

Digital Ministry Coaching

Attract, Connect, Serve

Connect: Week 6

Agenda

- Welcome & housekeeping
- [Start Recording]
- Review Homework
 - a. [Copy for](#): Initial content for About Page, Staff Page, What to Expect Page, Contact Page, Child Development Center, and Sunday Schedule
 - b. Pictures for Home, About Page, Staff Page, What to Expect Page, Contact Page, Child Development Center, and Sunday Schedule
- Connect
 - a. Becoming a Publisher
 - b. Re-purposing Content
 - i) Adjusting content to be consumed online
 - ii) Podcast Feeds
 - (1) Example: [Progressive Christian Voice](#)
 - iii) Bumper Music
 - iv) Intro and Outros (Next Actions)
 - v) Episode Notes/Transcripts
 - vi) Next Action
- Questions:
 - a. How do we align the text to the top of the page? This is done via code and we are slightly limited with the structure of the theme.
 - b. How to create a child page for the preschool, ex: tuition details?
 - i) FYI, you want to keep your page fairly simplistic and your call to action is to call for more information.
 - c. Where is the best place to post new information, i.e. upcoming events or important information? Should everything for the school and pre-school be in the same place?
 - i) Blog would be a good place to start and we can categorize posts between the church, the pre-school, and community events.
 - ii) Events - Wordpress plug-in to show past and upcoming events in calendar format (similar to NTNL)

- d. Constant Contact or MailChimp would be best options for email; potentially moving forward to Active Campaign for better view of who's clicking on what
- e. Can we add the Facebook icon to the bottom of the preschool page? :)

Homework

1. Add a credit card to Castos Account - <https://app.castos.com/>
2. Give your podcast a title
3. Write a two to the three-word description of your podcast that will make people want to click on it check out your episodes
4. Create an intro script and outro script
5. Record intro and outro script

Bonus To Do's:

- Investigate bumper music (pay careful attention to licensing requirements)
<https://transistor.fm/the-best-free-music-for-your-podcast-in-2019/>
- Edit your first Audio file- Add Intro and Outro

Where do you get help?

- Join us on Facebook - <https://www.facebook.com/groups/712956465502081/>
- Where to get help? - team@faithgrowth.com
- Weekly Coaching Calls - Krista will send the link every week meeting