



North Carolina Synod

Evangelical Lutheran Church in America

Digital Ministry: 22 in '22

Original 22 in '22 video: <https://youtu.be/WZiAlXcO6qc>
<https://convergencesummit.online>

1. Sign up for Canva.

<https://www.canva.com/canva-for-nonprofits/pixels.com>; [Pixabay.com](https://www.pixabay.com)
<https://www.techsoup.org/> (adobe and microsoft)

2. Sign up for PRC and Caffeinated Church

<https://www.prcli.org/>
<https://caffeinatedchurch.org/>

3. Check your CMS and Giving Solution

<https://get.tithe.ly/elca>

4. Complete a Website Homepage Checklist

<https://www.digitalcongregations.com/post/will-you-break-my-heart>

5. Sign up for MailChimp or Constant Contact

<http://www.constantcontact.com/signup.jsp>
<https://elca.org/preferredvendors>

6. Consider a Social Media Scheduler

Later non-profit discount: <https://airtable.com/shrr4aaF4uhNP7NRW>

7. Create a Communications Plan Based on Your Mission

<https://www.nclutheran.org/wp-content/uploads/2022/05/Strategic-Plan.pdf>

8. Identify Your Audience and Purpose

<https://www.digitalcongregations.com/post/social-media-as-ministry-not-marketing-top-three-tips>

9. Set Guidelines

Accessibility for posts: <https://blog.hootsuite.com/inclusive-design-social-media/>
<https://www.resourceumc.org/en/content/5-social-media-guidelines-for-churches>
<https://www.resourceumc.org/en/content/6-questions-every-church-social-media-policy-should-answer>

10. Evaluate Your Livestream Credits

One License New Users: https://youtu.be/ZEi1_vfF2bY

11. Follow Agencies and Institutions

Lutheran Services Carolinas; NC Synod; ELCA; Lutheran Disaster Response; etc.

12. Cultivate Online Community

13. Share a Bible Verse

Sundaysandseasons.com

bible.oremus.org

sample: <https://www.instagram.com/p/Cdsg6eROOE/>

14. Quote Your Pastor from a Sermon or Bible Study

Bishop's Bible Study: <https://www.instagram.com/p/CbQfY5Hve9m/>

15. Share Photos of People

16. Create a Short Form Video

Verse or Prayer: <https://www.instagram.com/reel/Cc8Zw4VL6W6/>

Fun: <https://www.instagram.com/p/Cdtk9lYFrlg/>

Land Acknowledgement: <https://www.instagram.com/p/Cdbf6ZkvYyZ/>

Photos: <https://www.instagram.com/reel/CdOFns0pEDE/>

17. Upload Videos to YouTube

18 Invest in a Tripod and Ring Light!

Later non-profit discount: <https://airtable.com/shrr4aaF4uhNP7NRW>

19. Do What You Do Well

20. Don't Forget About Print

21. Join the Communicators Facebook Group

[Facebook.com/groups/ncsynodcomm](https://www.facebook.com/groups/ncsynodcomm)

22. Sign Up for a Zoom Consultation

<https://form.jotform.com/NCSynod/communications-zoom-consultation>



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