2019 CLC Web & Social Media Ministry Workshops

(Find revisions/additions under Tech Team@ http://www.welcome2clc.com/other-documents.

"He said to them, "Go into all the world and preach the gospel to all creation." - **Mark 16:15** *As then, this Ministry, Web & Social Media, happens in an often foreign, time consuming & lonely mission field.* **EVEN SO: See Mark 16:15 above. That's what Jesus said!**

Session One: Saturday, February 9, 12:00 pm - 1:45 pm Why we do this: To share Christ's and CLC's answers to: WHO? WHAT? WHEN? WHERE? HOW? (See Mark 16:15 above!)

Some fundamentals for the Web & Social Media communicator: **Knowing What's Happening** is everything; The *Timing* of the telling is everything; **Completeness** is everything; **Brevity** is everything; **Not Offending** is everything -- *Then, you're ready to tell the story: (post) the news or event!*

Dos and Don'ts *discussion* & *demos*: What?, how often, to name or not to name, when to post re: Invitation vs. Celebration (understanding Marketing vs. News)

Dos: post/advertise special events 1-2 wks. prior	Don'ts ignore lesser used web pages
keep it fresh- remove & replace	Use photos w/text in FB ads
explore and learn from stats	stop learning to improve
Organize	reinvent the wheel
Backup	give up!
Communicate with other admins	

Session One: continued ...

Inside and Outside Content sources:

Inside: congregation, council, ministries, church staff, office and more.

Outside sources for useful photos, scripture. video, cartoons, etc. Related copyright issues. Determining what will be useful or productive. **GOOGLE IT!** Subscribe to sources.

Time-saving and other tricks: ("Don't Worry, Be Happy!")

- Screen capturing, cut & paste, links, text in Weebly, FB. Photo tools: Free online <u>pixlr.com</u> editor.
- CLC YouTube account to upload Videos: <u>https://www.youtube.com/user/Welcome2CLC/videos</u> (PW required to use <u>calendar.clc@gmail.com</u>.)
- Link, embed or upload YouTube or other videos on FB? Website? The "what's next" issue!
- ("Don't worry about who sees it in on the web or FB in the 60 sec, 15 min, or 2 hours before you fix it!")

Notes:

Next Session:

Finding your "fit." - Identify your experience, interests and strengths in Web & Social media. Start personal weebly site and set up CLC practice page and/or FB admin account.