Selecting Your
Online Ministry Tools

- Incoming Communication
- Outgoing Communication
- 2-Way Communication
- Content Organziation

Take Inventory

List and organize what tools you already have for communications and content organization:

Tool Name	Out	In	2-way	Content Organization

Do you notice any tools that duplicate the same function? What tools are working well? underused? What are the gaps?

Tip: Look at the number of website, email, and social media clicks to see what people are already looking for.

Name Your Priorities:

What are the most important things participants will use your content management platform for?

1

2

3

Launch!
faith formation

Evaluating Options:

Key Questions:

What is the budget?

Who will manage the tool?

Who will use the tool, adults , youth, or both?

Do you have an online safety policy in place?

Does the tool meet your top three priorities?

Three Content Organizaton Options:

The Running List:

Enables leaders to post links to new content at the top of a shared running list of resources. Websites, Google docs, and smart .pdfs are all examples of how to do this cheaply and easily.
Pros: price, simple, easily accessible, easy to maintain.
Cons: not as sophisticated an organization tool, few options for communication in the tool.

Online Classroom:

Organized around a school model with classes and lessons. Google classroom, Blackboard, Edmodo and Canvas are a few examples.
Pros: Price, familiar to students and parents, ability to organize content by age groups.
Cons: feels like school at a time when kids are exhausted from e-learning, can be tricky to learn to manage.

Online Community:

Designed to build an online community through discussion and sharing. Suitable for shifting from a school model to a community of practice model.
Pros: focuses on community, a variety of tools are available, offers an option for people who are moving away from Facebook groups, many options have mobile apps and a good user interface.
Cons: can be pricey, investment of time for set up, it is another app for people to invest in.