

Potomac Highlands District of the UMC

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Link to Registration: [Website Registration Form](#)
[November 16, 2019](#)

Website Training - November 16, 2019

9:00 am - 4:00 pm

Duffey Memorial Church, 100 N. Elm Street, Moorefield, WV

Cost: Free will offering for lunch

For:

Churches who would like to create a website

Churches who have a website and would like to update format or host

Churches who want to understand more about how creating and maintaining a website works

What:

Website Marketing: Where do we begin?

Work on your own website with a mentor

Learn how to manage and maintain web pages



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How:

- 1) Register 2-5 Person team to attend training [Website Registration Form November 16, 2019](#)
- 2)
- 3) Complete Check-List 1 & as soon as possible after registering [Check List 1](#)
- 4) Complete Church Self-Assessment (attached)
- 5) Member of Training Team will contact the designated contact person to discuss Self-Assessment & Check-List 1
 - *Self-Assessment is an ongoing review of how you are using your media and other resources. You may not have all the answers immediately & these questions will help in designing your website.
- 5) Provide at least 6 pictures (bring in digital format) for website:
 - 1) To use as base images on pages (About, Worship, etc)
 - a) Pictures should include people
 - b) Church Building pictures also can be used
 - 2) Staff Photos
 - 3) Photos of activities or events
- 6) Attend training with laptops as possible.

For those that are creating a new website with UMC hosting, we will do the back-end work of creating profile, setting up domain name and creating a draft of your website before the event. In order to do this, we must have registrations and information started as soon as possible.

We work with teams so that several know the system and how to add, update and maintain.



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People on the team should have some comfort with technical work but do not have to be experienced in website maintenance.



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Church Website Checklist 1: Basic information - Complete information

- District: _____
 - Church/charge name(s): _____

 - Church/charge GCNO (General Church Number): _____
 - Church address(es): _____

 - Church phone number(s): _____
 - Church website team members & contact info:

 - Church domain name: _____
Second choice: _____ Third choice: _____
 - Church social media URLs:
Facebook: _____
Twitter: _____
Instagram: _____
Other: _____
- Church staff: (paid and unpaid leaders who you want highlighted on the church website)
Pastor: _____



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Administrative staff + role: _____

Youth leader: _____

Other Staff: _____

Primary Website Contact: _____

Worship time(s): _____

Trainer will fill this part out:

- Church domain name: _____
- Login: _____
- Password: _____
- Website Builder(s): _____



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Church Communications Self-Assessment

Date:

What is your church known for in your community? (What do you do really well?)

Who is your audience? (What does your community look like?)

- Internal (members of the church)

- External (the community outside the doors)

Have you reviewed MissionInsite?

What is the biggest challenge in your community?

For your church?

What is the biggest barrier to people finding you?



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What is the image that best represents your church?

What does your church outreach look like?

- Service

- Activities

- Events

- How do you currently use media?

Which platforms of social media are you using?



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How could your church connect better with:

- Your neighborhood
- Your community
- Potential visitors?



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