube.com/watch?v=OcBFiDVSEe8>

[Images for youtube vs. vimeo](#)

### 44) Virtual

#### Eight Trends Where Churches Are Moving Virtual – ThomRainer.com

Let's look at eight key trends in virtual workers in the church. We provide one key service provider for each category. Some of them have affiliate or sponsor relationships with us, but we believe in the quality work of all of them.

<http://thomrainer.com/2016/08/eight-trends-churches-moving-virtual/>

[Images for Eight Trends Where Churches Are Moving Virtual – ThomRainer.com](#)

<https://eahelp.com/>

<https://www.vanderbloemen.com/>

<http://magbookkeeping.com/>

[http://twenty28.co/services/mobile\\_apps.aspx](http://twenty28.co/services/mobile_apps.aspx)

<https://99designs.com/>

<https://merechurch.com/>

<http://render.us/>

<http://ellipsis.ink/>

[Images for thom rainer \(author\)](#)

#### Is Church Membership Outdated? | The Banner

##### Virtual Church

It is now unusual for a church not to have a website. In fact, countless churches have created a social media presence that includes sermon podcasts and videos. Online materials are readily available. In addition, effective and influential churches are launching online campuses that bring the entire Sunday worship service to your computer, tablet, or smartphone.

<http://www.thebanner.org/features/2015/09/is-church-membership-outdated>

[Images for Is Church Membership Outdated? | The Banner Virtual Church](#)

<http://www.reformation21.org/articles/the-advantage-of-virtual-church.php>

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

<http://www.christianitytoday.com/pastors/2009/fall/churchvirtually.html>

### SimChurch: Being the Church in the Virtual World | by Douglas Estes

*SimChurch*, a book by Douglas Estes about being the church and doing ministry in the virtual world, in online environments, and over the internet.

The meeting place for the church of tomorrow will be a computer screen. Don't laugh, and don't feel alarmed. The real-world church isn't going anywhere until Jesus returns. But the virtual church is already here, and it's poised for explosive growth. SimChurch invites you to explore the vision, the concerns, the challenges, and the remarkable possibilities of building Christ's kingdom online. What is the virtual church, and what different forms might it take? Will it be an extension of a real-world church, or a separate entity? How will it encourage families to worship together? Is it even possible or healthy to "be" the church in the virtual world? If you're passionate about the church and evangelism, and if you feel both excitement and concern over the new virtual world the internet is creating, then these are just some of the vital issues you and other postmillennial followers of Jesus must grapple with. Rich in both biblical and current insight, combining exploration and critique, *SimChurch* opens a long-overdue discussion you can't afford to miss.

<http://simchurch.com/>

<https://www.amazon.com/SimChurch-Being-Church-Virtual-World/dp/0310287847>

<http://www.goodreads.com/book/show/6880914-simchurch>

<http://www.christianitytoday.com/pastors/2009/october-online-only/in-defense-of-virtual-church.html>

<https://simchurch.wordpress.com/>

<https://books.google.com/books?isbn=0310314135>

<https://journal.dmineducation.org/wp-content/uploads/2019/02/Vol3Review-SimChurch-Teasdale.pdf> Review

<https://www.youtube.com/watch?v=7bgxoU7zLg8> "What is a Virtual Church?" - Douglas Estes – YouTube

Images for "What is a Virtual Church?" - Douglas Estes - YouTube

[https://www.youtube.com/watch?v=0vIYqUX\\_T6w](https://www.youtube.com/watch?v=0vIYqUX_T6w) "Why SimChurch?" - Douglas Estes - YouTube

<http://zondervanacademic.com/blog/tag/douglas-estes/>

<http://churchrelevance.com/simchurch-by-douglas-estes/>

[http://www.barnesandnoble.com/w/simchurch-douglas-estes/1100268454;jsessionid=D1FCE8DF81C8B43266883359A851E322.prodny\\_store02-atgap09?ean=9780310287841](http://www.barnesandnoble.com/w/simchurch-douglas-estes/1100268454;jsessionid=D1FCE8DF81C8B43266883359A851E322.prodny_store02-atgap09?ean=9780310287841)

<https://www.whitehorseinn.org/2011/05/real-world-church/>

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

<https://www.linkedin.com/in/douglasesstes>

<https://twitter.com/douglasesstes>

<https://www.amazon.com/Douglas-Estes/e/B001JOPUN8>

[http://www.goodreads.com/author/show/1305391.Douglas\\_Estes](http://www.goodreads.com/author/show/1305391.Douglas_Estes)

Images for Douglas Estes, author

Images for SimChurch: Being the Church in the Virtual World | by Douglas Estes

### Virtual Reality - Carey Nieuwhof

One of the cool things about launching [Connexus](#) is that we have gone virtual to a deeper level than we've gone before.

<http://careynieuwhof.com/2008/04/virtual-reality/>

Images for Virtual Reality - Carey Nieuwhof

<http://careynieuwhof.com/tag/virtual-assistant/>

<http://careynieuwhof.com/tag/why-you-should-choose-a-virtual-assistant/>

<http://careynieuwhof.com/2016/08/how-not-to-sabotage-your-executive-assistant/>

<https://careynieuwhof.com/author/carey/page/120/>

<https://www.amazon.com/Carey-Nieuwhof/e/B003GJCLCM>

[https://www.goodreads.com/author/show/3396023.Carey\\_Nieuwhof](https://www.goodreads.com/author/show/3396023.Carey_Nieuwhof)

Images for carey nieuwhof (author)

### Virtually Sacred: Myth and Meaning in World of Warcraft and Second Life by Robert M. Geraci (Author)

Millions of users have taken up residence in virtual worlds, and in those worlds they find opportunities to revisit and rewrite their religious lives. Robert M. Geraci argues that virtual worlds and video games have become a locus for the satisfaction of religious needs, providing many users with devoted communities, opportunities for ethical reflection, a meaningful experience of history and human activity, and a sense of transcendence. Using interviews, surveys, and his own first-hand experience within the virtual worlds, Geraci shows how *World of Warcraft* and *Second Life* provide participants with the opportunity to rethink what it means to be religious in the contemporary world. Not all participants use virtual worlds for religious purposes, but many online residents use them to rearrange or replace religious practice as designers and users collaborate in the production of a new spiritual marketplace.

<https://www.amazon.com/Virtually-Sacred-Meaning-Warcraft-Second/dp/0199344698>

<https://www.goodreads.com/book/show/18951011-virtually-sacred>

<http://www.oxfordscholarship.com/view/10.1093/acprof:oso/9780199344697.001.0001/acprof-9780199344697>

<https://global.oup.com/academic/product/virtually-sacred-9780199344697?cc=us&lang=en&>

<https://books.google.com/books?isbn=0199379971>

[https://books.google.com/books/about/Virtually\\_Sacred.html?id=XBWeAwAAQBAJ](https://books.google.com/books/about/Virtually_Sacred.html?id=XBWeAwAAQBAJ)

<http://digitalreligion.tamu.edu/blog/thu-08212014-1019/virtually-sacred-explores-roles-virtual-worlds-contemporary-religious>

<https://www.questia.com/library/journal/1P3-3618997851/virtually-sacred-myth-and-meaning-in-world-of-warcraft>

[https://pdflegend.com/download/robert-m-geraci-virtually-sacred-myth-and-meaning-in-world-of-warcraft-and-second-life-59ffcc43d64ab29c64543209\\_pdf](https://pdflegend.com/download/robert-m-geraci-virtually-sacred-myth-and-meaning-in-world-of-warcraft-and-second-life-59ffcc43d64ab29c64543209_pdf)

<http://nr.ucpress.edu/content/20/1/113>  
<https://lifeboat.com/ex/bios.robert.m.geraci?background=white>  
<https://manhattan.edu/campus-directory/robert.geraci>  
<https://www.amazon.com/Robert-M.-Geraci/e/B003578XD6>  
[https://www.goodreads.com/author/show/3348249.Robert\\_M\\_Geraci](https://www.goodreads.com/author/show/3348249.Robert_M_Geraci)  
[Images for Robert M. Geraci](#)  
[Images for Virtually Sacred by Robert M. Geraci \(Author\)](#)

#### 45) Website

##### Church Communications - Ministry Tools Resource Center

Helps for Church **Websites**

<https://mintools.com/church-communications-resources.htm>

[Images for Church Communications - Ministry Tools Resource Center Helps for Church Websites](#)

##### Connected Word: Websites for the Faith Community

Churches and ministries are working hard to reach out to a new generation. An inviting and dynamic website is an absolutely essential part of building an enthusiastic community. Our mission is to provide the faith community with the latest technology that makes your site engaging and easy to maintain.

<http://connectedword.com/videos/ELCA/>

[Images for Connected Word: Websites for the Faith Community](#)

##### Creating a Church Website with Wordpress - Sunday Software

Building a site in Wordpress addresses many of these real world issues. Wordpress can be set up and maintained by ANY volunteer who has a modest amount of web skills. It has a lot of automated processes, such as updating your menus each time you post something. And it allows for multiple contributors. Wordpress' online tool can be easily learned by new volunteers. Wordpress continues to develop and improve their tools. A Wordpress account is incredibly easy to set up. And Wordpress is ridiculously inexpensive.

<http://www.sundaysoftware.com/wordpress.htm>

[Images for Creating a Church Website with Wordpress](#)

##### Eight Things Your Church Website Must Have – ThomRainer.com

Over the past few years, when we've written or discussed church websites, Dr. Rainer and I have continually stated "the two most important elements you need to have on the front page are the church address and service times." Many of have agreed and even complied when your church's site was lacking one or both. Others have asked, "what next?" So, here are the next eight things to include on your church's website:

<http://thomrainer.com/2016/01/eight-things-your-church-website-must-have/>

[Images for Eight Things Your Church Website Must Have – ThomRainer.com](#)

<http://thomrainer.com/2016/07/eight-mistakes-churches-make-websites/>

<http://thomrainer.com/2017/03/seven-reasons-church-members-arent-using-church-website/>

<http://thomrainer.com/2013/05/seven-plus-one-deadly-sins-of-a-church-website/>

<http://thomrainer.com/2017/09/time-redesign-church-website/>

<http://thomrainer.com/2017/01/five-church-communications-questions-for-the-new-year/> #1

<http://thomrainer.com/2017/03/seven-reasons-church-members-arent-using-church-website/>

<http://thomrainer.com/2017/08/six-small-tweaks-make-big-differences-church-website/>

<http://thomrainer.com/2013/05/seven-plus-one-deadly-sins-of-a-church-website/>

<http://thomrainer.com/2017/05/eight-essential-items-churchs-faq-page/>

<http://thomrainer.com/2017/05/six-details-include-church-staff-bios/>

<http://thomrainer.com/2016/12/top-posts-jonathan-howe-church-communications-social-media-2016/>

<https://www.ourchurch.com/blog/2013/05/23/thom-rainer-many-of-your-websites-are-terrible/> <http://pastors.com/7-hints/>

[Images for thom rainer \(author\)](#)

##### Going into All the World: Church Website Basics | The Parish Paper

In addition to the Yellow Page presence they needed in 1970, churches also need an Internet presence today.

[http://www.episcopalhawaii.org/uploads/2/5/4/8/25486559/50\\_resources\\_congregations\\_parish\\_paper\\_2009\\_mar.pdf](http://www.episcopalhawaii.org/uploads/2/5/4/8/25486559/50_resources_congregations_parish_paper_2009_mar.pdf)

[Images for Going into All the World: Church Website Basics | The Parish Paper](#)

<https://winnebagopresbytery.org/parish-papers/> March 2009 – "Going into all the World: Church Website Basics" – Cynthia Woolever

<http://www.hcucc.org/the-parish-paper> March 2009: Going into all the World: Church Website Basics

<https://www.theparishpaper.com/free-resources>

<https://www.theparishpaper.com/back-issue-index> Back Issue Index | The Parish Paper

##### Images on Your Church Website - Keeping It Safe and Legal

Over the last couple of months, the topic of how churches use images on their websites and other places has come up several times and made me realize that many in the church world are not aware of the laws and best practices they should follow. We are not lawyers and may not express information like someone in the legal profession, but we can share some general information that



may save you pain, and maybe even money. Because images on the web are a big issue and laws governing web image usage will likely change, be sure to stay current on correct usage.

<http://www.acstechnologies.com/blog/acs-technologies/images-church-website-keeping-safe-legal>  
Images for Church Website - Keeping It Safe and Legal

#### Tag: how to create a church website – Carey Nieuwhof

Whether you're wanting to revamp your message, or you're starting from scratch, Brady outlines a few things that will help you along in your mission:

<http://careynieuwhof.com/tag/how-to-create-church-website/>  
Images for Tag: how to create a church website – Carey Nieuwhof  
<http://careynieuwhof.com/tag/church-website/>  
<https://www.facebook.com/cnieuwhof/posts/697616967093401>  
<https://careynieuwhof.com/churches-greet-like-1999/>  
Images for carey nieuwhof (author)

#### Web-Empowered Ministry: Connecting with People through Websites, Social Media, and More [Mark Stephenson]

Let *Web-Empowered Ministry* be your comprehensive guide along your unique journey toward building a powerful internet ministry. You will learn the practical steps, techniques, and ideas needed to develop an excellent and effective web ministry. You will also learn how to apply the many tools the internet has to offer including websites, smart phones, social networking, media, instant messaging, and more to extend and multiply your ministry impact.

Mark's engaging style makes technology accessible as he offers firsthand advice on every aspect of building an internet ministry: from assembling a team to designing and maintaining your website to developing a presence on Facebook, Twitter, and more. People are coming to know Jesus. Lives are being transformed. It comes from God's power and our use of the internet to share, teach, and connect.

<http://www.amazon.com/Web-Empowered-Ministry-Connecting-through-Websites/dp/1426713223>  
<http://www.goodreads.com/book/show/10914460-web-empowered-ministry>  
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[https://books.google.com/books/about/Web\\_Empowered\\_Ministry.html?id=yd-e6zRRLuEC](https://books.google.com/books/about/Web_Empowered_Ministry.html?id=yd-e6zRRLuEC)  
[https://books.google.com/books/about/Web\\_Empower\\_Your\\_Church.html?id=e0fRHUT8Ty8C](https://books.google.com/books/about/Web_Empower_Your_Church.html?id=e0fRHUT8Ty8C)  
<http://goodchurchwebsite.com/web-empowered-ministry-book-review/>  
<http://webempoweredchurch.org/>  
[http://www.goodreads.com/author/show/2033196.Mark\\_Stephenson](http://www.goodreads.com/author/show/2033196.Mark_Stephenson)  
Images for Web-Empowered Ministry: Connecting with People through Websites, Social Media, and More [Mark Stephenson]

#### [PDF]Web Ministry The Basics - ELCA Resource Repository

Web Ministry: Resources for enhancing your congregation's Web site

Thank you for your commitment to show how God is at work through our hands via the Internet!

We hope the ideas and resources on this page assist you in your efforts. If you don't find the help you need on this page, feel free to contact us. See separate resources on guidelines for using photos of congregation members, social media for congregations, and online giving options.

[http://download.elca.org/ELCA%20Resource%20Repository/Web\\_Ministry.pdf](http://download.elca.org/ELCA%20Resource%20Repository/Web_Ministry.pdf)  
Images for Web Ministry The Basics - ELCA Resource Repository  
[http://download.elca.org/ELCA%20Resource%20Repository/Writing\\_for\\_the\\_Web.pdf](http://download.elca.org/ELCA%20Resource%20Repository/Writing_for_the_Web.pdf)  
Images for Web Ministry The Basics - Evangelical Lutheran Church in America

#### [PDF]Websites - Lynne Baab

Your website is your front door

These days, most congregations have a website. But quality of congregational websites vary widely. Some offer a rich sensory experience of words, images, sound and video. Others are little more than a perfunctory brochure and an outdated one at that. Like a magazine, a website is made up of words and images. But it is also built on hyperlinks. Just as photos can communicate values in a nonverbal way, links on websites communicate a great deal about the congregation. What aspects of the congregation's life are so significant that they get a prominent link on the home page, a link with bold print or perhaps a graphic? What activities get links on lists, menus, or navigation bars? Which outside organizations does this congregation value highly enough that a link is provided on the home page? Are newcomers appreciated enough that a prominent link is provided with information just for them? Are potential questions significant enough that there is a link to frequently asked questions? Everything on a website communicates what the congregation values, and those values inform and nurture both members and visitors.

[http://www.lynebaab.com/WebsitesthatWork\\_ebook.pdf](http://www.lynebaab.com/WebsitesthatWork_ebook.pdf)  
[http://www.alban.org/uploadedFiles/Alban/Bookstore/pdf/ebooks\\_free/WebsitesthatWork\\_ebook.pdf](http://www.alban.org/uploadedFiles/Alban/Bookstore/pdf/ebooks_free/WebsitesthatWork_ebook.pdf)  
<https://www.amazon.com/Reaching-Out-Networked-World-Congregations/dp/1566993687>  
<https://rowman.com/ISBN/9781566996167/Reaching-Out-in-a-Networked-World-Expressing-Your-Congregation's-Heart-and-Soul>  
Images for Websites - Lynne Baab Your website is your front door

## 46) Word of Mouth

### 18 Word of Mouth Marketing Tips for Churches | Church Marketing Sucks

So, without further ado here is my list of Word of Mouth boosters for churches.

<http://www.churchmarketingsucks.com/2006/10/18-word-of-mouth-marketing-tips-for-churches/>

Images for Word of Mouth Marketing Tips for Churches

<http://www.churchmarketingsucks.com/category/word-of-mouth/>

<https://churchjuice.reframemedia.com/blog/improving-word-of-mouth-marketing>

Images for church/improving-word-of-mouth-marketing

[http://www.ucc.org/daily\\_devotional\\_good\\_things\\_travel\\_by\\_word\\_of\\_mouth](http://www.ucc.org/daily_devotional_good_things_travel_by_word_of_mouth)

Images for Good Things Travel by Word of Mouth

<http://echurch.com/word-mouth-church-marketing-hero/>

Images for Word of Mouth Church Marketing

### Starting Good Rumors

We usually think that rumors are bad. They can, however, be good words. This article presents ideas you can use today to empower positive "word of mouth" about your church.

<http://churchgrowthnetwork.com/free-resources/2010/08/20/starting-good-rumors/>

Images for Starting Good Rumors

### Word of Mouth Marketing: How Smart Companies Get People Talking [Andy Sernovitz, Guy Kawasaki, Seth Godin]

With straightforward advice and humor, marketing expert Andy Sernovitz will show you how the world's most respected and profitable companies get their best customers for free through the power of word of mouth. Learn the five essential steps that make word of mouth work and everything you need to get started using them. Understand the real purpose of blogs, communities, viral email, evangelists and buzz — when to use them and how simple it is to make them work. Learn what sparks the irrepressible enthusiasm of Apple and TiVo fans. Understand why everyone is talking about a certain restaurant, car, band or dry cleaner — and why other businesses and products are ignored. Discover why some products become huge successes without a penny of promotion — and why some multi-million-dollar advertising campaigns fail to get noticed.

<http://www.amazon.com/Word-Mouth-Marketing-Companies-Talking/dp/1608323668>

[http://www.goodreads.com/book/show/528184.Word\\_of\\_Mouth\\_Marketing](http://www.goodreads.com/book/show/528184.Word_of_Mouth_Marketing)

<http://www.barnesandnoble.com/w/word-of-mouth-marketing-andy-sernovitz/1007945290?type=eBook>

[http://blog.guykawasaki.com/2006/08/book\\_preview\\_wo.html](http://blog.guykawasaki.com/2006/08/book_preview_wo.html)

<http://wordofmouthbook.com/>

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

<http://andysernovitz.com/>

<https://www.facebook.com/wordofmouth>

<http://www.youtube.com/watch?v=IWeyXTl5Txg> Andy Sernovitz Keynote Speaker - Word of Mouth Marketing - YouTube

<http://www.elca.org/News-and-Events/blogs/AdministrationMatters/3>

<https://www.linkedin.com/in/sernovitz>

<https://twitter.com/sernovitz?lang=en>

<http://damniwish.com/>

[http://premierespeakers.com/andy\\_sernovitz/bio](http://premierespeakers.com/andy_sernovitz/bio)

<https://www.amazon.com/Andy-Sernovitz/e/B001JS18AI>

[https://www.goodreads.com/author/show/292425.Andy\\_Sernovitz](https://www.goodreads.com/author/show/292425.Andy_Sernovitz)

Images for Andy Sernovitz, author

<https://guykawasaki.com/>

<https://guykawasaki.com/guy-kawasaki/>

[https://en.wikipedia.org/wiki/Guy\\_Kawasaki](https://en.wikipedia.org/wiki/Guy_Kawasaki)

<https://twitter.com/GuyKawasaki>

<https://www.linkedin.com/in/guykawasaki>

<https://www.facebook.com/guy/>

<https://www.amazon.com/Guy-Kawasaki/e/B000APBIYC>

[https://www.goodreads.com/author/show/21269.Guy\\_Kawasaki](https://www.goodreads.com/author/show/21269.Guy_Kawasaki)

Images for Guy Kawasaki, author

<https://www.slideshare.net/guykawasaki>

<https://www.inc.com/justin-bariso/12-pivotal-business-lessons-steve-jobs-taught-guy-kawasaki.html>

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<http://www.sethgodin.com/sq/>

[https://en.wikipedia.org/wiki/Seth\\_Godin](https://en.wikipedia.org/wiki/Seth_Godin)

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[https://www.goodreads.com/author/show/1791.Seth\\_Godin](https://www.goodreads.com/author/show/1791.Seth_Godin)

Images for Seth Godin, author

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<http://mycmgr.com/ultimate-list-of-books-community-managers-read/>

<https://www.referralcandy.com/blog/25-marketing-blogs-you-should-be-following/>  
[Images for Word of Mouth Marketing: How Smart Companies Get People Talking \[Andy Sernovitz, Guy Kawasaki, Seth Godin\]](#)

#### Word-of-mouth marketing - Wikipedia

Word-of-mouth marketing (WOMM, WOM marketing), also called word of mouth advertising, differs from naturally occurring word of mouth, in that it is actively influenced or encouraged by organizations (e.g. 'seeding' a message in a networks rewarding regular consumers to engage in WOM, employing WOM 'agents').

[https://en.wikipedia.org/wiki/Word-of-mouth\\_marketing](https://en.wikipedia.org/wiki/Word-of-mouth_marketing)

[https://en.wikipedia.org/wiki/Word\\_of\\_mouth](https://en.wikipedia.org/wiki/Word_of_mouth)

[Images for Word-of-mouth marketing](#)

## 47) Writing

### Beyond Walls: Spiritual Writing at Kenyon - The Kenyon Institute

This one-week writing intensive program teaches you how to be a more expressive, authentic, and skilled writer.

<http://www.kenyoninstitute.org/programs/beyond-walls-spiritual-writing-at-kenyon/>

[Images for Beyond Walls: Spiritual Writing at Kenyon - The Kenyon Institute](#)

### Everything You Need to Know About Creating Killer Content in 3 Simple Words

Creating great content is not hard. In fact, it's quite easy. That is, if you understand three simple words.

<http://www.copyblogger.com/killer-online-content/>

[Images for Everything You Need to Know About Creating Killer Content in 3 Simple Words](#)

<http://www.willmancini.com/2009/05/creating-killer-content.html>

### Grammar & Business Writing Training Courses | Pryor Learning Solutions

Are simple grammar mistakes making you look bad at your job? Brush-up on your grammar and business writing today to project excellence to your coworkers.

<https://www.pryor.com/training-categories/grammar-writing-skills/>

[Images for Grammar & Business Writing Training Courses | Pryor Learning Solutions](#)

#### How to Sharpen Your Writing Skills – The Parish Paper

I. Master the Readable-Writing Basics	Page 2
II. Power Your Writing Style	Page 7
III. Quality-Package Your Content	Page 9
IV. Improve Construction with Architectural Planning	Page 14
V. Increase Creativity Habits	Page 16
VI. Create Purposeful Pastor's Columns	Page 18
VII. Craft Goal-Accomplishing Parishioner Letters	Page 19
VIII. How to Get Magazine Articles Published	Page 21
IX. Transform Manuscripts into Published Books	Page 23
X. Writing Short Stories	Page 26
XI. Writing Novels	Page 28
XII. The Bottom Line	Page 28

#### [PDF] Church Effective Nugget, Volume 13: How to Sharpen Your Writing Skills – The Parish Paper

<http://www.theparishpaper.com/files/resources/Church%20Effectiveness%20Nuggets-%20Volume%2013.pdf>

<https://www.theparishpaper.com/free-resources> Church Effective Nugget, Volume 13: How to Sharpen Your Writing Skills

[Images for How to Sharpen Your Writing Skills – The Parish Paper](#)

<http://www.wisconsinumc.org/connections/conference-news/the-parish-paper>

<http://www.wcucc.org/resource-center/church-management/parish-paper/>

<https://www.theparishpaper.com/back-issue-index> Back Issue Index | The Parish Paper

### How to Write a Church Email Newsletter - Sharefaith

Goals:

- Know exactly what to include in a church email newsletter.
- Find out what things to avoid in your email newsletter.
- Get some tips on creating the best church email newsletter.

We'll start at ground zero—what does a church email newsletter need in it?

<http://www.sharefaith.com/blog/2010/01/email-church-marketing-how-to-write-a-church-email-newsletter/>

[Images for How to Write a Church Email Newsletter - Sharefaith](#)

### How to Write Things the People You Lead Actually Want to Read - Carey Nieuwhof

The good news is, if you can successfully change just three things, you'll be well on your way to becoming a better—and far more effective—writer.

<http://careynieuwhof.com/2013/11/how-to-write-things-the-people-you-lead-actually-want-to-read/>

[Images for How to Write Things the People You Lead Actually Want to Read - Carey Nieuwhof](#)

<http://careynieuwhof.com/2015/08/5-rarely-talked-about-tips-for-every-communicator-and-writer/>  
<https://careynieuwhof.com/tag/how-to-get-started-writing/>  
<https://careynieuwhof.com/5-keys-to-writing-a-talk-you-can-deliver-without-notes/>  
<https://careynieuwhof.com/7-ways-to-beat-writers-block-and-eliminate-boring-sermons/>  
<https://careynieuwhof.com/9-universal-leadership-lessons-ive-learned-from-writing-blogging-and-podcasting/>  
<https://careynieuwhof.com/tag/how-to-write-a-book/>  
<https://careynieuwhof.com/tag/how-to-publish-your-writing/>  
<https://careynieuwhof.com/episode32/> How Mark Batterson Writes – A Behind the Scenes Look At The Publishing Life Of A Pastor and NYT Bestselling Author  
<https://careynieuwhof.com/7-real-reasons-boring-sermons/>  
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<http://careynieuwhof.com/tag/writing/>  
<https://www.facebook.com/cnieuwhof/photos/pb.425207201001047.-2207520000.1499374028.720352138153217/?type=3>  
<http://robicizek.com/leadership-lessons-leader-leaders/>  
<https://www.christianweek.org/author/carey-nieuwhof/>  
 Images for carey nieuwhof (author)

#### Lillian Daniel: Pastors writing badly | Faith & Leadership

I don't aspire to write like Paul in every issue of the Pilgrim newsletter, but I am humbled to note that 2,000 years later, we know him by his letters, and not his preaching. We also know those churches. And in their struggles, in their arguments, and in their growth, they had a leader who wrote to them carefully, critically, lovingly and with all he had. It's time to reclaim the pastoral epistle at the local level, move the newsletter article higher up the list and take it seriously again.

<http://www.faithandleadership.com/lillian-daniel-pastors-writing-badly>  
 Images for Lillian Daniel: Pastors writing badly | Faith & Leadership  
<http://www.lilliandaniel.com/>  
<http://day1.org/1182-rev-dr-lillian-daniel>  
<http://www.huffingtonpost.com/author/lillianfdaniel-219>  
<http://www.iwj.org/about/board/rev-dr-lillian-daniel>  
<http://www.1stcongucc.org/>  
<http://www.1stcongucc.org/> SERMONS  
<https://www.youtube.com/channel/UCjdulMOAoJ9QV-SKX7FDeFg> 1st CongUCC DBQ

#### Pastors and Writing with Jared C. Wilson – Rainer on Leadership #269 – ThomRainer.com

Jared Wilson joins us today to talk about how writing informs blogging and vice versa...

<http://thomrainer.com/2016/10/pastors-writing-jared-c-wilson-rainer-leadership-269/>  
 Images for Pastors and Writing with Jared C. Wilson – Rainer on Leadership #269 – ThomRainer.com  
<http://thomrainer.com/2012/10/eight-phrases-we-say-or-write-that-arent-correct/>  
<http://thomrainer.com/2014/03/should-good-grammar-be-a-ministry-competency/>  
<http://thomrainer.com/2016/12/five-reasons-start-continue-blogging-2017/>  
 Images for thom rainer (author)

#### Writing Well in the 21st Century: The Five Essentials by Linda Spencer (Author)

*Writing Well in the 21st Century: The Five Essentials* provides students, career-builders, and professional writers with the basic elements needed for writing in the 21st century. The book fully explains—and links—the five essentials of good writing: punctuation, grammar, fact-checking, style, and voice.

Throughout history technology has changed both language and writing. Today in the digital age, language and writing are changing at a phenomenal pace. Students, career-builders, and professional writers need this guide that reviews those changes and connects the essentials for creating good writing in the digital age. *Writing Well in the 21st Century: The Five Essentials* gives writers the tools needed today. Among other essentials, the book: Resolves comma issues by explaining the Open and Close Punctuation systems. Writers select which system to use in their writing. Clarifies active and passive voice verbs and advocates using strong, specific verbs in writing. Provides guidelines for choosing credible online websites when searching for resources. Examines attributes of essentials that contribute to a writing style and urges a critical review of verbs. Connects elements that combine to create a voice in a written piece.

Relevant and succinctly written, *Writing Well in the 21st Century: The Five Essentials* gives readers the basics they need to know to create well-written documents for school, work and in their professional writing.

<https://www.amazon.com/Writing-Well-21st-Century-Essentials-ebook/dp/B00JR06K08>  
<https://www.goodreads.com/book/show/24431637-writing-well-in-the-21st-century>  
<http://www.barnesandnoble.com/w/writing-well-in-the-21st-century-linda-spencer/1117353182>  
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<https://muse.jhu.edu/article/565194>  
<https://www.amazon.com/Linda-Spencer/e/B001JS3B76>  
[https://www.goodreads.com/author/show/1444162.Linda\\_Spencer](https://www.goodreads.com/author/show/1444162.Linda_Spencer)  
 Images for Linda Spencer (Author) writing well  
 Images for Writing Well in the 21st Century: The Five Essentials by Linda Spencer (Author)

## 48) YouTube

### Church Marketing with YouTube (10 Tips) - YouTube

Access 4 FREE YouTube for Churches Videos and eBook at <http://youtubeforchurches.com/>

The YouTube for Churches training course is for churches, ministries, non-profits and individuals who want to get their message out to the world! Learn more about YouTube for Churches here: <http://youtubeforchurches.com/>

In this video Sean Cannell share 5 Tips for Creating Remarkable Content and 5 Tips for Doing Remarkable Marketing on your church YouTube Channel.

[https://www.youtube.com/watch?v=J7p3\\_N0tXWY](https://www.youtube.com/watch?v=J7p3_N0tXWY)

[Images for Church Marketing with YouTube](#)

### 3 Things You May Not Know About Using YouTube - United Church of Christ

Since we're already talking about YouTube, here are three things you may not know about using YouTube. 5 Helpful Links

[Fair Use or Misuse? Social Media and Copyright Law](#)

[How to Transfer Your Periscope Broadcasts to YouTube](#)

[How to Get Famous on YouTube: 38 Tips and Tricks](#)

[20 Smart Ways to Get More Subscribers on YouTube in 2016](#)

[25 Tips Every YouTube Addict Needs to Know](#)

[http://www.ucc.org/get\\_social\\_3\\_things\\_you\\_may\\_not\\_know\\_about\\_using\\_youtube](http://www.ucc.org/get_social_3_things_you_may_not_know_about_using_youtube)

[Images for Church Using YouTube](#)

<https://www.youtube.com/watch?v=5u98K6wM0kQ> 3 Church Media YouTube Tips - YouTube

<https://prochurchtools.com/pcp024/> How to Use YouTube for Churches with Sean Cannell

<https://www.youtube.com/watch?v=6xC-kXB-zVk> 12 Ways to Use YouTube for Your Church - YouTubeForChurches.com – YouTube

[Images for Use YouTube for Your Church](#)

### YouTube vs. Vimeo: Which Should Churches Use? | Church Marketing Sucks

So, why should churches and church leaders be using YouTube? Here are a few reasons:

<http://www.churchmarketingsucks.com/2014/06/youtube-vs-vimeo-which-should-churches-use/>

[Images for YouTube vs. Vimeo: Which Should Churches Use?](#)

### YouTube - Wikipedia

YouTube is an American video-sharing website headquartered in San Bruno, California. The service was created by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—in February 2005.



<https://en.wikipedia.org/wiki/YouTube>

<https://simple.wikipedia.org/wiki/YouTube>

[Images for youtube](#)

## 49) Zoom

### Using ZOOM to Keep Church Connection - YouTube

We look at the features of ZOOM and how they can be used in Bible studies, small groups, and committee meetings.

<https://www.youtube.com/watch?v=mt1swkUbUSM>

[Images for Using ZOOM to Keep Church Connection - YouTube](#)

### Why and how your church should use Zoom to live stream your church services, especially in emergencies (Part II)

There are other live streaming platforms. However, Zoom has a few advantages.

<https://pastorsline.com/10-tips-for-zooming-into-online-church-meetings-part/>

<https://pastorsline.com/10-tips-for-zooming-into-online-church-meetings-part/>

### Zoom Video Communications - Wikipedia

Zoom Video Communications, Inc. (Zoom) is an American communications technology company headquartered in San Jose, California. It provides videotelephony and online chat services through a cloud-based peer-to-peer software platform and is used for teleconferencing, telecommuting, distance education, and social relations.<sup>[2][3]</sup>



[https://en.wikipedia.org/wiki/Zoom\\_Video\\_Communications](https://en.wikipedia.org/wiki/Zoom_Video_Communications)

[Images for Search Results Web results Zoom Video Communications](#)