Resources for enhancing your online presence

Websites:

How to test the mobile-responsiveness of your website
https://search.google.com/test/mobile-friendly

Basics of beginning a church website: video from The Caffeinated Church video series: Video 4
https://youtu.be/7iEl34-IpMM

Common website hosting platforms:
Wordpress.com (free or inexpensive)
Wordpress.org
SquareSpace
Weebly

Free fonts:
https://developers.google.com/fonts/ also useful to check recommended font pairings

Images:

Image sizes for different social media platforms:
https://blog.hootsuite.com/social-media-image-sizes-guide/

For designing any kind of basic poster or online post, use Canva. Free for nonprofits.

Finding affordable images (though taking your own is better than stock, sometimes you need stock)
https://www.techsoup.org/support/articles-and-how-tos/finding-and-using-images-for-your-nonprofit/

Google Image Search. Note the ability to filter by licensing
http://www.google.com/advanced_image_search

More advanced tips on how to use photos to enhance design
https://www.webfx.com/blog/web-design/usability-photos/

Some basic photo tips:

Your smartphone is a good-enough camera for photos you will use online.

Clean your lens. ☺

Composition:
Get up close.
Don't zoom.
Use the rule of thirds.
Double-check your background.
Try a different angle or height. Carefully climb up, or crouch down.

Have people doing interesting things who look like they're enjoying themselves.
Avoid posed group photos or backs of people's heads around a table.

Don't have children wearing nametags or use their names in captions.
If your event is not open to the public, you should get photo releases.

Social media for ministry recap
Caffeinated Church video series: Video 6 https://youtu.be/Qhlj5Mj2uHA

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