



# Church & School Website Content

WELSTech Summer 2013



# Church & School Website Content

WELSTech Summer 2013

## Table of Contents

INTRODUCTION .....	4
--------------------	---

## Core Website Components

THE HOME PAGE .....	5
GOD'S WORD.....	8
ABOUT & WHAT TO EXPECT .....	11
EVENTS & ANNOUNCEMENTS .....	14
LIVE STREAMING VIDEO .....	16

## Working With Popular Embeddable Content

PICS, CALENDARS & VIDEOS .....	19
FORMS .....	21
RSS FEEDS.....	23
DOCUMENTS.....	25

## Putting It All Together

CHURCH WEBSITES.....	27
SCHOOL WEBSITES.....	29
CONCLUSION .....	32

## CHURCH & SCHOOL WEBSITE CONTENT

**Published: 2013-09-03**  
**License: CC BY-NC-ND**

## INTRODUCTION

In its 6th year and celebrating its 300th episode during the summer of 2013, [WELSTech](#) exists at the intersection of ministry and technology. The goal of each weekly show is to share ideas for advancing the gospel using technology in churches, Christian schools and our individual lives.



The topic of church and school websites has been a recurring theme throughout WELSTech's history. For this reason we've dedicated the summer 2013 podcasts to an in-depth look at the content and organization of these sites.

As we work through the book we will take listener feedback, cull through notes from old shows, recall relevant conversations and hopefully come up with a useful resource. The idea of an ebook is intriguing to us since this topic is so dynamic and anything we write could and should change over time to take in to account changing/new technologies and approaches to digital delivery.

The [Summer2013 WELSTech Church andSchool Website Content Series](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

Join the conversation at [welstech.wels.net](http://welstech.wels.net)

## THE HOME PAGE

Your site Home Page is the most visited page of the site and often users make a split second determination to either stay on the site or "move on" based on their initial reaction to your Home Page. Attention to the page layout and content is critical to creating a good first impression of your organization.

Here are a few design components to keep in mind as you decide on your Home Page content:

- **Clean up your act** - Consider a first-time visit you've made to a church or school, and think about the impression that you formed, even before you walked through the doors of the building. What does the external maintenance of the grounds and building say about a congregation? A LOT! I'm sure you remember some locations where grounds were maintained meticulously and, in contrast, some that were in need of some TLC. And I'm sure you remember how this external appearance caused you to form an opinion about those who worship at a location. In the same way, your Home Page causes people to form opinions about your congregation or school. Does it say you are ... Christ-driven, member- focused or cheap?
- **Dynamic** - Give your site visitor something new each time they visit to keep them coming back. Don't bore them with the same content that was added to the site 5 years ago when it was created. Keep it fresh. Respond to events in the world and promote events in your congregation.
- **Less is more** - Keep it short and to the point on the home page. Sub-pages are fine for lengthy content, but the home page should be sparse in content and draw visitors to explore the site further.
- **Simple navigation and few links** - Just because your site is home to 100 or 1,000+ great pages, links to every one of them do NOT have to be on the home page or in the navigation.
- **Give' em what they are looking for** - Audience is key. What do they want? [Read more on churchm.ag](http://churchm.ag)

## THE USER'S EYE

Websites are not newspapers...however some of the same principles do apply. Headlines are great! Big bold titles on articles or sections will help your visitor do a quick assessment of what's there and what's changed since they last visited. More on that "what's changed" part later. Subheads can also be good, just like newspapers to give a summary of the content, if it's written, or even audio/video content. A headline might not allow you enough space to provide a description that will be meaningful, especially to the first time visitor unfamiliar with your ministry.

Much research has been done about how users typically react with web pages. Like a newspaper, the first thing people will look at are the pictures. So use pictures for important sections of the page and make them appropriate and visually appealing. After the "picture scan" then the user will move to the upper left hand side of the page. Or at least those who speak languages that read left to right. So consider where you put your navigation, feature stories, videos, etc. based on what you want them to interact with first. Finally the user will scan top to bottom. Never force your users to scroll horizontally. They won't. Chances are, depending on your content that stuff you put on the upper right hand quadrant of your screen will be seen less than any other part of the screen.

## WHAT'S CHANGED?

Your home page will be the most visited page on your site. People interested in your ministry or activity will go there, perhaps bookmark it, and return fairly frequently to see if there is any new content there that might interest them. So guess what will happen if the site visitor comes to your site each Sunday evening for three weeks and there is no perceptible change to the website? Correct! The third time will probably be the last time. Obviously not what you want.

So the challenge is to keep fresh content on your site EVERY WEEK in the case of most ministries. The good news is that in most cases there is enough stuff going on each week to at least make users aware of that, plus the wealth of content available from others sites that could be included on the site via RSS (Really Simple Syndication) Feeds. We'll address the approach and technology behind that in a later chapter. The point is to keep things fresh. This can take a lot of work and will ultimately not be possible if the site is maintained by one person. Websites worth anything are team efforts...even just maintaining one page like the home page.

## THE GREAT EIGHT

There are many ways to divvy up content for that all important home page for your church or school website, but in general there are eight key areas of content you should consider reserving a spot on your home page. So here we go...

1. **The Welcome** - Too many this may be a little obvious, but your webpage is a greeting card, so you should...well...greet the visitor. Take care in writing this important piece of content, perhaps along with a friendly image. The welcome message should be no more than two or three short paragraphs. No more. Your mission statement probably is not the best candidate to include here, but something in the message should clearly state what your church/school is all about. Don't be too gushy, just genuine.
2. **God's Word** - Another no brainer and there are easy ways to bring this into your site on a daily basis through the power of RSS. This really is why we exist...to share this precious and powerful gift. Look for ways to provide relevant texts and insights based on those texts. The Sunday sermon is not always the best opening message, if you are trying to engage a visitor who has no Christian background or other organizational context. But short devotions are excellent. They stand a better chance of being read and provide an opportunity to tailor a message for your visitor.
3. **About Us** - This would include a little more about your organization, directions to your location, links to related organizations like WELS.net if you are a WELS organization, and how to contact you.
4. **What To Expect** - As one of the main purposes of your website might be to encourage someone to visit your church or school, you want to give them a good idea of what that visit might be like. Write up some content that talks about what your worship is like, what to do with the kids, what about the offering, the singing, communion, etc. Put yourself in their shoes and answer the questions they might have BEFORE they visit. Remove some of the apprehension. All the same applies for schools. What's it like for my son or daughter to go to school there. Use pictures, video, audio, whatever it takes.
5. **Calendar** - Statistics show that the most popular item on most church and school websites is the calendar. Make it easy to find and keep it up-to-date. The minute it gets out of date you have removed one of the main reasons why your own members or parents come to your website.
6. **Social Connections** - Today it is odd to find an organization that doesn't at least have a Facebook page. We'll be going into more detail about Facebook later in this book.

For now just make sure that whatever social network your active on, either link to it, or embed its content on your home page. It shows that you are interested in a dialog and also that they are invited to peek into the conversations that might be happening.

7. **Media** - This might be technically the hardest of the eight, but might be the most important. Expectations of website visitors of today is that you have media in the form of audio and video files. Engage the visitor with quality video and audio of sermons, Bible classes, events, etc. Again, more on this later.
8. **Images** - Visually appealing and engaging website have pictures. Make sure yours are of high quality, relevant and integrated with your textual content. Articles should all have pictures as well as blog posts, welcome messages, about us, what to expect and so on.

So that's it for the great eight things that you should have on your home page. There are more of course depending on need, but these serve as a good starting point.

#### **SERIES DETAILS**

The [Summer2013 WELSTechChurch andSchool WebsiteContentSeries](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic aired on [Episode292-June 11,2013](#).

Join the conversation at [welstech.wels.net](http://welstech.wels.net)



## GOD'S WORD

Clearly the reason that your church or school exists is wrapped up in God's Word...the study of it, the sharing and teaching of it, and the discussions around it. Your website is a great place for all of that. Too often, even church websites, provide only casual glimpses of the Bible through a section on the home page with a verse of the day, a link to [Bible Gateway](#) or some other website's devotional content. While none of those things are bad, they are only the tip of the iceberg. Let's take a closer look at the possibilities.



### GOD'S WORD ACCORDING TO YOU

The Word is what your organization deals with day in and day out. Your pastor preaches it on Sunday. It is the center of Bible Study on Sunday and other times throughout the week. It is taught in the classroom as a core subject. All of that focus should be apparent on your website as well. REPURPOSE IT. You've already taken the time to work through a portion of Scripture, wrote it down, and presented it. Look for ways to bring that to the web. Here's how...

1. Develop a pastor, Christian Ed teacher or church leader's blog. Blogs are personal and fairly informal, so don't just cut and paste Sunday's sermon, but parse out a few relevant points and sprinkle them into different blog posts throughout the week. You have a choice here. You can either do that the week before the sermon is preached, while "in development", or the week after. I've seen the latter more often, and when done well can be very compelling as the blog author seeks to cement the key points in the members mind and heart. But it is also an opportunity expand on topics or generate a dialog about a point through blog comments. Don't be afraid of these. God's word was meant to illicit a response. Let the reader respond.

To me however the more intriguing approach is to blog through the sermon ahead of time. Take the week before and "think out loud" via the blog. Invite responses, illustrations that can enhance a point, vet approaches and relevance for applications you are thinking of. You are prepping your readers, church goes throughout the week. They are then "ready" to listen to how things finally shook out. By the way, another great piece of content that you will want to embed or at least link to on your website are WELS Worship Helps at <http://www.whataboutjesus.com/worship/worship-helps>.

On the education side, ChristLight is full of shareable content. A classroom blog could easily take a key point or two from the lesson and extending that to parents, or act as a place where the learning experience can continue for the child at home. There is always more content in those lessons than you can ever get through. Now you have an outlet for that good stuff that got left behind.

2. Make use of recording technology to extend the reach of the sermon or Bible study. If you haven't taken the logical step of capturing sermons and Bible classes on video or audio, put that in your technology plan for the coming year. It's worth the effort. Their application is obvious, but think through how to feature and promote the content. As a rule the sermon is the only thing that should be shared on a website. The rest of the service is



hard to feel a part of via the web.

Bible study I've seen less often. A good recording of a Bible study can accomplish a few things. For one it can show those scared of Bible study that it's not all that threatening. They can see for themselves before venturing in. It can also serve to "fill in the gaps" for those who miss a lesson or two and then quit because they feel they fell too far behind. Finally, posting this on your website makes a powerful statement to the visitor that you feel this is important and core to your functioning.

For schools, recording a lesson or two for each class will give the prospective parent a good sense for the educational quality they can expect. Parents alike will appreciate a peek into their child's classroom. It's not a secret. Just be careful of showing kids on the web without permission.

3. Content can also be developed exclusively for the web. Short devotional thoughts, a Bible memorization section, a daily Bible reading and brief commentary are all different ways to get God's word in front of the site visitor. Look for "stories" in your church or school where you have observed the power of God's word at work. Ask members or students to "write" a story about their life in Christ or how God in some way showed himself through others in their life. People love to read and tell stories. Why create all this content yourself?

## GOD'S WORD VIA RSS

We'll talk more about RSS (Really Simple Syndication) in a later chapter, but the wealth of God's Word that you can easily pull into your website is amazing. Just from WELS itself you have access to:

- [Daily Devotion](#)
- [ThroughMyBible InThree Years](#)
- [WorshipHelps](#)
- [Topical Questions&Answers](#)
- [ForwardInChrist Articles](#)
- [MissionsBlogs](#)
- And many more...

You can find all of these in various formats (text, audio and video) at <http://www.wels.net/rss>.

## VIDEO RESOURCES

Video is important, not just as a technology, but as a vehicle through which we can share God's Word. More and more resources are becoming available that could be used on your website. One of those that received a lot of attention was the **Road To Emmaus** video. A quick search on YouTube will turn up the video you can embed. There are associated Bible Study materials as well on WELS Connect site (<https://connect.wels.net/AOM/ps/adulthooddiscipleship/emmaus/default.aspx>). A new sequel to that video will be released this year entitled **Come Follow Me**. You can guess the subject matter.

WELS puts all of its video resources on Vimeo at <http://www.vimeo.com/wels>. Surf around and use what you like. Some are sermons, Bible studies, conference presentations, etc. Many could be repurposed to both share God's Word, and then go into a deeper discussion.

## GOING MOBILE

The web is shrinking, not in number of websites, but in screen sizes. More and more people are visiting sites solely on their tablet or smart phone. As of this writing over half of all phones owned in the US are "smart phones." That is a lot of people surfing the internet. Chances are some of them are visiting your website. If your Content Management System (CMS) supports it, make sure that your site is mobile friendly. That's a topic for another book, but it is important for

content creation as well. Shorter articles are usually better for mobile visitors with simplified navigation.

One tool worth advertising/linking to on your site is the WELS Mobile application which takes almost all of the devotional content on WELS.net and presents it in a mobile friendly way. To read more about it, or to install it on your phone, go to <http://www.wels.net/mobile>. Or in your mobile web browser you can go directly to <http://m.wels.net>.

## **SERIES DETAILS**

The [Summer2013 WELSTechChurch andSchool WebsiteContentSeries](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic aired on [Episode293-June 18,2013](#).

Join the conversation at [welstech.wels.net](http://welstech.wels.net)

## ABOUT & WHAT TO EXPECT

OK. Why do you want a website? A somewhat basic question, but have you really asked and answered it so completely that it is the guiding principle behind all website decisions you need to make -- things like home page content, navigation, interactive components, and even what colors do you use. If your website is like most churches and schools, you want somebody to DO something based on a visit to your site. That "something" could be -- make a phone call, attend a worship service, enroll a child in school, read the Bible, or get involved. It could be a thousand different things, but your website can only handle a handful of them. You need to decide.



Based on that decision you will want to build two very important pieces of content which will answer some rather obvious questions in the site visitors mind: 1) What is the organization all about?, and 2) If I do decide to DO something, what is it going to be like? If you can't satisfactorily answer both of those questions there is little chance your site visitor will answer your "call to action."

### GET IN THEIR HEADS

A website is simply a communications tool, and the first rule of communications is "know your audience." Take the time to anticipate what your website visitor might want. Get in their head as much as possible. A good approach to doing this is to find people like your intended audience and involve them in this process. Recent members or new school parents are often excellent resources who can give you a perspective that you could never come up with yourself. Approach a visitor or prospective parent who has come to your church/school and ask them what is important to them, regardless of whether they visited your website or not. Don't ask them leading questions, but keep them broad and let them think and talk. After a few of these conversations you will be able to build a profile of the website visitor you would like to focus on. Then that profile will guide your website decisions. Let's now get to some actual content by starting with the About Us page that every website must have.

### ABOUT US

Many webmasters think the "About Us" page is simply one of those pages that every site must have, but nobody reads. Well, that all depends. A good "About Us" page clearly tells the story of your organization and lets the reader know if this is the place for them...or at least if you are worth a deeper look. Somebody truly interested in your church or school IS going to read this page. Think through it and put some effort into it. Here are the likely items on it:

### FOR A TYPICAL CHURCH

1. Worship & Bible Study Times
2. Mission Statement in an easy to read and understand form
3. Statement of Belief (perhaps link to online "[This We Believe](#)")
4. Link to and description of relevant affiliations (For a WELS church this could be to WELS.net, NPH, etc.)
5. Link to [www.whataboutjesus.com](http://www.whataboutjesus.com) to provide great resources for the person considering Christ and your church
6. Map (make sure this links to Google Maps or some other mapping service in case they want directions or are on a mobile phone)
7. Directions (especially if the location is hard to find)
8. Contact Information (email, phone, etc.)

## FOR A TYPICAL SCHOOL

1. School Hours
2. Mission Statement in an easy to read and understand form
3. Link to and description of relevant affiliations/accreditations
4. Test Scores
5. Cost
6. Extra-Curricular
7. Relationship to another organization like a church
8. Teacher Profiles
9. Directions, maps, and contact info (see above sections under "For a Typical Church")

These are just a few suggestions. Yours may differ depending on what kind of visitor profile you come up with. Remember, think like your visitor. What would they want to know about you before they take the next step -- whatever that next step is?

## WHAT TO EXPECT

The second piece of critical information that your potential visitor will want is the answer to the question "what would it be like to visit, join, and attend there?" This one is a bit tougher. The goal is again, get inside their heads, but now you have to "immerse" them with a enough content so they have a good "feel" or "flavor" for what it would be like to join you. Here are a few tips on how to do that:

Use video - There is no substitute for showing them what goes on inside your four walls before they step foot within them. Take high quality shots with good lighting, camera angles and excellent audio. Don't settle for just "YouTube" quality home movies. Have a professional do it if you aren't sure what you are doing. It will be worth it. You want to immerse them in the service, sermon, class, activity, etc. Help them "join you virtually."

Use pictures - A picture truly is worth a thousand words. Take high quality images of the events, activities and other scenes the visitor is likely to encounter were they to visit. Same quality statements apply here as with video. Well lit with good camera angles are a must. Use as many images as you need to "immerse" them...just don't drown them. You don't want them to feel like they just spend two hours with Uncle Joe's boring fishing vacation photos. Pick carefully and be sure to put them in context. What is the picture of and how does it relate to your organization and potentially your visitor.

Give them a chance to ask questions - The web is no longer simply a digital brochure. You can allow your visitor to ask questions. Be sure to give them opportunity to do that right on your webpage. Create a simple form. Encourage questions. But of course follow through with answer within 24 hours...or less if you can.

Now let's look at some of the typical things you will find on a "What to Expect" page:

1. Give a description of the worship experience. Is there a lot of singing, standing, sitting, chanting, dancing, healing (Don't kid yourself. You may have people with all of those questions and more.)
2. Do you take an offering and if so what is the expectation of visitors? What is the offering for?
3. What should they do with their kids? Are they welcome? What if they cry?
4. What should they wear?
5. Is there a social network you are on that could give them a flavor of what your members talk about?
6. How big or small is your church? Be honest here. A lot of small church try to look big and vice versa...as if the person is never going to visit and find out the truth.

7. What is the worst that could happen? An excellent question if answered honestly.

Here is an example I often use of a nicely done Visitor's Guide from Cross of Christ Lutheran Church in Liverpool, NY: [http://www.nycrossofchrist.org/site/cpage.asp?cpage\\_id=140015207&sec\\_id=140001589](http://www.nycrossofchrist.org/site/cpage.asp?cpage_id=140015207&sec_id=140001589)

There is much more that could be said on this, but to emphasize the most important point again -- think like your visitor. Anticipate their questions and answer them. Hard, but no impossible. Get started.

#### **SERIES DETAILS**

The [Summer2013 WELSTechChurch andSchool WebsiteContentSeries](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic aired on [Episode296-July2,2013](#).

Join the conversation at [welstech.wels.net](http://welstech.wels.net)

## EVENTS & ANNOUNCEMENTS

Sound bites. The world and every digital citizen of it seems to prefer them. Nobody has the time or patience to read multi-page magazine articles or newspapers for that matter. Yes, they do want to know what is going on, but it needs to be in bite sized portions that they can quickly consume, and only if they choose, have seconds of.

The non-devotional or spiritual content on your church and school website needs to take into account that your website visitor has a very short attention span. So spit it out concisely, eloquently, and in as entertaining a way as possible. "Sure" you say, "easier said than done." Very true. Pastors and principals seem to enjoy writing lengthy newsletter articles. Board chairmen and chairwomen can go a little overboard as well, providing way too much information -- most of which will never be read. Everybody gets frustrated. Writers stop writing. Readers stop reading. And you end up with precious little communication.



Here is the good news however. You have no shortage of news items to share. So you shouldn't have to trouble finding them. You just have to look. But you do have to look. Here are a few tips to make sure each rock is turned over and newsworthy stories are revealed.

1. **Develop a communications committee.** This is not a web committee, or a promotions committee. This group of people should be responsible for taking the note and newsworthy stuff and making sure EVERYONE knows about it. If VBS needs volunteers, this group gets the job of determining how and through what channels the news gets out. They don't necessarily write the articles or enlist the volunteers. They act as a consultant to the promoter or news giver, and then provide the means for effective distribution. If you have a special service and want the whole neighborhood to know, this group plans to do that and assists the organizers to prep materials, and plots a course. These people are by their own right -- communicators. But they should be, as much as possible, of similar make up to their intended audience.
2. **Think like a newspaper reporter.** You, members of the communications committee, or others need to accept the assignment of church or school newspaper reporter. It is their job to look and listen, then "go after" the story. Many people within the church or school have or are even in charge of newsworthy events or general happenings. They just need to be asked the right questions by an astute reporter. Better yet, make sure every group in the church and school assigns a reporter who is responsible for interfacing with the Communications group. ALWAYS wear your reporter hat. You never know when something will be worth reporting, or documenting (see the next item).
3. **Make sure there is a designated church or school photographer/videographer.** Reporting events after they have happened, or even as they are happening are prime content for the web. Using pictures (still or otherwise) is the best way to do that. A picture truly is worth a thousand words. If it is somebodies job to do this, chances are better that good footage will be captured. Of course you'd like to tap those with certain skills to do this, no different however than points one and two above.
4. **Plan ahead for event promotion.** The problem with most church and school promotions is that many things wait until the last minute. Good communications are impossible with a spur of the moment approach. Think about communicating via the web the minute the event begins to take place. How will it be communicated? Who will do it? Who is the audience? What methods will be used? What name should we give the event so it can more easily be promoted? You get the idea... Brainstorm. Think through things with other



people. More time only ferments the event, like a fine wine.

So what are the things worthy of screen space on your website? Almost anything of interest to a visitor. Upcoming sermon series, Bible classes, school registration, VBS, Internet Safety Night, Friendship Sunday, new members, awards, concerts, elections, sporting events, new births/baptisms... Remember, think like a reporter. Make it into a story. That last point is important. Tell a story. Reporters don't just report. They "tell the story." Find writers who can write if you can't. Engage the reader through words, pictures, sounds, videos.

Now, back to sound bites. It might be time to put the church or school newsletter to bed. More frequent and shorter communications seem to have more traction these days. Use blogging tools with good tagging to allow for people to find what they are interested in. Send out a daily email with stuff that is timely for that day or portion of the week, rather than saving it up for the week or month. Use your digital tools. They are easy and free. Don't just post that newsletter PDF. Take those articles that normally go in there and push them one at a time into a blog, or daily email. You should never run out of content. Be sure of course to ask the permission of your members, parents, etc. to keep receiving these, if by email. But at the very least keep the stories flowing through your website. People will return often if they know something new is going up regularly, that is well written and relevant.

## **SERIES DETAILS**

The [Summer2013 WELSTechChurch andSchool WebsiteContentSeries](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic aired on [Episode297-July9,2013](#).

Join the conversation at [welstech.wels.net](http://welstech.wels.net)

## LIVE STREAMING VIDEO

Our computers are the new television. Much of the programming on traditional TV can be viewed through a web browser with sites like Netflix, YouTube and Hulu. While much of what we watch on the web is "time delayed" or as they say in the biz "time shifted", there is a growing amount of "live" internet content that can be watched in real time. Sites like Livestream, Ustream and even YouTube offer channels that you can watch events happening live. The advent of this rather cheap communications channel



means that any church or school with a little know how, a computer and broadband internet connection can broadcast all kinds of things to interested viewers. Let's find out if this is for you.

### MAKING THE DECISION

If your church or school is interested in broadcasting video, one of the first decisions is to go "live" or "on-demand". While we don't delve too deeply into the technical questions in this book, it is worth saying that "live" does require a bit more planning and equipment. First of all you must have a reliable broadband internet connection. Without that, you will have only one choice -- recording the event for future on-demand viewing. Also with "live" you only have one chance to get it right. So the audio, video, lighting, camera angles all need to be solid and how you want them. If you have all those things in place, then the decision really comes down to audience. Will your audience require that this broadcast be live, or will they be fine with going on the web and playing the video at their convenience (on-demand)? For some things that audience may want to feel a part of things...perhaps a church service or ceremony of some sort like graduation or confirmation. For other things it may not matter that they are watching the events as they are happening. It might be wise to ask your potential viewers what their thoughts are on this live versus time shifted question.

### WHAT TO STREAM

Now that you have made the decision to live stream an event, you should determine the line up? In the typical church or school there are plenty of events to choose from. Here are a few to consider:

- Worship Service
- Bible Study
- Confirmation
- Concert / Recital
- School Chapel
- Play
- Graduation
- Sporting Events

Really the list can include anything for which you might have a virtual audience. Now of course you will want to weigh the value of streaming an event and the manpower, etc. it might take if only one or two people will tune in. But then again that may be enough if a ministry to those people is a priority.

### BE CAREFUL

There are a number of things you will want to keep in mind when you stream live events.

First, you don't always have control over the event. There is no real "kill switch" if something happens that you'd rather not broadcast to the world. Things happen.

Second you will want to make sure that you are not violating copyright on any of the things you are streaming. Early on when streaming was just getting going, the law wasn't clear about what was fair game to stream and what now without taking steps to insure that you were within copyright law. Now things have shaken out a bit and the law is much clearer. If it's copyrighted material, you need permission and/or a license to live stream it. This kind of content is no different than what a church covers through [CCLI](#) or [OneLicense.net](#) for printed pieces. In fact, both of those organizations now offer a "podcasting" or "broadcasting" license you can purchase to stay legal. Here are a few excellent resources you should read thoroughly before jumping in and unknowingly violating copyright law:

[CopyrightFact Sheet](#)

[WebcastingFact Sheet](#)

[WELSTechWiki Page onCopyright](#)

All of these you will want to understand and share with anybody in your organization involved with live streaming. You may find that there are some things that just aren't worth streaming live due to cost of permission or you can't secure copyright. We don't have time, or even the expertise to get further in to copyright issues, but that doesn't give you a pass from not doing more research for your situation and staying legal. Dig in, and if you find out information worth sharing with other churches or schools, please post it on our WELSTech Wiki page.

Third, just because you can stream it doesn't mean you need to. There may not be much value in streaming an entire worship service, or dead space before or after an event. You may want to think about "B Role" video that you can insert during those times to keep things interesting. Watching 15 minutes of people walk up to communion may not hold the interest of your viewer. Is there something else you could show during that time? Perhaps the only thing you stream is the sermon? That would alleviate any copyright concerns as well.

And finally, be careful about who you put on camera. Some people would be offended if they were on camera, even in a public place like a worship service. Even worse, if you put kids on camera without parents' permission. A recipe for disaster. Secure permission from parents at the beginning of school year and never associate a name with a child online. For worship services, it would be a good idea to publish clearly in the bulletin that this service is being broadcast live and that their image may appear online. Perhaps have areas of the sanctuary where people know the camera will not wander if they are modest about their image being broadcast and want to sit there. Hey, maybe a good way to get people to sit in front?

## **VIDEO QUALITY**

It is fairly easy to stream live video, but gets much harder when you want to stream a quality broadcast with good audio, lighting, camera angles and so on. Plan ahead to cover all these dimensions. Audio is perhaps the most important. People can put up with "YouTube" quality video, but if they can't clearly hear what is going on, they will tune out almost instantly. So when you are considering what video to stream, make sure it can be done well, or wait until that is a better possibility. Your old camcorder and onboard microphone probably won't cut it.

## **WHAT ELSE?**

There are a few other content candidates for the page you will embed your live stream on. If it is a worship service, it would be nice for the viewers to also have a downloadable copy of the worship folder so they can follow along. The same goes for a Bible class or other event where there is audience participation.

Of course, promotion of the stream is going to be critical. It's not like archived video in that respect, where a viewer can tune in at any time. If it's important people tune in live, then they need to know when "live" is. Publish the schedule in multiple locations, advertise via email, online, and the bulletin. And then repeat.

Finally, you will want to provide an opportunity for the viewer to interact with the content. That can be a simple feedback form or comments section right on the page. If you want to create a "conversation" around the event and make it a bit more social, chat tools can be added to services like Livestream or Ustream that allow a running dialog from the viewers to comment on the event or interact with other users. Of course, you will want to moderate this activity.

There are so many possibilities with this rather new communications technology. Try a few things, but proceed with a goal and don't be afraid to change course if goals aren't achieved or better idea emerge.

#### **SERIES DETAILS**

The [Summer2013 WELSTechChurch andSchool WebsiteContentSeries](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic aired on [Episode298-July16,2013](#).

Join the conversation at [welstech.wels.net](http://welstech.wels.net)

## PICS, CALENDARS & VIDEOS

One of the neat things about working on the web is that you don't have to "go it alone." You don't have to invent everything yourself and then type it in. Yes, the web used to be that way, but no more. There is content from many different sources that you can "embed" within your pages to keep them fresh, dynamic and interesting. This chapter is dedicated to three such kinds of content: 1) Pictures, 2) Calendars, and 3) Videos.



### PICS

Your website, while having a lot of original content, as we've discussed in previous chapters, can also be a container for content that doesn't actually live on your site, but just is displayed there through the wonders of embed code. It is now easier than ever to do that. Let's start with Flickr. Flickr is a photo storing and sharing site that has been around for a long time. A free account gives you 1 terabyte of storage ([Flickr slideshowembed help](#)). That's a lot of pictures. Pictures you should be taking of all those happenings at your church or school. You might remember from a previous chapter that it is important to have a designated photographer at all your organizations events. That can be VBS, church picnic, school play, confirmation, mother-daughter night, etc. Those photos can then go onto Flickr and put into a "collection" or "set." They can then be easily turned into a slideshow that can be embedded on your web page. Simple.

A few tips however about photos. Don't upload every photo you have into a slideshow. Be selective. Only the closest relatives will want to look through 100 photos...and maybe not even them. Provide a good sampling so somebody can get the flavor of the event. And then use a link so they can look at the rest online if they like. A second tip is to take close up shots. Too many church/school photographers want to get "all the kids" so they take a distant shot and online the subjects look like ants. Better to fill the screen with a smiling face, than 50 kids in the distance happily running and shouting. Finally consider slideshows with a theme. They are more interesting than random shots. For instance here is one of ladies in hats. Cool.

### CALENDARS

If you have ever looking at the web analytic stats for your website you might notice that the calendar gets A LOT of traffic. For many members of an organization is may be the only reason they visit your website. Many web content management systems come with calendars. But you might be better off using an offsite calendar that provides a bit more flexibility like Google Calendar ([GoogleCalendarembd help](#)). Calendars can easily be embedded on your site, but maintained off. Keep in mind that by using a tool like Google Calendars you can have multiple calendars (Altar Guild, Usher, Worship, School, Sports, etc.) and show them in appropriate places on your site, but then also bring them all together in a consolidated view. Consider including the [Google LectionaryCalendar](#) somewhere on your church web site to give worship leaders access to the lectionary readings and other worship planning resources for the upcoming week. Through embedding you can also show different views of the same content. For instance you could show a monthly view, weekly, daily or even an upcoming events calendar that shows the next 10 items on the calendar. Using a tool like Google Calendars also allows multiple people to maintain different calendars at the same time rather than funneling everything through the church/school secretary.

### VIDEO

In the last chapter we talked about another prime content for embedding, and that is video. Please refer to that chapter to tips on video. But for our purposes we should note that there are many video sources that allow embedding, including YouTube ([YouTubeembed help](#)) and Vimeo

([Vimeo embed help](#)). One thing you will want to watch out for is advertising. Vimeo offers a very reasonable premium account to remove the advertising, and it may be worth considering if you want to be sure something a little contrary to your message might interrupt or overlay your own video. Premium accounts run under \$60 a year.

There are other video sources as well including things like Voice Thread (popular with teachers and students - [embed help](#)) as well as Voki, a cool site that allows you to create speaking avatars ([learn Voki](#)). Many of you also might be familiar with Animoto -- a cool video, photo and music aggregator that brings those resources together into an animated video ([Animotoembed help](#)). Finally a new tool that gives you the ability to create your own little cartoon with your own message is [PowToon](#). It has the flavor of the CommonCraft videos, but with your own flare. Once you create a PowToon it can be exported to YouTube for easy embedding.

## **MISC**

There are just a few other items that aren't necessarily "embeddable", but they do plant themselves in your website and make it more usable. Those are scripture reference tools. You add some code to your web page and it looks for any scripture references you have on the page and creates a link to a 3rd party website where the web visitor can read, or even listen to the passage. The two most common tools in this category are [Scripturizer](#) and [Reftagger](#).

So if you haven't tried embedding content, you're missing out. There is great stuff out there begging you to include it on your website and give your web visitor even more to read, listen, watch or interact with. Give some of these resources a try.

## **SERIES DETAILS**

The [Summer2013 WELSTechChurch andSchool WebsiteContentSeries](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic aired on [Episode299-July23,2013](#).

Join the conversation at [welstech.wels.net](http://welstech.wels.net)



## FORMS

The web of today is much different than just a few years ago. There was a time when web pages were little more than electronic brochures -- one way communication. There were precious few ways to "hear back" from your visitors. You had to guess whether the information you were providing was helpful, or survey visitors in person, if they ever showed themselves. All of that has changed. With the advent of "Web 2.0" you can interact with your web visitors and solicit all kinds of information in a very easy and useful way. That is the topic for this chapter.



Forms have never been easier to create and use on a site. While this book will not discuss the many different ways to put forms on a webpage, you may want to explore the tools available in your chosen Content Management System. They almost all have them. And if they don't, good ole Google comes to the rescue with their easy to use [forms tool](#). If you want a little more power, consider [JotForm](#). With all those easy to use choices, there are no excuses for not allowing your web visitor to give you what you seek. So...what do you seek?

### WHAT FIRST?

There are many pieces of information that you would like to get from your web visitors, but you will always want to start by establishing how you will use the information once you get it. Don't ask for information just because you can. Have a strategy for content storage, analysis, sharing, whatever... If you ask people for information, ALWAYS tell them what you are going to do with it, how long you will keep it, with whom it will be shared (if anybody), and the ultimate purpose of it.

Once you have a strategy about what data you are after and what you are going to do with it, you can proceed with the form itself. And of course the first key step in that process is determining what to ask.

### BEING CAREFUL

Perhaps we should start with things that should be approached with caution. There are the obvious things like generally non-public information like social security numbers and credit card numbers. In general, you should never ask for these because they represent significant risk to you if for some reason this information was somehow compromised in the transmitting or the storage of the information. There are ecommerce tools that you can use to collect payment that does not require your form to actually ever receive or store financial or other personal information. Never build a form using a tool that doesn't support encryption and conform to PCI Credit Card standards if you are receiving payment.

However, there are other information requests you should be careful of, including children's names/ages/addresses, income or tax information, or even the submission of a requested password. Always ask yourself if "something bad" could happen if this data were to get into the wrong hands.

### WHAT TO ASK?

So what kinds of forms are likely candidates in your church or school website? Here are just a few:

- Online Donations (again use an approved ecommerce tool for that like PayPal, etc.)
- Guestbook on home page or live streaming page
- Flower donations

- VBS Registration
- General Event sign ups
- Time and Talent Surveys
- Member Information Sheets
- Blog Comments
- Bible Study Sign up
- General Surveys
- Site Feedback
- Information Requests
- School Registration Information
- School Projects
- Parent-Teacher Conferences
- Home Visit Scheduling
- Scrip
- Meeting Scheduling

Really anything that can be transmitted digitally and stored in a list or spreadsheet could be a good candidate for a form. You may have others in mind.

### **JUST A TIP OR TWO**

When creating and handling forms there are just a few things you will want to remember to get the best results:

1. Only ask the minimum amount of information to get the job done. Long forms or peripheral questions will lower your return rate as people will determine they don't have enough time or question why so many questions. So KEEP IT SIMPLE.
2. Pay attention to the order of the fields/questions. Group them logically so the visitor moves from one section to another easily without having to backtrack to biographic information when they have just finished another section on opinions or suggestions.
3. Always thank the visitor with a confirmation screen and potentially an email to let them know you have their information and what the next steps might be.
4. Get back to the visitor if there is information that they provided that you found useful if appropriate. There is nothing worse than filling out a form and then wondering if anything was ever done with the data they provided or the time they spent giving it to you.

### **SERIES DETAILS**

The [Summer2013 WELSTechChurch andSchool WebsiteContentSeries](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic aired on [Episode301-August 6,2013](#).

Join the conversation at [welstech.wels.net](http://welstech.wels.net)

## RSS FEEDS

The beauty of today's internet is that the tools at the webmaster's disposal help him/her bring an unlimited amount of content onto their pages with little to no effort. The web, in its early stages, was limited to individual servers serving up individual sites which demanded that the web surfer know the URL or click on a link and be directed directly to another site. While we all thought it was cool to go from site to site with ease through this linking technology, it demanded that you visit the actual site to see if new content had been posted. You had no way of knowing if you'd find new content until you visited. Today through Really Simple Syndication (RSS), your site can "subscribe" to content from other sites and display it in a single location...your site. This provides the smart webmaster with a tool to aggregate content of interest for their visitors and encourages them to make your site THE place for good content, no matter where it exists on the web.



So while we now have the ability to bring together content from almost anywhere, the question is what content to choose? Similar to embeddable content like photo galleries and calendars, RSS-enabled content is everywhere. Just look for the RSS symbol (usually an orange icon with three concentric lines) next to the feed and you will be able to use the content from that feed. The best way to start collecting RSS feeds that might work well on your site is to visit sites that you think might have content your visitors may like and look for the RSS symbol. To get you started here are a few likely feeds that churches or schools might find useful.

- All WELS.net RSS feeds including devotions, Bible readings, the WELSTech Podcast, videos, etc. - <http://www.wels.net/rss>
- St Paul's Lutheran - Beverly Hills FL "[Daily Bread](#)" Daily Devotion
- Lutheran Mission Women's Society [Mission Updates](#)
- WELS Kingdom Workers [Article Feed](#)
- [Bread For Beggars](#)
- [Wisconsin Lutheran Seminary News](#)

In general there are a few categories of RSS feeds that a church or school would find useful. They include devotions, Bible readings, mission updates, sermons, outreach training, congregational or school news.

Schools may also want to include RSS feeds of an academic nature such as

- [CNN Student News](#)
- Dictionary.com's [Word of the Day](#)

Teachers can check out this additional PDF resource [RSS Ideas For Educators](#) from TeachingHacks.com.

If you are wondering about copyright or attribution none is really required since making an RSS feed available is in itself permission to use the content. However it might be useful to your visitors to know where the content is coming from before they click on the link.

Finally, you should consider RSS-enabling your own content to be used by others, especially if you publish devotional content. This is a good way to make others aware of your site and eventually attract visitors. Most content management systems provides easy ways to enable this. Just look through the documentation for your site.

## **SERIES DETAILS**

The [Summer2013 WELSTechChurch andSchool WebsiteContentSeries](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic aired on [Episode302-August 13,2013](#).

Join the conversation at [welstech.wels.net](http://welstech.wels.net)

## DOCUMENTS

Even though the web and web pages themselves can provide content to visitors, there still is a need to have digital "documents" available. Sometimes the content doesn't lend itself well to a digital version only and needs to be downloaded and printed. Sometimes the formatting is critical and can't be well represented with today's content management systems and their WYSIWIG (What You See Is What You Get) editors. So documents are still a way of life.



Text documents are going to normally take one of two formats -- a PDF (preferred) or their native file format like Microsoft Word. The reason a PDF might be preferred is that the reader for PDFs is free from Adobe and many computers and browsers themselves have a built in viewer. So when would you want to use a native format? Well, for those rare occasions when you would like the web visitor to edit the document and send it back to you or on to someone else. This may be any of the Microsoft Office formats (Word, Excel, or PowerPoint).

Documents can be a way to share many things that perhaps need to be archived over time so you can review previous versions later. Here is a list of possible documents to include on your church or school website:

- Worship Folders (especially important if you record your service and put it on the internet so the visitor can follow along)
- Bulletin/Announcements
- Newsletters
- Schedules (Usher, Organist, Altar Guild, Flower, Cleaning, Classroom Aid/Reader, Concession Help, Sporting Events, Hot Lunch)
- Calendars
- Constitution & Bylaws
- Supply List
- Assignments
- Handbook
- Classroom Rules/Policies
- Various Forms
  - Permission Slips
  - Signups
  - Scrip Order Form
  - Medicine Consent
  - Cell Phone Agreement
  - Internet / Computer Usage Agreement
  - Registration
- Other documents that perhaps should require a login/password:
  - Meeting Minutes
  - Documentation/Procedures/Process
  - Job Descriptions
  - Long/short range plan
  - Organizational Chart
  - Manual of Operations

Organization of documents is very important so put some time into thinking through the available options. Some web site software allows a folder structure, however in general try not to use folders if possible. Folders require the visitor to think like you do when search for information. A tagging system is much more flexible as multiple tags can be applied to the same piece of content and thus allow the visitor to filter your documents down to the exact kind they are looking for. Also make sure to review your documents regularly. Stale and out of date documents only clutter up your site and frustrate the user.

Finally, ask yourself if you really need to put your content in a document in the first place. One main advantage of using regular web pages for your content is search ability. If someone types in a search term on your home page search it will likely find a page that matches. That will not be the case with documents you have on your website. It may search document names (hopefully you've named your documents descriptively and consistently), but it is unlikely to find content within a document.

## **EMBEDDING TOOLS**

Rather than posting links to documents for download, interactive formats of documents can be created using various Web 2.0 tools. Many provide embeddable coding which can be added to your web site for display of the documents.

Check out:

- [Scribd](#) - Upload a variety of document formats
- [Slide Share](#) - Upload PowerPoint or Keynote presentations
- [MyBrain Shark](#) - record audio narration of uploaded documents or slide stacks

## **SERIES DETAILS**

The [Summer2013 WELSTechChurch andSchool WebsiteContentSeries](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic aired on [Episode303-August 20,2013](#).

Join the conversation at [welstech.wels.net](http://welstech.wels.net)



## CHURCH WEBSITES

We've reached the point in our journey to start looking back, collecting our belongings and getting ready to go. Up to this point we've just been prepping. Now we have to build something. Not just anything, but something that is going to be a ministry tool that will be used by your church or school to communicate to prospects, members, parents, children, etc. So where to start? Since this book doesn't address the technology behind a website, only content, the best place to start when discussing a website is its content architecture. So what does that mean, you say? In short, let's start with your site's menu. Your menu system should be a high level site map that will help any visitor know what's on your site. We've spent a number of chapters on individual pieces of content...many of which could make up a fantastic home page. Now let's focus on the entire site and how you might want to consider putting it all together.



We'll divide this chapter into two parts: 1) Simple Church and 2) Advanced Church. The focus will be on the content areas specific to a church, but the structures are further divided by the general complexity of the site. For our purposes the simple site will have a menu structure that is rather basic and few layers, while the more complex will have sub menus and more suggested content areas.

### SIMPLE CHURCH

The menu structure for a rather simple or basic church website should have at a minimum the following:

- Church Home
- Grow In God's Word
  - Written Sermons
  - Worship Folder
- Visitor Guide
- Calendar
- Newsletter
- Photos

These pages and content areas should be fairly easy to populate as most churches will have material for each and can keep it up-to-date fairly easily.

### ADVANCED CHURCH

A more complex site may look something like this:

- Church Home
- Grow In God's Word
  - Sermons/Services
    - Audio
    - Video
    - Written
    - Live Video
  - Devotions/Blogs
  - Worship Folder
  - RSS Archives
- Visitors
  - Guide

- Contact Us Form
- Members
  - Calendar
  - Bulletin News
  - Schedules
  - Forms
- Newsletter
- Photos
- Feed from Facebook/Twitter

Of course, there are no hard and fast rules about site architecture or even content. However there are some expectations that should be considered and met. Start slow. Cover the basics well. And then move on. The most important point is to keep your site current! Keep feeding it content that is of interest to your visitor. Return traffic is the goal and allows you to use your site as the communications tool it promises to be.

### **SAMPLE CHURCH SITES**

Perhaps better than giving you a raw list of suggested content would be providing some live examples of sites that you can view and see how others are doing it. Enjoy.

- [Beautiful Savior](#) - College Station, TX
- [Bethlehem](#) - Lakeville, MN
- [Christ the King](#) - Palm Coast, FL
- [Good Shepherd's](#) - West Allis, WI
- [Grace](#) - Oskaloosa, IA
- [Holy Word](#) - Austin, TX
- [Hope](#) - Farmington, MN
- [Mt. Calvary](#) - Redding, CA
- [Resurrection](#) - Maumee, OH
- [St Paul's](#) - Beverly Hills, FL
- [St. John's](#) - Hastings, MN
- [St. Mark's](#) - Citrus Heights, CA
- [St. Matthew's](#) - Stoddard, WI
- [Star of Bethlehem](#) - Savoy, IL
- [Trinity](#) - Woodbridge, VA

### **SERIES DETAILS**

The [Summer 2013 WELSTechChurch and School Website Content Series](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic aired on [Episode 304 - August 27, 2013](#).

Join the conversation at [welstech.wels.net](http://welstech.wels.net)

## SCHOOL WEBSITES

While church websites can and often are very complex due to the many things they do, school sites are equally complex for two other reasons: 1) Their audiences can and will vary wildly ... along with their purpose, and 2) You normally have any number of contributors with varying skill sets (faculty, principal, volunteers, etc.). With that in mind there are still some staples of web content that almost every school should have.

### SIMPLE SCHOOL



A typical school site will also need to have some basic information to be useful to the average visitor.

- School Home
- News & Policies
  - Statistics about School (enrollment, etc.)
  - School News
  - Handbook
  - Calendar
- Teacher Profile Information
- Parent-Teacher Organization
- Student Projects
- Photos
- Link to Church

In general this site is mostly useful for those parents considering the school for their children, or for basic information that needs to be read by the parents.

### ADVANCED SCHOOL

While the "simple school" approach is a nice start, websites of today really need to advance beyond the basics as quickly as possible if they hope to attract the attention of parents and students alike. Here is a possible menu structure for a more advanced site.

- School Home
- Student & Parent Welcome
  - Enrollment Information
  - Test Scores
  - Tuition Rates / Fees
  - Religious Training
- News & Policies
  - School News
  - Handbook
  - Calendar
  - Internet/Computer Usage Policy
  - Permission Forms
  - Athletic Forms
  - General Forms
- Classroom Pages
  - Teacher Profile
  - Student Projects
  - Photo Gallery
  - Assignments
  - Student/Teacher Blogs
- Parent-Teacher Organization

- Photos
- Event Videos
- Links to Other Education Sites
- Link to Church

## CLASSROOMS

We did include a few points on classrooms in general in the section above, but a little more detailed attention to these specialized pages is worth the space. Classroom web pages or even dedicated sites can take many forms and will vary depending on whether your school already has Student Information Software (SIS). Many of those like [PowerSchool](#) have places built in that can serve as classroom web sites that can be visited by parent and student. The nice thing about those kinds of tools is they normally can keep parents/students up to date automatically on grades, performance, assignments and the like.

If you don't have an SIS, then it will be important to coordinate the use of classroom sites across all grades. To have a student work their way through your school from grade to grade and have wildly different things available (or not available) to them on their classroom page creates confusion for both the student and the parent. Classroom pages are incredibly valuable communication and coordination tools. If they are kept up to date with assignments, news, pictures, and other data that is generated throughout the school year, they can become a much frequented site by students/parents to stay informed and keep everybody on the same page.

Another alternative may for a classroom site are popular web based learner management systems (LMS) which are patterned after social networking sites. Options include [Edmodo](#) and [Schoology](#).

One special kind of site that could be very useful for classroom usage is a blog. Blogs are a unique fit because they work in a chronologic fashion, just like a classroom with assignments, news, etc. Throw in a blog that offers good tagging functionality and you can create links to like content that will be easy to read and meaningful to the visitor. Blogs are one of the easiest sites to create and use, thus a nice fit especially for the technically challenged teacher, or simply for those who just don't have much time to dedicate to them. One popular classroom blog site is [KidBlog](#). The toolset is free and easy to set up. It is built on the WordPress platform. All student blogs are separate but feed a combined classroom home page. Security settings allow the teacher to privatize the blogs, if desired.

## SAMPLE SCHOOL SITES

Here are a variety of examples of school websites:

- [Calvary LutheranSchool](#) - Dallas, TX
- [Christ theKing LutheranSchool](#) - Palm Coast, FL
- [Faith LutheranSchool](#) - Fond du Lac, WI
- [ImmanuelLutheranSchool](#) - Manitowoc, WI
- [MinnesotaValley LutheranHigh School](#) - New Ulm, MN
- [New Hope LutheranChristianSchool Academy](#) - Melbourne, Florida
- [Peace EvangelicalLutheranSchool](#) - Sun Prairie, WI
- [Pilgrim LutheranSchool](#) - Menomonee Falls, WI
- [Risen Savior LutheranSchool](#) - Milwaukee, WI
- [St.John LutheranSchool](#) - St. Paul, Minnesota
- [St.Mark's LutheranSchool](#) - Citrus Heights, CA
- [St.Paul's First LutheranSchool](#) - North Hollywood, CA
- [St.Paul's LutheranSchool](#) - Beverly Hills, FL
- [Trinity LutheranSchool](#) - Waukesha, WI
- [Sola Fide LutheranSchool](#) - Lawrenceville, GA
- [Trinity LutheranSchool](#) - Waukesha, WI

## **SERIES DETAILS**

The [Summer2013 WELSTechChurch andSchool WebsiteContentSeries](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic aired on [Episode305-September3,2013](#).

Join the conversation at [welstech.wels.net](http://welstech.wels.net)

## CONCLUSION

The [Summer2013 WELSTechChurch andSchool WebsiteContentSeries](#) kicks off with Episode 292 on June 11, 2013 and runs through Episode 306 on September 10, 2013. New chapters of this book will be finalized each week to coincide with each episode.

This topic is scheduled for Episode 306 - September 10, 2013.

Join the conversation at [welstech.wels.net](http://welstech.wels.net)