

IMPROVING YOUR CHURCH'S COMMUNICATIONS IN A DIGITAL WORLD

BEING REAL IN A VIRTUAL WORLD

If your church doesn't have a website, for many potential visitors, your church doesn't exist. Most people check out a church online before they ever walk through the doors, and who you are online gives people a sense of whom they'll find inside. A church website that has outdated or incorrect information, or that hasn't been updated since 1995 can keep someone from crossing your threshold, and end up being a barrier instead of a welcome mat.

A LITTLE HELP

But pastors and church leaders... We know you're busy, and communications may not be your specialty. Developing your church's communications tools and figuring out what's best for your community can be intimidating. We're here to help! If your church is struggling to figure out how to connect with your community, what tools might work best, or what messaging or social media platforms might be most beneficial in your context, [email Jacqueline Solomon](mailto:jacqueline.solomon@baptist.ca), Communications Associate. We can provide you with a review of your current communications and give you some assistance in finding ways to grow that work for your time and finances.