

CHURCH WEBSITE & SOCIAL MEDIA WORKSHOP

Hosted by Hamilton Conference
with leadership by Aaron McCarroll Gallegos and Wayne Irwin



WEDNESDAY, FEBRUARY 1, 2012
6:30 p.m. to 9:00 p.m.

at

Hamilton Conference Office
1552 Hwy. #6 North, Carlisle

(for driving directions, see our website: <http://www.hamconf.org>)

Agenda includes:

- **Improving your church website** – In today's Internet Age, having a website for your church is an essential component of ministry. Yet many church websites are notoriously ineffective. This workshop will look at ways we can improve our church websites. What are the essential elements of an effective site? How can we ensure our site shows up on Google and other search engines? What is the role of our church website now, with the rise of social media? What kind of content best conveys the ministry of your faith community?
- **Using social media for ministry** – Social media is rapidly changing the way we communicate. For the church, social media offers exciting new opportunities, as well as challenges to the ways we have done ministry and shared our message in the past. What are the differences between the tools available (Facebook, Twitter, YouTube, blogs, Google+, etc.)? Which tools are the best fit for reaching our audiences? What are some of the best practices for ways churches can make use of social media? What do churches need to do to develop a social media strategy and incorporate this powerful new medium into our ministries?

Registration deadline: January 25th to Elenore Le Grand

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Aaron McCarroll Gallegos is a Digital Content Strategist for The United Church of Canada's General Council Office. Previously, Aaron was Executive Producer for WonderCafe.ca and the United Church's Emerging Spirit campaign.



Wayne Irwin has been in pastoral ministry in the United Church for the past 41 years and is presently operating Churchweb Canada, developing and maintaining websites for churches.