

Media Ministry Notes – March 18, 2009

Web Posting Guidelines

Even though the guidelines are posted on the website, and Paul P has sent out a note to all ministries and council, only a few ministries have updated their pages. Why is compliance so low? How can we get the ministries to realize the value of updating their pages/keeping them current?

Action: Paul P will send out a reminder. Jeanne will verify Media Minutes are up to date.

Website

Continue discussion of website:

Content – Is that up to date?

Structure – Behind the scenes mechanics of site is not our interest

- Council, pastors what it to be embracing (what does this mean?)

- If the site is changed, who will maintain it?

Site traffic – 3 most visited pages (in decreasing order): Home, Ministries, Preschool

Referring site – Google, via search of Good Shepherd Lutheran, etc (not general church search in Raleigh)

Why aren't more people visiting the site or visiting it more often?

Reviewed other church sites – commented on likes and dislikes.

Paul H says site is manageable and easy to maintain. Any major changes would impact the ease of maintaining the site. Who will do it then?

If subcommittee is formed: What will be its mandate? What will be its timeline?

Action: Paul P will contact some technical folks about setting up a committee to look at whether the site should be updated. This team will oversee that committee but will not necessarily have representation on it.

Wittenberg Wall

Action: Paul P will send out the latest version of the guidelines for final approval from the team.

Future discussion topic:

Develop guidelines for emails coming from the church?

Next meeting: Thursday April 16