



uniting
church
in Australia,
Synod of NSW & ACT

Microsite Project // Starter and Welcome Pack

We live in a **connected world**, where people are accessing much of their information **online** – all the time.



Since the launch of the Uniting Church in Australia, Synod of NSW and ACT's website in April 2016 there has been a desire to assist Congregations and Presbyteries in the ways they can reach out into their communities and tell the story of the transforming love of Jesus.

Many Congregations and Presbyteries often don't know where to start when setting up a website or moving into the area of developing a social media presence.

As part of the ongoing work of Communications within the Synod, and in conjunction with our website developer Intelligent Developments, the Microsite Project has been designed to assist members with a low-cost solution to give congregations secure and easy-to-update website solutions.

The Microsite Project hopes to develop, foster and support a network of passionate members across the Synod who are keen to both develop their skills and move into digital ministry that builds community. Through this network we will be able to connect Congregations, Presbyteries and members to the information they need to communicate effectively in a digital space.

We recognise that not everyone has the skills to launch a website, and so as Presbyteries and Congregations express interest in the project we will run regional bootcamps that equip attendees with a fully functional website, some skills in social media and other relevant information.

What we hope at the end of a Microsite Project Bootcamp day, attendees will have the basic skills and content they need to update and add content to a fully functional website.



What to bring

In order to be fully prepared to launch your website, we suggest you bring:

- ♦ a laptop (that will connect to wifi);
- ♦ and the answers to the questions in the next section so that you can bring your website to life.

Helpful information includes items such as:

- ♦ the service times of your Church
- ♦ what new people can expect when they come to your Church for the first time; and
- ♦ any other material like engaging photos of programs, services or groups in your Church.

We suggest you bring the photos and answers to the questions below on a USB or flash drive for easy access to copy and paste into your website.



Answers to questions to bring with you on the day

As much as possible try and answer the questions below as they will help you build your website. If you need to, consult people in your Congregation prior to the bootcamp for the answers if they aren't readily available to you.

1. What would you say is a sentence that sums up your Church?
Perhaps even consider doing a mini interview with them if you have time and get some great quotes from them about their positions and the passion they have for their work.
2. Imagine if you were telling someone about your Church, how would you describe it?
3. What can newcomers expect when they come to your Church for the first time? (For example you can add answers to the following: Do you have young adult ministries? Do you have Sunday School? Do you sing praise songs or hymns? Is your Church close to public transport or does it have parking?)
4. What services are run on an average Sunday?
5. In 200 words or less outline ministry team members and consider obtaining bios from them to introduce them on the website.
6. How can people get involved in your Church? (How can they become a member, stewardship, small groups, ministries and activities)
7. Do you have specific outreach ministries that you do? (Outline or bullet point them if you have a few.)
8. Is your Church in a unique location or an historic building that would be ideal for weddings?
9. Is your Church a multi-purpose centre available to community groups?



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For enquiries please contact the NSW and ACT Synod Communications department on:
02 8267 4304