



Grace Presbytery
missional. relational. connectional.

2025-08-19 Small Church Zoom Gathering Recap

We were so blessed to be joined by Emily Adams, our Coordinator of Communications and Media! She shared a wealth of information with us.

There was too much information for me to share so I will hit some highlights and give you an index of what can be found under each section of the [Communications & Media](#) page on the [Grace Presbytery website](#). I invite you to visit the website and take a deeper dive into all the amazing resources available there.

The video of the gathering will be available soon.

Highlights



WEBSITE AND ONLINE PRESENCE

A website provides a central space for people to learn about you, your church, and the community you've built. Showcasing what makes your church unique can inspire visitors to attend a service and become part of your growing congregation.

- Website Content Essentials
- Royalty Free Image Resources
- Video, Music, & Image Copyright Information
- Website Accessibility – did you know the Supreme Court ruled websites are public spaces and should be accessible? Find out the details here.
- Walking Through Website Design

- The Pros and Cons of Website Options



SOCIAL MEDIA

Social media helps churches connect with their congregation and reach new people far beyond their physical location. It provides an easy, effective way to share real-time updates, post sermons, promote events, and offer encouragement throughout the week—not just on Sundays. Different platforms serve churches in different ways...

- Facebook
- Instagram
- Pinterest
- Linked In
- YouTube/Venmo
- The Importance of Social Media
- Hashtags
- Tools
- Helpful Social Media Links



BRANDING, VOICE, & STYLE

Branding is important for your church to engage your congregation and help identify you in the sea of options to prospective members.

- Why Branding Matters
- Branding Guidelines
- Define Your Style
- Helpful Branding Resource Links
- Creating and Adhering to a Style Guide
- Signage, Print Collateral & Promotional Material



NEWS AND BULLETIN DESIGN

Refreshing your church bulletin design is a simple way to make a big impact. When your bulletin looks clean, modern, and easy to read, people are more likely to actually pay attention to what's inside.

- Best Practices for Bulletin Design
- Canva Nonprofit and Canva Tutorials
- Canva Teams
- Including a Digital Option
- Creating QR Cods & Short Links
- Best Practices for Your Church Newsletter
- Online Newsletter Tools
- Newsletter Resources



AI LITERACY AND INTEGRITY

For churches, AI can be a helpful tool to support ministry and connect with people. Using AI wisely lets churches focus more on serving people while reaching more hearts through modern tools.

- Why AI Literacy is Important
- Ways AI Can Help Your Church
- AI Content Tools
- Learn More About Leveraging AI
- Maintaining AI Integrity



OTHER HELPFUL HINTS FROM EMILY

Create a neutral email address to avoid missing out on emails or having access because a pastor or staff member, or the person in charge of maintaining the email account leaves the church. She recommends using a gmail account such as infochurchname@gmail.com, adminchurchname@gmail.com, etc. with a posted password anyone can access to review and respond.

Creating newsletters? Make them clear, concise, and include a call to action at the beginning. Give them a backdoor in.

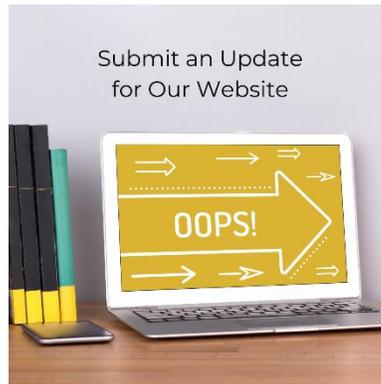
Taking pictures? Capture the small moments. Even a photo of the sun shining through a stained glass window, the flicker of a candle burning, a pretty flower when paired with a scripture can create interest in your social media posts. Be sure to hashtag (#) your church and #gracepresbytery to direct people to your church. Email your photos and stories to Emily to be included in our Good News.

Creating or building a website? Also check the one you currently use, and be sure your worship times, location and contact information are easy to find on your home page.

Websites and social media presence are important. They are the new phone book and help people find you and learn more about your church, the missions you support and the activities/events you host.

For more hints call or email Emily. 214-393-5617 emily@gracepresbytery.org

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I always love to hear from you in person, by phone or email. Better yet, let's grab a cup of coffee, or a meal together and visit face to face.

Sharon Curry, West Region Ministry Associate

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