

Digital Ministry Coaching

Attract, Connect, Serve

Connect: Week 7

Agenda

- Welcome & housekeeping
- [Start Recording]
- Review Homework
 - a. Give your podcast a title
 - i) “Words of Grace”
 - b. Write a two to the three-word description of your podcast that will make people want to click on it check out your episodes
 - i) “God’s Goodness”
 - ii) “Inspirational Gospel Interpretations”
 - c. Create an intro script and outro script
 - i) Hi, This is Pastor Wesley Menke from Grace Lutheran Church in Upland, California. You are listening to “Words of Grace,” your weekly source of God’s goodness
 - ii) You’re listening to Words of Grace, a collection of meaningful thoughts, ideas, and interpretations of the Gospel, we hope you will find inspiring and thought provoking. Delivered from the beautiful foothills of the San Gabriel Mountains, Grace Lutheran Church in Upland California is headed by the Reverend Wesley Menke, and has been serving the community of faithful for more than 50 years. For more information, or if you are so inspired to make a donation, please visit www.graceupland.org and click “Donate”. Don’t forget to “Like” us on Facebook.
 - iii) Thank you for listening to “Words of Grace” by me, Pastor Wesley Menke, of Grace Lutheran Church. Please support this ministry with your financial gift. Go to GraceLutheran.org/give
 - iv) We hope you enjoyed this weekly offering of “Words of Grace”. Make sure to subscribe to our podcast, and if you would like to help us in our effort to serve the community, please visit www.graceupland.org, and click “Donate”. Thank you for listening and we hope you join us again!
 - v) “Words of Grace” is a weekly podcast delivered by the Reverend Wesley Menke of Grace Lutheran Church in Upland, California. You can find us at www.graceupland.org.

- (1) Similar to This American Life, it might behoove the church for the intro and outro to be voiced by another member. Also, it may be more beneficial to speak from a group
 - d. Investigate bumper music
 - i) <https://www.premiumbeat.com/royalty-free-tracks/una-storia>
 - (1) Interested in only using first 4 seconds
- Connect
 - a. Packaging for Digital Distribution
 - i) First step, stop the scroll
 - ii) What do you want the listener to do, feel, etc. after listening/reading?
 - iii) Primary theme/keyword
 - iv) Learning to think like a Google User
 - (1) Google AutoComplete
 - (2) [Google Keyword Planner](#)
 - (3) [Keywords Everywhere Plugin](#)
 - v) Create Clickable title
 - vi) Write one to two sentences except that will pique people's interest so they will click.
 - vii) Create a featured image
 - (1) Tool - <https://www.canva.com/>
 - viii) Publish post/transcript in two three-sentence paragraphs for fast reading and add topical headings based on Google research
 - ix) Yoast Fields - per web page on your WordPress site, the snippet will show you how your page will show up in Google searches
 - (1) SERP
 - (2) Twitter
 - (a) Recommended image size for Twitter is 1024 x 512 px
 - (b) All tweets are indexed by Google; this is a good place to share links and content
 - (3) Facebook
 - (a) Recommended image size for FB is 1200 x 630 px

Questions:

- To add links to titles, type the title into WordPress, highlight the text, click on the link icon and either start typing the name of a page to link to one of your website's pages, or paste the link URL into the box.
 - a. If the link is something outside of your website, it would behoove you to click the "v" icon and select Open in New Tab. You never want to send users away from your site without giving them easy access to return.

Homework

1. Take one or two sermons and package it for distribution. Create items listed above.

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