

Websites and the Small Church – Social Media

Social Media can help direct people to your church website. Most people need a reason to go to your church website. They rarely will check the website without being prompted. They need a reason to check it out. One of the ways is through search engines. For example, if someone moves to your town, they make look up churches in your town. But, using social media can help direct a whole different group of people to what's happening at your church. I've found that community members sometimes just like to know what's happening at your church, even if they have never attended a worship service.

If your church has not yet ventured into social media, it can be a great way to engage and connect with those who attend the church, but also those in the community that are interested. There are three main social media sites: Facebook, Twitter, and Instagram. Facebook should be a priority. More people have Facebook accounts. Twitter can be helpful, but it can be hit or miss depending of the demographic of your church and community. Instagram is the newest of the three and has been gaining in popularity. (I'll admit that I just started an account for our church. This one is new to me.) In order to have a social media presence, there needs to be one or two people who are committed to keep posting on the accounts.

If your church already has a Facebook account, post when you have something new on the website with a link. It's an easy way to get people to go to your site. When you have a new blog post up or add new pictures on a page, that would be a great opportunity to post it on Facebook. You're creating a reason to check out your site. People need to know that there's something new there they can check out.

I hope I've convinced you to use Weebly to create your website over the course of this series. If I have, make sure to add the social media icons on your website. They are called “Social Icons.” That way, you can direct people to your Facebook page from your website, and hopefully get more people to “like” your church.

So there you have it! This is all that you need to know to get started on a website. If you came into reading this series wondering if your church should have a website, the answer is “YES!” If you're convinced, but maybe not everyone is, send them my way. I'd be happy to chat with them about websites. It takes a little time and patience, but it is so worth it. Feel free to send me questions at ck.blackey@gmail.com, and I'd be happy to help.

Thank you to Rev. Kathleen Blackey for this great series. Be sure to check out [previous issues on the website](#). Please feel free to email Kathleen directly with questions at ck.blackey@gmail.com

