



In this week's blog, the Church of England Digital Team share their top recommended apps and tools for churches. From audio recording on your phone, editing videos for Instagram stories, to managing projects with teams, discover the tools we use in our own work, and in our work with local churches.

**As always, we love to hear your recommendations! Tweet us [@churchofengland](#) and let us know what apps and tools you would recommend to other churches.**

## **1. [Google Analytics](#)**

If you have Google Analytics installed on your website, the mobile app provides a great way to access data quickly with an easy-to-use interface.

We recommend using Google Analytics on your website to monitor who is accessing your content and how people are engaging with it.

### **Download:**

[Google play](#)

[App store](#)

Learn more about Google analytics in free online courses at [Analytics Academy](#).

## **2. [Mailchimp](#)**

If you're using Mailchimp to send emails out to your church, their app provides a really useful way to get summarised data surrounding your Campaigns and Audiences. Whilst we wouldn't recommend it for creating Campaigns, it's great as a follow-up tool once they've been sent.

### **Download:**

[Google play](#)

[App store](#)

Discover how to use [Mailchimp](#) for your church email communications [here](#).

## **3. [Freshping](#)**

Whilst not technically an app for Android or iOS, [Freshping](#) is an online tool that you can use to monitor your websites for downtime. If you want to be the first to know of any issues affecting your websites, sign up for a free account and get notifications set up so that you won't find out about downtime through other people finding your website is offline.

**Take a look** [here](#).

**Recommended by Ben Hollebon, Web and Insights Manager**

## **4. [Airtable](#)**

Spreadsheets galore! Airtable has advanced the spreadsheet game and is vital in my role. I rely on Airtable to plan, note and organise everything - you can alter the view from grid to the calendar which comes in very handy. Available as an app and through your browser.

**Download:**

[Google play](#)

[App store](#)

## **5. [Quicc.io](#)**

Technically not an app, but a great resource for video producers on the go. [Quicc.io](#) allows you to *quickly* get subtitles for your videos, either burnt-in or as a separate file. With an accuracy of over 90%, this is a really handy tool to create accessible Instagram Stories or IGTV content.

**Find [Quicc.io](#) here**

**Recommended by Iso Neville, Social Media Officer**

## 6. [Canva](#)

Whether you are cropping photos for social media or websites, or, creating graphics to share online and in print, Canva offers all the features you need. You'll find the free account versatile enough for your needs, however, if you are a registered charity, apply for a Free Pro account, to make use of the additional features such as creating Gifs and the magic resize.

### **Download:**

[Google play](#)

[App store](#)

## 7. [Bitly](#)

Bitly is a URL shortener that helps take longer URLs and transform them into manageable links that almost never exceed 20 characters. Ideal for sharing links on Twitter when every character counts!

### **Download:**

[Google play](#)

[App store](#)

## 8. [Dropbox](#)

Bring all your files and photos together and stay organised with this online storage app. Easily share folders with others, and sync your files across devices.

### **Download:**

[Google play](#)

[App store](#)

Dropbox is GDPR compliant, read more on their website, [here](#).

## 9. Cut story

Choose, cut and merge videos, add templates, and choose your soundtrack. This app is ideal for creating engaging videos from your phone for Instagram and Facebook stories, and it's one I always have on my phone.

### **Download:**

[App store](#)

## 10. VSCO

This photography app allows you to upload, edit and add filters to enhance your photos. The advanced editing features are easy to use and an essential app for Instagram users.

### **Download:**

[Google play](#)

[App store](#)

## 11. StoryArt

Another app for Instagram users! With 1000+ templates, StoryArt enables you to make collages that will bring a unique style to your Instagram and Facebook stories.

### **Download:**

[Google play](#)

[App store](#)

**Recommended by Liz Morgan, Church Digital Champion**

## 12. Pantone Studio

If you are crazy for colour and you want to explore a universe of colour, look no further than Pantone Studio. This vital app for designers gives you the ability to generate harmonious colour palettes and match hues by extracting colour from imagery. However, if you are just a fan of black and white, this app is not for you...

### Download

[App Store](#)

## 13. Assembly

Need to create graphics and vectors on the go? Assembly allows your fingers to create impressive artwork with ease. What makes it so great is the large library of vector shapes, saving you time by already having shapes drawn for you

### Download

[App Store](#)

**Recommended by Sam Poch, Content Creator**

## 14. Church Metrics

Church Metrics is a free tool from Life.Church that is used for understanding your church data. This powerful app can help you track attendance, decisions, giving, and volunteers.

### **Download**

[Google Play](#)

[App Store](#)

## 15. SoundCloud

Use SoundCloud to upload sermons and audio, that can then be linked through to your website. Learn how to embed SoundCloud on your website, [here](#).

### **Download:**

[Google play](#)

[App store](#)

**Recommended by Alex Norris, Digital Officer for** [A Church Near You](#)

## 16. Slack

An easy way to send messages, links, documents or the occasional gif within a team or to individuals. Keeps everyone up to date day-to-day, on projects or any channels you decide to create. Once set up, you'll find your team will send fewer emails and easily keep track of conversations.

Also perfect for online calls.

### **Download:**

[Google Play](#)

[App Store](#)

## 17. #LiveLent

Our #LiveLent apps provide daily readings, reflections and actions. Every day you'll find both family and solo actions challenging you to further care for our beautiful world, God's incredible creation.

### **Download:**

[Google Play](#)

[App Store](#)

**Recommended by Jenny Wilkins, Web and Analytics Officer**



## 18. Voice Memos/ Voice Recorder

You'd be surprised by the audio quality your phone microphone can produce. Two apps are specified but any audio recording app would suffice. Just make sure to leave about a hand span between your mouth and the microphone and, if you can, do not hold the phone while recording but place it on a lectern or even a pile of books facing your mouth. Or place the phone in the middle of your Church hall to capture both the content and atmosphere of a sermon.

### Download

[Google Play](#)

[App Store](#)

## 19. [Auphonic](#)

Auphonic is a free audio processor that can improve the quality of your sound recordings. Use the Adaptive Leveler to smooth out a recording that varies a lot in volume, and the Loudness tool to bring the overall level up similar to that of commercial productions. You can also reduce the MP3 quality if you need a smaller file size.

### Download

[Google Play](#)

[App Store](#)

### Recommended by James Newhook, Audio Producer

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