

Website & Social Media Tips



Website Tips:

- What do you want your website to convey to parishioners and visitors? Your home page is like the front door to your home. It should be welcoming, uncluttered, and make someone want to find out more.
- Are Mass and confession times easily found? Also, remember to update these for feast days and liturgical seasons.
- Clear and concise navigation is a must. If someone has to hunt for information, they'll leave your website. Try to look at your website as someone who is seeing it for the first time. (Better yet, have a friend who is not from your parish do this! You can get great feedback.)
- Websites should look clean and be easily accessible. If a web page has ten paragraphs of text to sift for information, you'll lose your visitor.
- Websites must be mobile-responsive. Almost half of your audience will access your website on a phone or tablet, so it must look good on these devices.
- The website is a central hub between your bulletin, app, and social media. Integrate these on your home page. For instance, put your Facebook feed on your website, with the Facebook logo. If you're using an app, that information should be on the homepage as well, with the logo and download information.
- Here are some examples of free websites for images and videos:
 - www.unsplash.com
 - www.pixabay.com
 - www.flickr.com
 - www.pexels.com
 - www.videos.pexels.com

Social Media Tips:

- Pictures add incredible value to social media posts. When using photos, use personal ones over stock images.
- Be concise. Social media is not the forum for the Great American Novel. Two or three sentences will almost always be enough.
- Know your diocesan Social Media Guidelines. If your diocese does not have any, review the guidelines provided by the USCCB.
- Need help? Find a parishioner with social media skills. If you approach them with something like, "I notice you use Facebook really well. Would you be open to sharing your gift with the parish?", you'll likely get a positive response.
- Challenge yourself: learn a new media skill. For instance, learn how to search for memes (which can add humor), how to search Pinterest for great Catholic content, or how to schedule posts on Facebook.
- Once you have found great images you can use Adobe Spark to post on social media. It is very helpful and makes it so your pictures look as good as possible. www.spark.adobe.com