

Draft Syllabus: CLC Web & Social Media Ministry “Connect2CLC” Workshops

SATURDAYS 9:15-10:45 am: Feb. 17, Feb. 24, Mar. 10, Mar. 17

Week One: Intro to using CLC's website and social media to learn and spread the Good News about Christ, including "What's Happening @ CLC."

The focus this week is on helping members navigate and use the CLC website and social media more easily and effectively, on smartphone and/or computer.

1. On Smartphones

- a. Your questions
- b. Finding the menu and sub-menus
- c. Links, and “Web View”
- d. Social media icons
- e. Calendar:
 - i. Copying CLC events to your Google calendar
 - ii. Changing calendar views: Agenda, Week or Month
- f. Horizontal (Web) View improves several most used features
- g. Printing.
- h. Sharing pages or links

2. On computers

- a. Your questions
- b. Links
- c. Menu bar and drop-down sub-menus
- d. Social media icons
- e. Calendar:
 - i. Copying events to your Google calendar
 - ii. Changing calendar views: Agenda, Week, Month, Year.
- f. Printing
- g. Sharing pages or links

3. Judgement calls

- a. Special event postings vs. most viewed regular postings.
- b. Menu changes, PDFs, the role, size and quality of visuals,
- c. Email icon vs. “Contact” form.
- d. Can you be a part of this ministry?

Find out at: **Week Two: Intro to editing.** See you there!

Week Two: *Intro to editing, Feb. 24* - The CLC website is key to internet outreach. spreading the Good News about Christ, and "What's Happening @ CLC."

1. "Christ is for ALL!" So is the CLC website: NO MEMBERSHIP REQUIRED!

- a. Purposes: (Keeping in mind: "Ministers - ALL members")
 - i. Information for community and those seeking a church home.
 - ii. Information for members and friends on activities and events
 - iii. Information that can be viewed and shared with anyone online, *whether or not they use "membership required" social media.*

2. Some criteria for the type of information to post

- a. Is it the truth and consistent with the Gospel?
- b. Is it fair to all and easily navigated
- c. Will it advance community goodwill, church membership and support?
- d. Is the information accurate, complete, but as concise as possible, including clarifying internal and external links as needed?
- e. Is it visually effective, both on computers and smartphones.

3. Website editing skills: basics you know - or can learn! [[Why Weebly?](#)]

- a. The willingness, time and priority to explore and learn.
- b. Ability to find and use answers using Google search, "Help" menus, etc.
- c. Ability to cut, paste, copy, select size, fonts, lists and text formats and link text to a website URL.
- d. Familiarity with multiple menu "trees."

4. What's *really* important is to **Dive In!**

- a. Start your own free Weebly site for practice at: www.weebly.com
- b. A page at a time, feature at a time, a skill at a time!

5. Come to session 3 with a weebly personal website, including:

- i. A Title, and at least four named pages, include:
 - 1. A home page and a blog page
 - 2. 4 text blocks (total in all pages)
 - 3. At least one internal link on text.
 - 4. At least one external link on text.
 - 5. One photo with a caption.
 - 6. One YouTube video.
 - 7. At least one link to an uploaded PDF document.
 - 8. A photo slideshow.
 - 9. Social icon link(s) to your facebook or Twitter.

Week Three *March 10* : Q & A on your experience with Weebly Editing

1. Questions and discussion - viewing your Weebly personal websites.
2. [Why Weebly](#)? Does it matter, and why outsourcing so often fails.
3. Additional features of CLC's paid, "Pro" version of Weebly
4. Why and how to BLOG.
5. Weebly console views - what you can do in each
 - a. Modifying the "Mobile" (smartphone) view.
 - b. External links only work in published site
6. Pitfalls to avoid: "Do I know what this will do?" (How/what to test.)
7. Website editing skills: photo/video
8. Starting a CLC page for your personal ministry.
9. Adding admins for entire site.
10. Important differences: CLC "Owner" vs. "Admin" or "Editor" login.
11. Q & A about welcome2clc.com page(s) you will maintain/edit.
 - a. Login credentials
12. Next Week: Review your first CLC page edits

Notes:

Week Four *March 17* : *Review your first CLC page edits; intro to Facebook admins*

1. Q & A and learn from each other as we review your CLC pages.
2. Share your suggestions on:
 - a. Improving menu organization, drop-downs vs. “Links” page.
 - b. Discussion: Pros and cons of allowing site “membership” and password protected pages in the future for such things as:
 - i. Member Directory
 - ii. Group project sharing
 - iii. Google advertising?
 - c. Other links, pages and feature possibilities:
 - i. Forms: Membership inquiry/ Request for transfer, etc.
 - ii. Form to request items, i.e.- back of pink communion cards
 - iii. Additional online giving options
 - iv. _____
 - v. _____
 - vi. _____
3. Quick look at being a CLC Facebook Admin.
 - a. Why the CLC facebook page is VERIFIED.
 - b. Scheduling posts
 - c. Creating Events
 - d. Promoting events and posts \$\$\$

Notes:

CLC Web and Social Media Ministry Resources

(Not all Weebly features shown here apply to your FREE site.)

1. Sites

- a. Start your own website: <https://www.weebly.com/websites#signup>
- b. [Social Media and Congregations](#) - ELCA guide
- c. <https://hc.weebly.com/hc/en-us/articles/201704087-Beginner-s-Guide-to-Weebly>
- d. <http://www.churchmarketingsucks.com/2013/03/social-media-guide-for-ministry-by-nils-smith/>
- e. <http://www.mattcleaver.com/youthministry/why-your-church-should-use-weebly-instead-of-wordpress/>
- f. [How to Add Weebly admins, site or page editors](#)
- g. [Use facebook ads to attract website visitors.](#)

2. Videos

- a. Best Weebly Beginner's Guide: <https://youtu.be/lrZDQJR77hM>
- b. Beginners Guide to Weebly: https://youtu.be/Rdporvlx__U
- c. Introduction tutorial to weebly.com: Create a Free Website: <https://youtu.be/4MZhRcIFDtQ>
- d. Reach New Movers with Facebook: <https://youtu.be/vQUnblk4a9o>
- e. 5 Tips To Increase Facebook Page Engagement: <https://youtu.be/ot5QMU3eVHk>

Notes:
