

Click To Connect - Breakout Session Guide

Church Tech Conference

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1. Start Where You Are: Finding Your First Step Online

STATISTICAL INSIGHTS:

- 80% of prospective guests visit a church's website before attending in person.
- 17 million non-regular churchgoers check out church websites every year.
- 97% of churches began livestreaming by 2020—Facebook Live being the most common platform.
- 68% of Americans use Facebook; it's a strategic starting point for churches beginning digital engagement.
- 53% of practicing Christians have streamed services online, many through Facebook Live.
- 51% and some are saying now up to 65% of people consider themselves churchgoers if they attend in person once a month.

TAKEAWAY: A basic Google or Facebook presence significantly impacts visibility. Even a simple update of service times and location can open the door for first-time visitors.

1. What does your church's current online presence look like?
2. What are the most common digital tools your members already use?
3. Have you claimed your church on Google or Facebook?
4. What low-cost or free digital tools could help you take your first step?
5. What fears or concerns do you have about going online?
6. Who in your church has digital skills and could help?
7. What are examples of small wins for churches just starting out?
8. How can you highlight your church's personality online?
9. What content is most essential for a basic online presence?
10. How can you form a simple digital strategy with volunteers?

Here's a list of some of the most popular website providers (including web hosting services and website builders) and their readily available contact details:

1. GoDaddy:

GoDaddy is a leading domain registrar and web hosting provider.

Phone: 480-463-8389, 480-366-3336 (for website design services).

Email: Use their online contact forms or find specific department emails on their website.

Other: Offers online chat support, a help center, and a knowledge base.

2. Namecheap:

Namecheap is another popular domain registrar and hosting provider.

Phone: +16613102107.

Email: Offers various dedicated email addresses for different support categories (domains, hosting, SSL, etc.).

Other: Provides a comprehensive knowledge base and online support tickets.

3. Bluehost:

Bluehost is a recommended hosting provider, especially for WordPress users.

Phone: Provides 24/7 phone support.

Email: affiliates@bluehost.com (for affiliate program questions), Other emails can be found on their contact page.

Other: Offers 24/7 chat support.

4. Hostinger:

Hostinger is known for its affordable web hosting services.

Contact: While specific contact information like phone numbers aren't prominently listed in the provided snippets, they typically offer support through online chat and knowledge bases.

5. HostGator:

HostGator is a well-established hosting provider offering various hosting solutions.

Contact: They provide 24/7 customer support. Check their website for specific contact options (phone, chat, email).

6. SiteGround:

SiteGround is known for its high-quality hosting services and customer support.

Other: They offer online tickets, chat support, phone support, and a knowledge base.

7. Web Hosting Hub:

Web Hosting Hub offers various hosting plans and 24/7 U.S.-based support.

Phone: 757-416-6627 (x2 for Support, x1 for Sales, x4 for Billing).

Email: support@webhostinghub.com (Support), sales@webhostinghub.com (Sales), billing@webhostinghub.com (Billing).

Other: Offers online chat and a help center.

8. WordPress - wordpress.com

9. Square Space - squarespace.com

A comprehensive list of social platforms

The social media landscape is vast and ever-evolving, encompassing a wide range of platforms with diverse functionalities and user bases. Here's a breakdown of some of the most prominent platforms, categorized by their primary focus:

General social networking

These platforms facilitate broad connections and interactions among users, allowing them to share thoughts, updates, photos, videos, and join groups based on shared interests.

Facebook: The largest social media platform globally, with over 3 billion users, known for connecting friends and family, sharing updates, and its diverse features.

Instagram: A visual-first platform popular with younger demographics for sharing photos and videos, known for its focus on visual storytelling.

X (formerly Twitter): A microblogging platform focused on real-time updates and conversations through short posts (tweets), popular for news and public discourse.

Threads: A newer, text-first platform developed by Meta as a companion to Instagram, aiming for conversational and casual posting.

Messaging and communication

These platforms are primarily used for direct communication, including text messages, voice and video calls, and sharing media with individual contacts or groups.

WhatsApp: The world's most popular messaging app, widely used for personal and business communication, known for its privacy features and end-to-end encryption.

Facebook Messenger: A standalone messaging app connected to Facebook, offering similar functionalities to WhatsApp.

WeChat: A versatile messaging and social platform dominant in China, offering messaging, payments, online shopping, and other services.

Telegram: A fast-growing messaging app prioritizing security and encryption, popular for channels, communities, and broadcasting content.

Snapchat: Known for its disappearing messages and vertical videos, popular with younger audiences.

Video and visual content

These platforms emphasize sharing and consuming video and image content, often with a focus on entertainment, tutorials, and creative expression.

YouTube: The world's largest video-sharing platform and the second-largest search engine, crucial for video content marketing and reaching a wide audience.

TikTok: A short-form video platform focused on personalized feeds and viral trends, popular with younger generations.

Pinterest: A visual discovery engine where users collect and share ideas through "pins" on virtual boards, useful for product discovery and planning.

Douyin: The Chinese equivalent of TikTok, also focused on short-form video and live streaming, with strong e-commerce integration.

Kuaishou: Another prominent Chinese video-sharing platform popular in rural areas, emphasizing authentic storytelling and live commerce.

Professional networking

These platforms focus on professional connections, career development, industry insights, and B2B marketing.

LinkedIn: The leading platform for professional networking, job searching, and building thought leadership.

Community and niche platforms

These platforms cater to specific interests, hobbies, or demographics, fostering discussion, community building, and shared experiences.

Reddit: A vast collection of communities (subreddits) dedicated to various topics, known for in-depth discussions and niche content.

Discord: Popular for building private communities, offering real-time messaging, voice chat, and video calls, initially for gamers but now used across many niches.

Quora: A question-and-answer platform where users share knowledge and expertise.

Tumblr: A microblogging platform known for its creative freedom, customization options, and strong subcultures.

Other notable platforms and niche networks

Bluesky: A decentralized social network currently gaining traction.

Mastodon: Another decentralized social network focused on federated communities.

Nextdoor: A social network for US neighborhoods.

Twitch: A live-streaming platform popular for gaming and other forms of entertainment.

Xiaohongshu (RedNote): A Chinese social media and e-commerce platform blending lifestyle content, product discovery, and e-commerce, popular with Gen Z and Millennial women.

It's important to note that the social media landscape is dynamic, with new platforms emerging and existing ones evolving constantly. The most effective platforms for any given individual or brand depend on their specific goals, target audience, and content strategy.

Setting up your business's social media pages: A step-by-step guide

Establishing a strong social media presence is crucial for modern businesses looking to connect with customers and build their brand. Here's a step-by-step guide to help you set up and optimize your business's social media pages:

1. Define your social media goals and target audience

Set Clear Objectives: Determine what you want to achieve with your social media presence. Are you looking to increase brand awareness, drive website traffic, generate leads, or improve customer service?

Understand Your Audience: Research your target audience's demographics, interests, preferred social media platforms, and online behavior. This will help you tailor your content and choose the right platforms.

2. Conduct competitor analysis

Research Competitors: Analyze your competitors' social media strategies, content types, engagement levels, and audience interaction practices to identify opportunities and potential gaps.

Don't Copy, Learn: Use this information to inform your strategy, but don't simply replicate your competitors' approaches. Focus on developing a unique brand voice and content that genuinely resonates with your audience.

3. Choose the right social media platforms

Align with Your Audience: Select platforms where your target audience is most active and receptive to your type of content.

Consider Content Formats: Match the strengths of each platform with your content goals. For example, Instagram and Pinterest are ideal for visual content, while LinkedIn excels at professional networking and sharing insights.

Start Small: Focus on 1-2 platforms initially, especially if you have limited resources. Expand to other platforms once you've built a strong presence and established successful strategies.

4. Set up your business accounts

Create Business Accounts: Many platforms offer specific business account options, unlocking features like analytics, advertising tools, and shopping integrations.

Instagram: Switch from a personal or creator account to a business account in your profile settings.

Facebook: Create a new page or convert a personal page to a business page through the "Create" or "Manage Page" options.

TikTok: Switch to a business account in the "Manage account" section of your settings.

LinkedIn: Create a company page associated with your personal profile through the "For Business" dropdown.

Pinterest: Create a new business account or convert a personal account through the "Sign up" or "Account management" settings.

Complete Profile Information: Fill out all sections of your profile thoroughly. Include your business name, logo, website link, bio, contact details, and relevant categories.

Maintain Brand Consistency: Use the same logo, color palettes, and messaging across all your social media platforms to reinforce your brand identity.

5. Optimize your social media profiles for search

Utilize Keywords: Include relevant keywords and hashtags in your bio, posts, and profile sections to improve discoverability in search results.

Craft a Compelling Bio: Clearly articulate what your business offers and the benefits of your products or services.

Include Links: Add your website URL in your bio to drive traffic to your site.

Use High-Quality Visuals: Employ high-resolution images and videos that reflect your brand identity and captivate your audience. Consider using custom images over generic stock photos.

6. Develop and implement a content strategy

Plan Content Types: Create a content plan outlining the kinds of posts you'll share (e.g., educational, entertaining, promotional). Consider incorporating videos, as they are a highly engaging format.

Create a Content Calendar: Schedule your posts in advance to ensure consistency. This helps you manage your time effectively and align your content with important dates or campaigns.

Engage with Your Audience: Don't just broadcast your message. Actively respond to comments, questions, and mentions to build relationships and foster a sense of community.

Repurpose Content: Adapt existing content (like blog posts or webinars) into formats suitable for different platforms to maximize its reach and save time.

7. Measure and optimize your performance

Track Key Metrics: Utilize the analytics tools offered by each social media platform to monitor engagement rates, reach, website traffic, and conversions.

Analyze and Adjust: Regularly review your data to identify what's working and what's not, and refine your strategy accordingly.

Be Flexible: Social media trends evolve constantly. Stay informed, experiment with new features and content formats, and adapt your approach as needed to stay relevant.

By following these steps, you can effectively set up and manage your business's social media pages, building a strong online presence and achieving your marketing goals.

Using digital strategy surveys to plan for the future

Digital strategy surveys are valuable tools for gathering information and shaping your organization's future digital direction.

1. Crafting the survey

Define Clear Objectives: Start by clearly outlining what information you aim to collect and how it will inform your digital strategy and future plans.

Target the Right Audience: Identify the specific groups whose input you need, such as employees, customers, or key stakeholders, according to Super Survey Maker.

Formulate Focused Questions: Develop clear, concise, and unambiguous questions directly related to your objectives.

Consider a Mix of Question Types: Include a balance of closed-ended questions (e.g., multiple choice, rating scales) for quantitative data and open-ended questions for more qualitative feedback.

Ensure Survey Accessibility: Design the survey to be easily accessible on various devices, including smartphones, says Kantar.

Pretest the Survey: Before full deployment, pilot test the survey with a small group to identify any issues or areas for improvement.

2. Key areas to explore

Your survey can encompass various aspects of your digital presence and future plans, including:

Current Digital Landscape: Evaluate existing digital activities, tools, and platforms, identifying strengths and weaknesses.

Digital Strategy & Goals: Assess the clarity and alignment of your current digital strategy with overall business objectives.

Target Audience & Customer Experience: Gain insights into your digital audience's characteristics, engagement patterns, and satisfaction levels.

Technology & Tools: Examine the effectiveness of current digital tools and explore emerging technologies that could benefit your business.

Performance Metrics & KPIs: Identify key metrics for measuring success and the impact of digital initiatives.

Workflow & Operations: Analyze existing processes and identify opportunities for streamlining and automation through digitization.

Organizational Culture & Readiness: Gauge the company's attitude toward digital change and the effectiveness of training and support programs, according to a SuperSurvey article.

Future Trends & Innovation: Gather perspectives on emerging technologies, industry trends, and the organization's openness to experimentation and innovation, according to SuperSurvey.

3. Leveraging survey results for future planning

Analyze and Interpret Data: Use descriptive statistics, data visualization, and other analytical methods to extract meaningful insights from the survey responses.

Identify Key Opportunities & Challenges: Focus on areas where the survey results highlight significant strengths, weaknesses, or potential for improvement.

Define (or Refine) Digital Goals & Strategy: Use the insights gleaned from the survey to shape or revise your digital goals, ensuring they are specific, measurable, achievable, relevant, and time-bound (SMART).

Develop a Digital Action Plan: Break down your digital goals into actionable steps, assigning priorities, deadlines, and responsibilities.

Allocate Resources & Budget: Estimate the costs involved in implementing your digital initiatives and ensure adequate resources are allocated.

Invest in Training & Development: Identify skills gaps and plan for training programs to equip employees with the necessary digital competencies.

Monitor, Measure, & Iterate: Regularly track progress against your KPIs and use the insights gathered to make necessary adjustments to your strategy and action plan.

Foster a Culture of Continuous Improvement: Encourage ongoing learning, feedback, and experimentation to stay ahead of the curve and maintain a competitive edge, says a LinkedIn article.

By implementing a well-designed digital strategy survey and actively using the results to inform your planning, your organization can proactively shape its digital future and navigate the evolving digital landscape with confidence.

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