

Chicago Northwestern District

# 2019 LEAD

*Ministry in Motion*

## Branding/Social Media Ministry Track

Many great resources exist to help you on your journey to using websites and social media to tell the story of what God is doing at your church! [Here](#) is a good guide to your basic strategy. Remember, your first goal is a website so in addition to the resources the District offers check out Simple Church's [site](#). They have a great website for a small church, and also help fund their ministry by designing websites for small churches. [Here](#) you can help think through social media generally, then set up [your Facebook](#) and [your instagram](#).

In everything you choose to use, remember to think first about what you are trying to say (what is great or unique about our church? how are people's lives transformed if they get involved?) and then about how it will be received (what language is easiest to understand? how do I make sure people know where to go and what to do?). Don't forget to use the resources God has already blessed your community with - which adult already knows Facebook well and can volunteer? Which youth takes excellent photos and can fill your feed with them? You are all doing blessed ministry, so may God bless the ways you extend it!

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