

## 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

keep it fresh- remove & replace

explore and learn from stats

Organize

Backup

Communicate with other admins

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **Don’ts**

ignore lesser used web pages

Use photos w/text in FB ads

stop learning to improve

reinvent the wheel

give up!

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

