

Lay Leadership Workshop: Social Media Strategy and Your Church

The Episcopal Diocese of Florida's Bishop's Institute for Ministry and Leadership presents a Lay Leadership Workshop: 'Social Media Strategy and Your Church' on January 13, 2018. This workshop will be led by The Rev. Caroline Kramer with social media expert Nancy White.

This day-long workshop has been designed to answer the following questions:

- Are you satisfied with your church's website and how your church uses social media to communicate, engage and advertise?
- What should a church website look like in 2018?
- Is your website mobile-friendly and why is having a mobile-friendly website important?
- What are your church's realistic capabilities on this front?
- How do you balance static and dynamic content?

These questions - and the questions that you have about social media - will be addressed during the workshop, so come prepared to take copious notes and enjoy fellowship with your church peers. Your church communications staff, church administrators, Clergy and your volunteers will benefit from attending.

Meet your workshop speakers:

The Rev. Caroline Kramer is Associate Rector for Spirituality, Evangelism and Traditional Worship for Christ Church, Ponte Vedra Beach. She grew up in England, received her Ministry Degree from Oxford University in 1998 and was ordained the same year. She also has a Master's in Christian Leadership from St. Mellitus College in London. She served churches in The Dioceses of Guildford, Southwestern Virginia, Virginia and Oxford, before coming to Florida in 2013. Caroline is passionate about using social media as a platform for evangelism. She blogs about spirituality at christepiscopalchurch.org

Nancy White is Director of Marketing Communications for Christ Church Ponte Vedra Beach.

She brings over 35 years' experience in marketing communications, much of which has been in the non-profit sector. As Communications Director for the Girl Scouts of Gateway Council, she launched that organization's social media platforms, and worked with a national peer group to craft social media policy and guidelines for use by staff and volunteers. At Christ Church, she directs a cross-functional team of social media practitioners and develops marketing communications strategy for the church.

Have you registered yet? Here are the Social Media Workshop details:

Workshop Date: Saturday, January 13, 2018

Location: Camp Weed & Cerveny Conference Center in the Saffran Conference Room

Time: 10am - 2pm

Cost: \$30.00 per person, which includes lunch.

URL: <http://campweed.org/calendar/calendar-of-events/lay-leadership-7.aspx>