

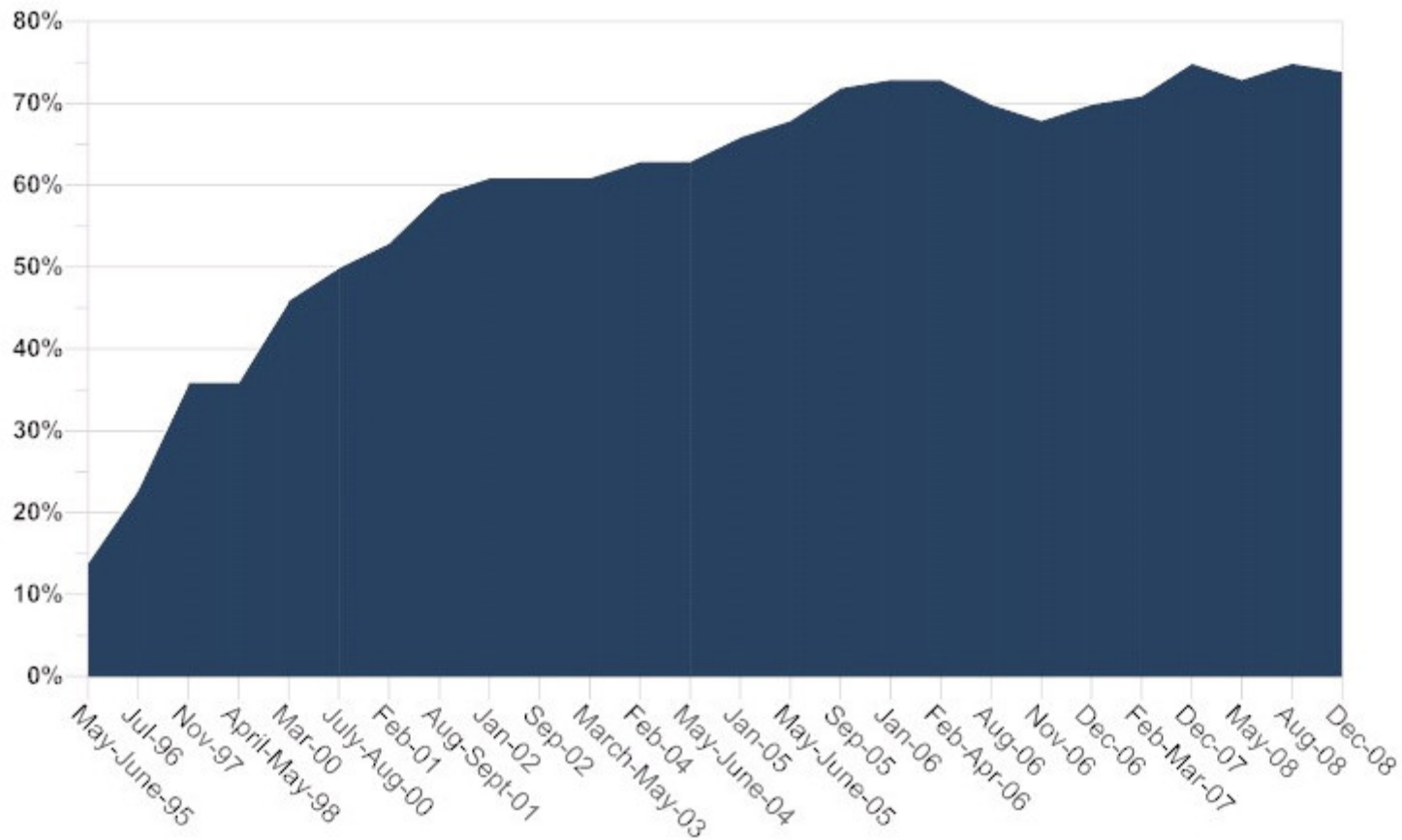
Web Presence, Web Schmesence: *Why Do I Need One Of Those?*



Why should I waste my time with a website?

- Let's look at some stats
 - [Did you know?](#)
<http://www.youtube.com/watch?v=hk8ycUMJkRQ>
 - 72% of adults in the US use the internet (as of December 2008)

Percentage of U.S. Adults Online



Source: Pew Internet & American Life Project Surveys, March 2000-April 2006. All surveys prior to March 2000 were conducted by the Pew Research Center for People & the Press. For 1995, internet users include those who ever use a home, work or school computer and modem to connect to computer bulletin boards, information services such as CompuServe or Prodigy, or computers at other locations. For 1996 to 1998, internet users include those who ever use a home, work or school computer and modem to connect with computers over the internet, the World Wide Web, or with information services such as America Online or Prodigy. For 2000 to 2004, internet users include persons who ever go online to access the Internet or World Wide Web or to send and receive email. For 2005, internet users include those who at least occasionally use the internet or send and receive email.

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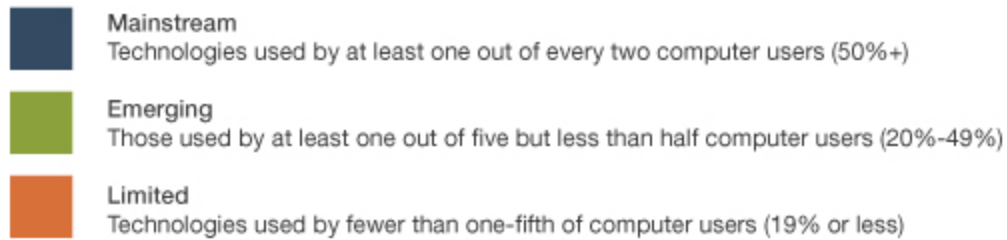
- Some benefits:
 - Instant visual representation
 - You reach people (Maybe not even people in your congregation)
 - Less expensive than print advertising
 - 24/7/365
 - Convenience
 - Interactive

Why should I waste my time with a website?

- More and more people are using the internet every day
- We, as Christians, need to meet people where they are.

The Technological Divide

How computer users of each generation have used technology, in the past week.



	Mosaics (18-24)	Busters (25-43)	Boomers (44-62)	Elders (63+)
Social Technology				
email	Mainstream	Mainstream	Mainstream	Mainstream
text messaging *	Mainstream	Mainstream	Emerging	Limited
IM (instant messaging)	Mainstream	Emerging	Limited	Limited
have personal website/homepage	Mainstream	Mainstream	Limited	Limited
posted comment on another blog	Mainstream	Limited	Limited	Limited
maintain personal blog	Emerging	Limited	Limited	Limited
Content Technology				
Internet search	Mainstream	Mainstream	Mainstream	Mainstream
listened to church podcast***	Emerging	Emerging	Emerging	Limited
visited a church website***	Emerging	Emerging	Emerging	Limited
Retailing Technology				
made a purchase online	Emerging	Emerging	Emerging	Emerging
Entertainment Technology				
watched a video online	Mainstream	Emerging	Emerging	Limited
downloaded music **	Mainstream	Emerging	Limited	Limited
viewed online porn	Limited	Limited	Limited	Limited
downloaded a movie **	Limited	Limited	Limited	Limited

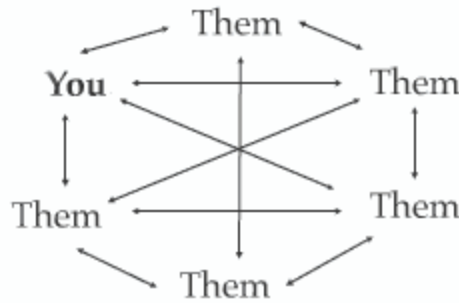
* % of all adults, not just computer users

** includes legal and illegal downloads

*** of churchgoers; church website includes visits in the past year

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Social Ministry



Ok, but I don't know HTML. What do I do?

- HTML Editors
 - Most require some knowledge of HTML/CSS, FTP
 - Normally you must to buy a license
- Online Services/Content Management
 - WordPress
 - Blogger
 - Google Sites
 - Requires little to no HTML knowledge. Like editing in MS Word
 - FREE! (or at a small cost)

Show me what you mean!

- NCCUMC.org



WORDPRESS

Show me what you mean!



Time for an unveiling!

- Local Church Hosting Project
 - Free website in WordPress
 - churchname.nccumc.net

- NCCUMC.net

Questions?

- Derek Leek: dleek@nccumc.org, ext 298
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- 919.832.9560, 800.849.4433

Resources & Useful Links

- www.internetevangelismday.com/medium.php
- www.internetworldstats.com/stats14.htm
- www.webworldindex.com/articles/12-Benefits-Of-Having-A-Website.html
- www.cbscreative.com/webreasons.htm
- www.pewinternet.org
- www.barna.org
- www.churchleadership.com

- NCCUMC.org/NCCUMC.net
- WordPress.org/WordPress.com
- Blogger.com
- Google.com/a

