

Make the most of your  
A Church Near You page in 2020

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THE CHURCH  
OF ENGLAND

## Key statistics

40 million

Pages views so far this year

72 hours

Before Christmas is the busiest time of the year

5

Average page views per session

15'000

Online services on the site

40%

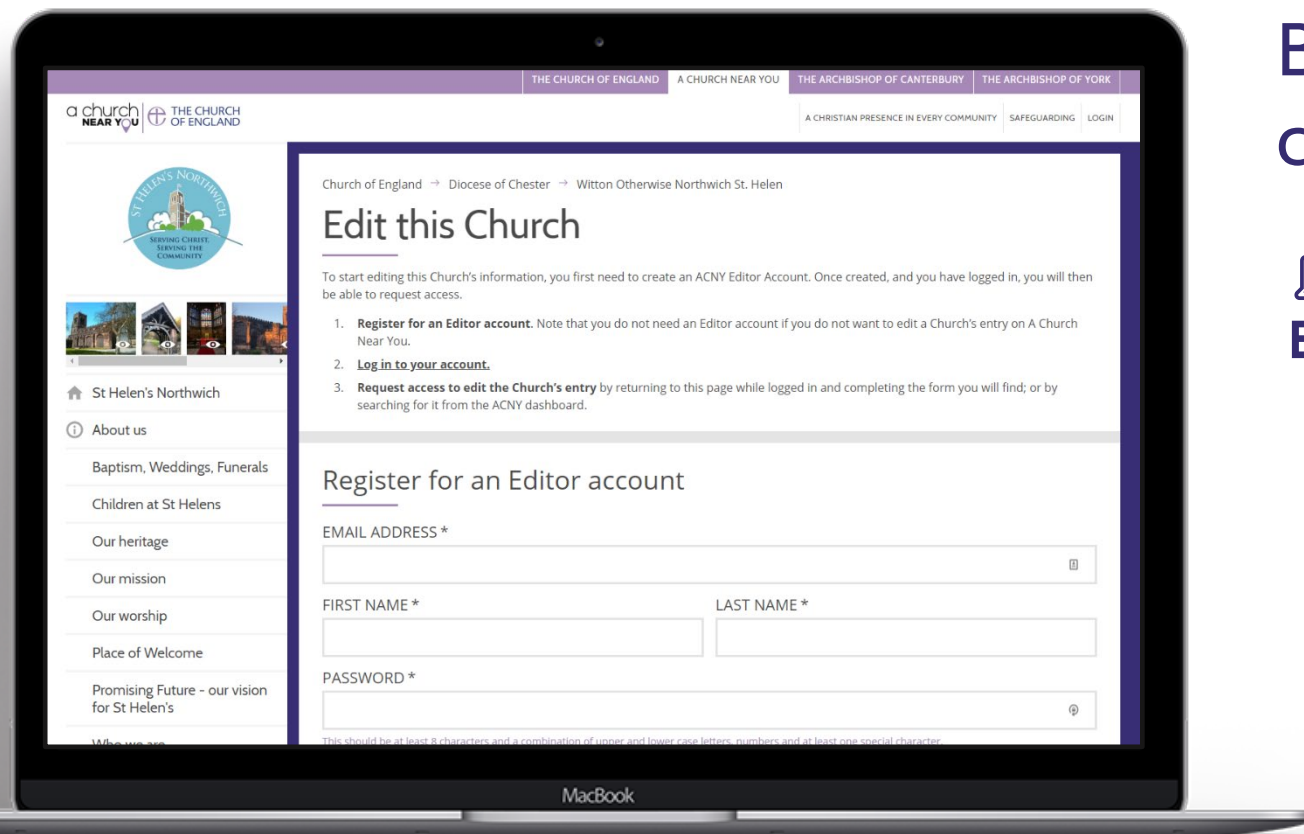
Editors have had visitors from ACNY

80%

First-time visitors on the site

# Become an editor of your church's A Church Near You page

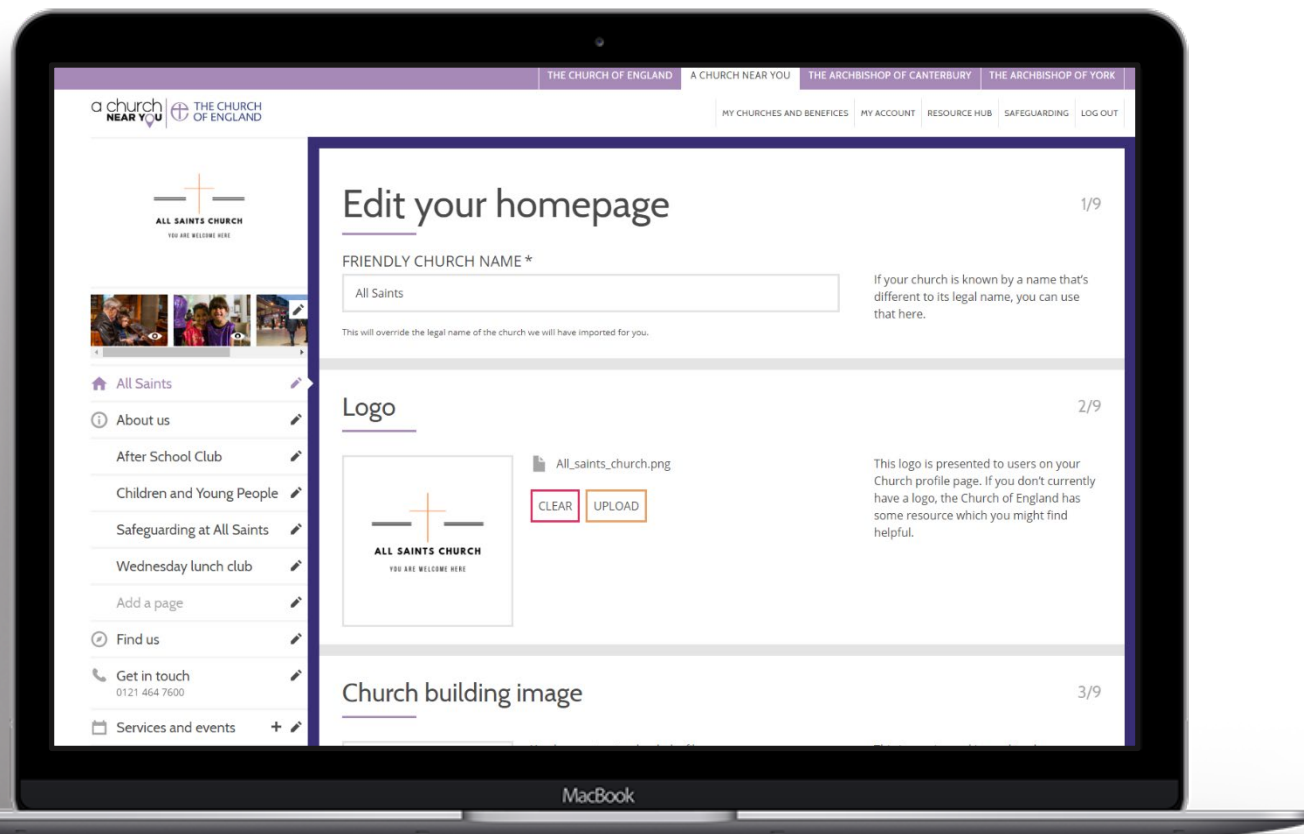
 Go to your church's page > Click  on **Edit this church**



## Edit your homepage

 Click on the pencil by the name of your church

- Add your 'friendly' church name
- Logo
- Cover image



## Add a welcome message

 Click on the pencil by the name of your church > scroll down to Page Content.

Be welcoming, and tell people how they can find you online at this time.

Use the suggested text to add safeguarding information.

### Page content

5/9

**The Church of England's House of Bishops have advised that every church MUST display Safeguarding information.**

After your welcome message, which you can write to encourage visitors to your page to come along to an event or service, or get in touch with you by sending you a message, please add Safeguarding information. We recommend the following text:

"The Parish is committed to the safeguarding of children, young people and adults. We follow the House of Bishops guidance and policies and have our own Parish Safeguarding Officer(s), PSOs. The Diocese's safeguarding pages contain vital links and information including contacts for the Diocesan Safeguarding Advisor (DSA) who advise our PSOs. If you are concerned that a child or adult has been harmed or may be at risk of harm please contact the DSA. If you have immediate concerns about the safety of someone, please contact the police and your local authority Children or Adults Services."

Welcome to the All Saints, a church in the heart of Birmingham where everyone is welcome. We meet on Sunday mornings for services, but also throughout the week.

Find out more about how you can get involved by looking at our Services and Events - we can't wait to see you!

The Parish is committed to the safeguarding of children, young people and adults. We follow the House of Bishops guidance and policies and have our own Parish Safeguarding Officer(s), PSOs. The Diocese's safeguarding pages contain vital links and information including contacts for the Diocesan Safeguarding Advisor (DSA) who advise our PSOs. If you are concerned that a child or adult has been harmed or may be at risk of harm please contact the DSA. If you have immediate concerns about the safety of someone, please contact the police and your local authority Children or Adults Services.

Click the text area above and start typing

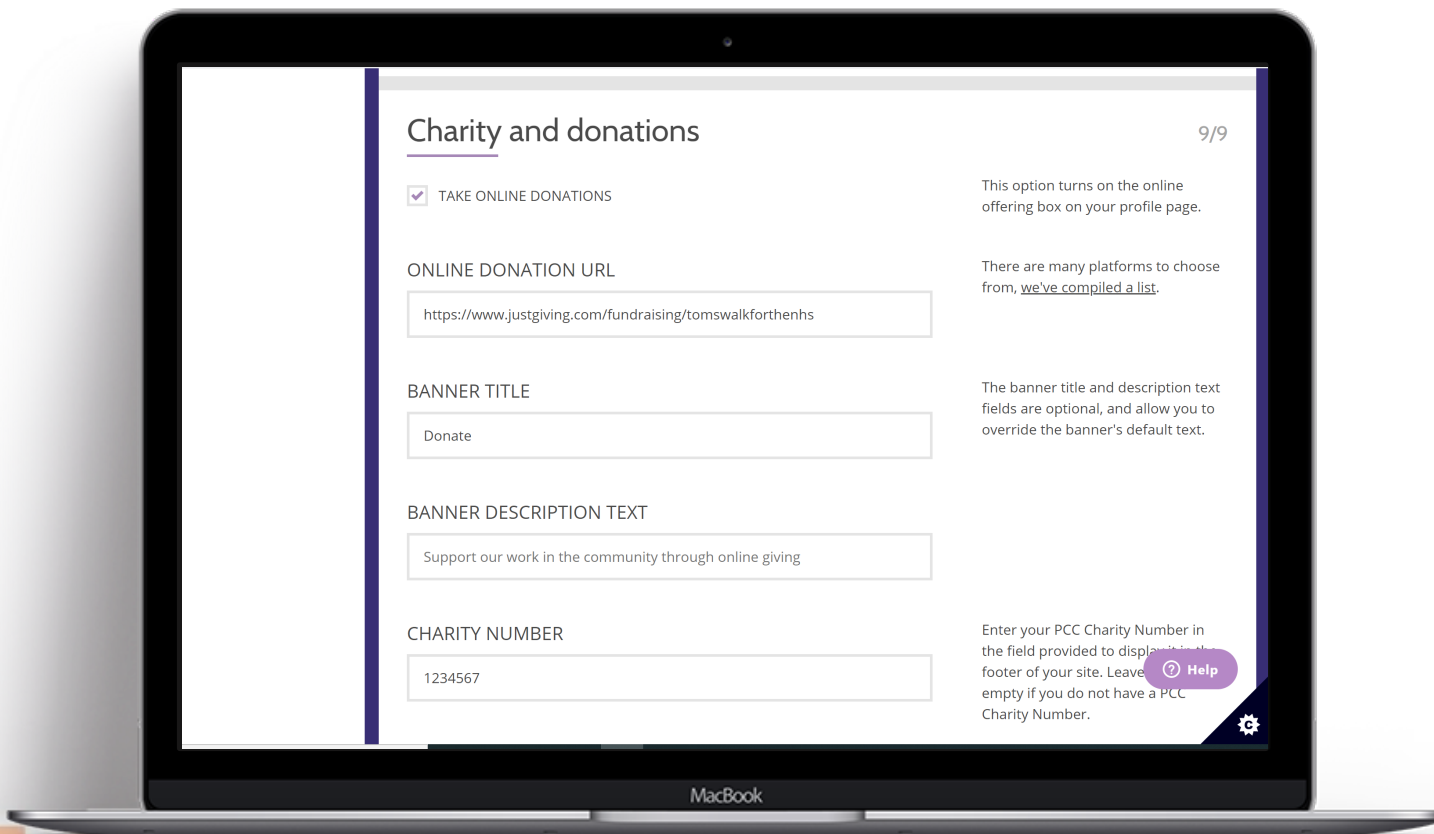
MacBook



## Add a donate button

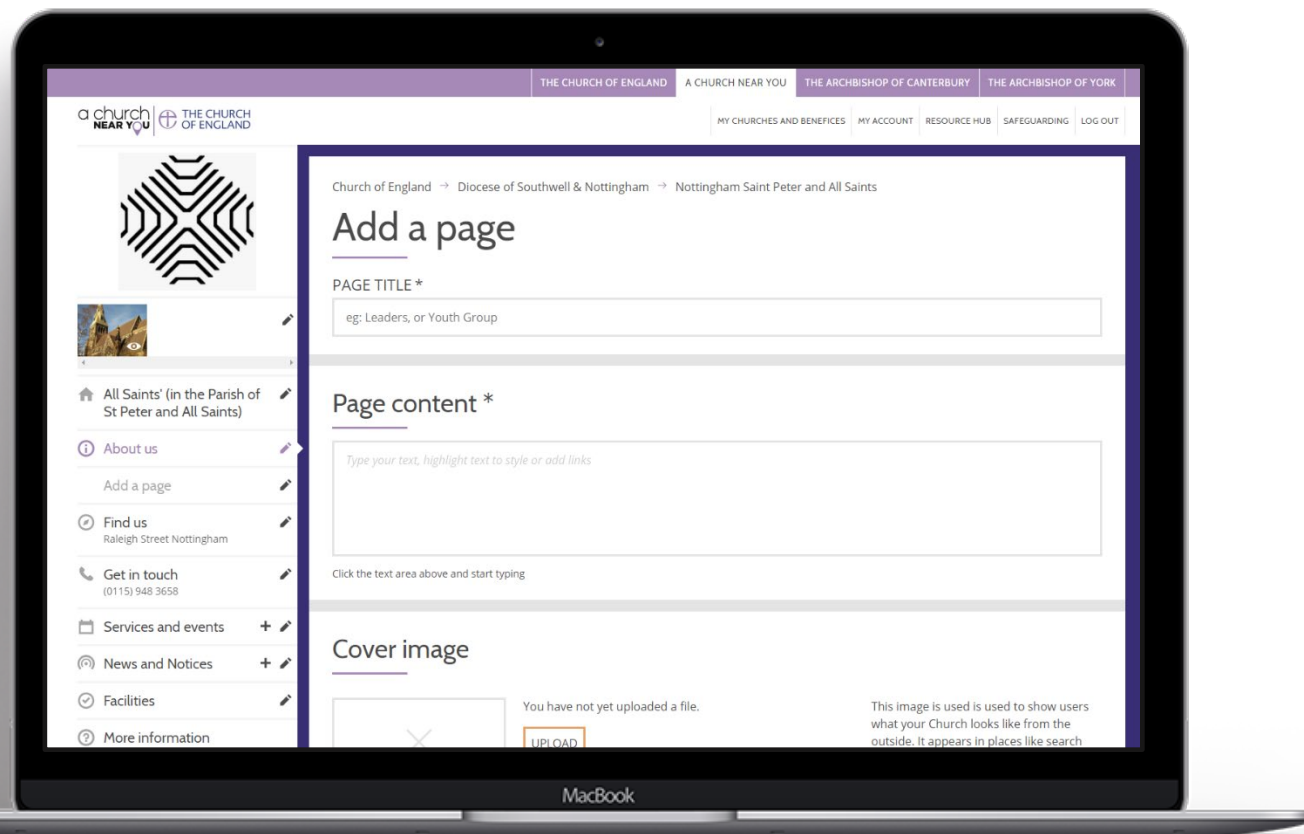
 Click on the pencil by the name of your church

- Scroll to **Charity and Donations**
- Tick the box to **take online donations**
- Add the link to your online donations tool
- Edit the title and description
- Go to **Resource Hub** for downloadable donation resources



## Add a page

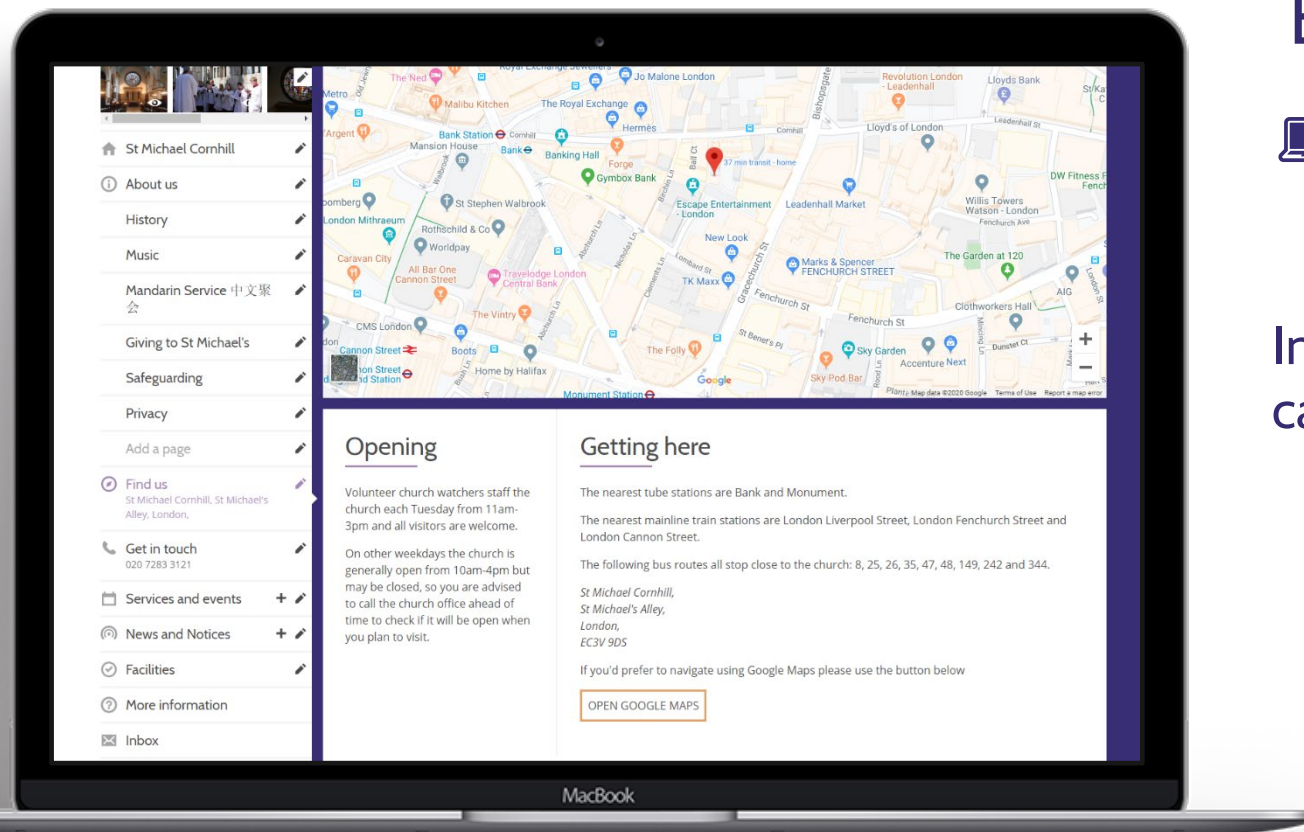
-  Add a page 
  - Format the text by highlighting it and selecting an option.



## Edit find us

 Find us > Getting here

Include bus routes, train stations,  
car parks and access information




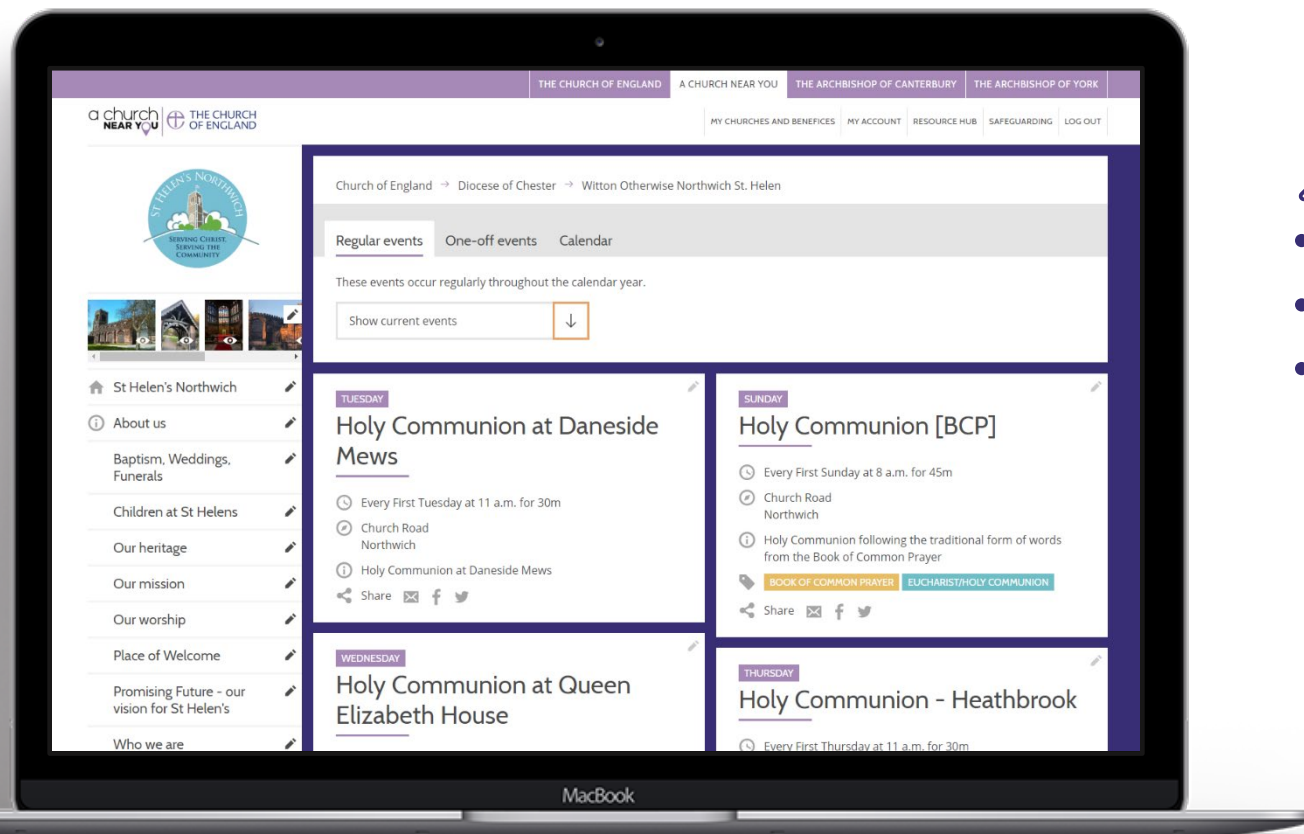


## Add services and events



### Services and events

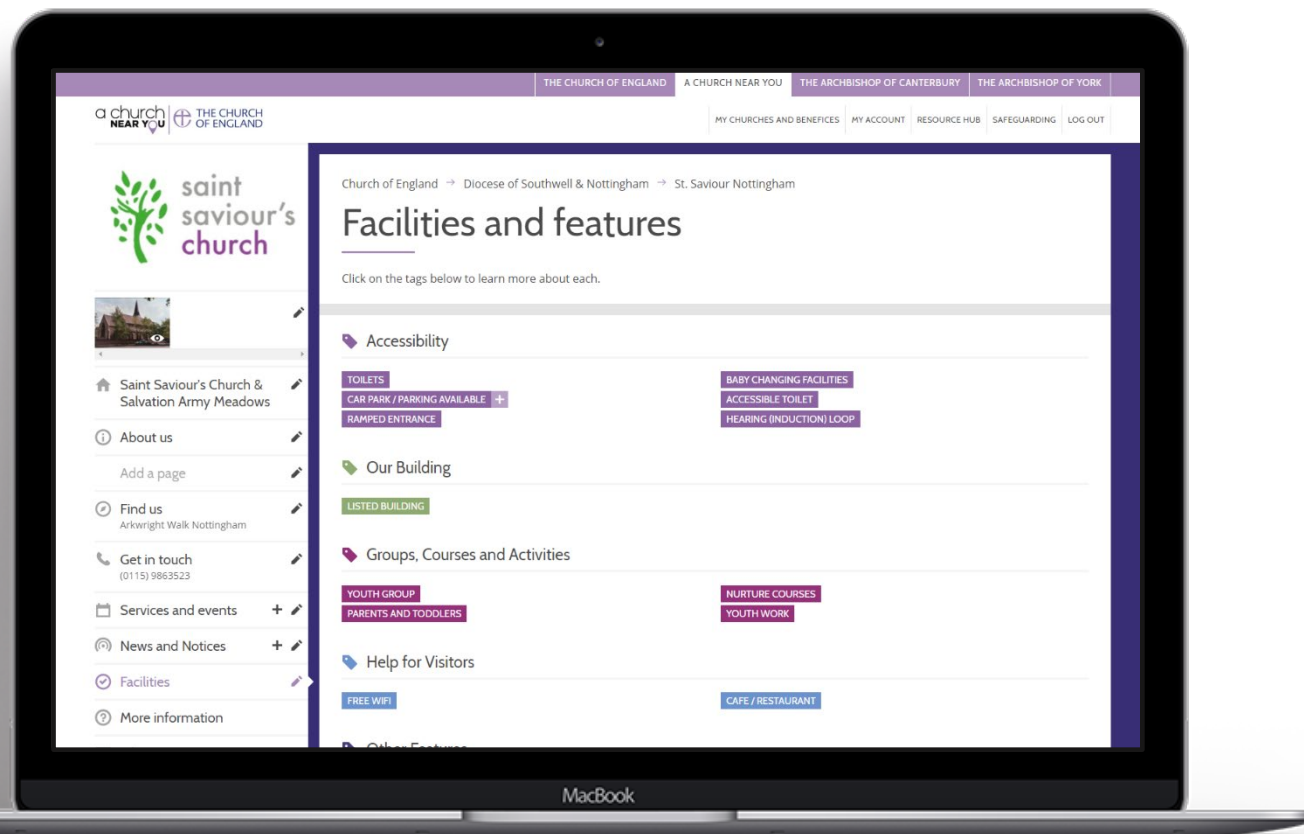
- Click + to add a new event
- Click  to edit an event
- Copy an event to another church by scrolling to the bottom of the editable event and selecting **copy**



## Enter facilities & features

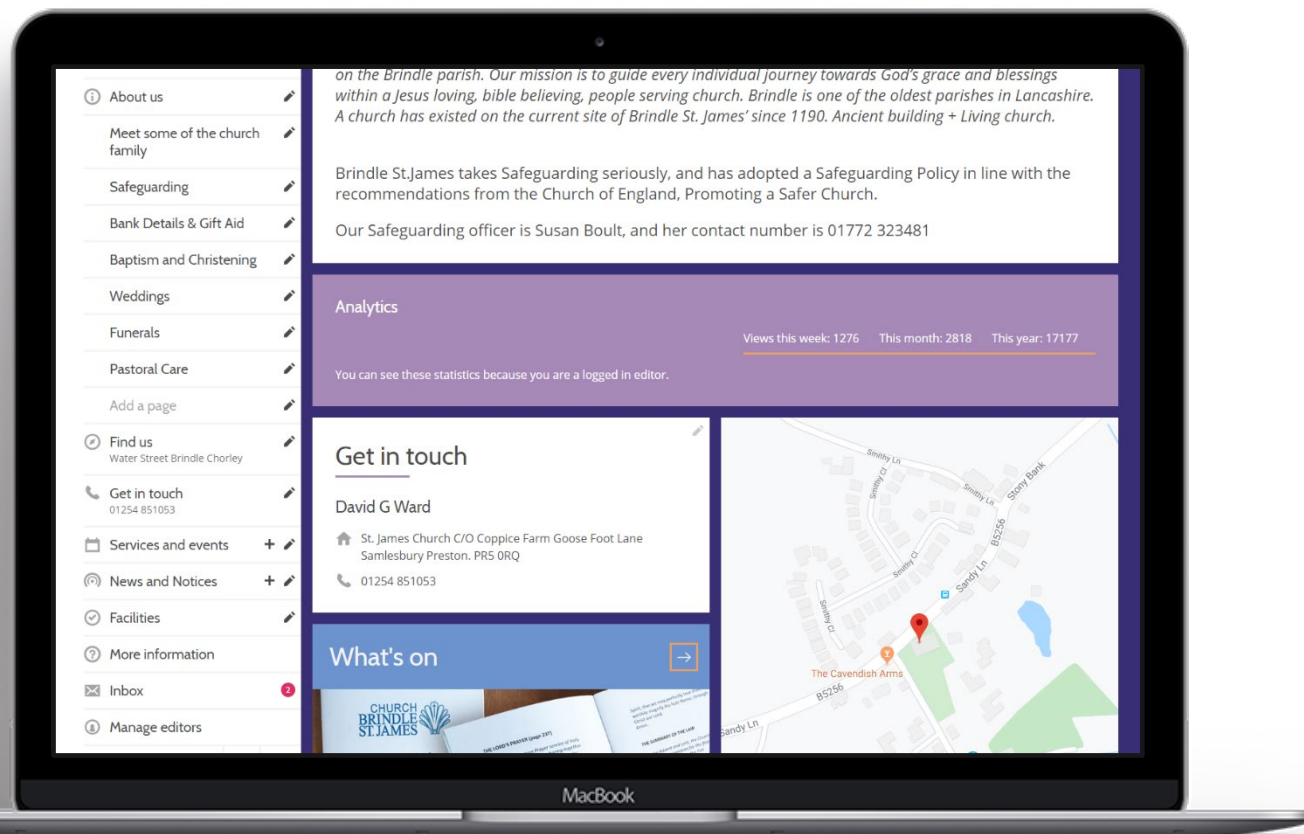
### Facilities

- Select every relevant tag to make your church more discoverable in the search.



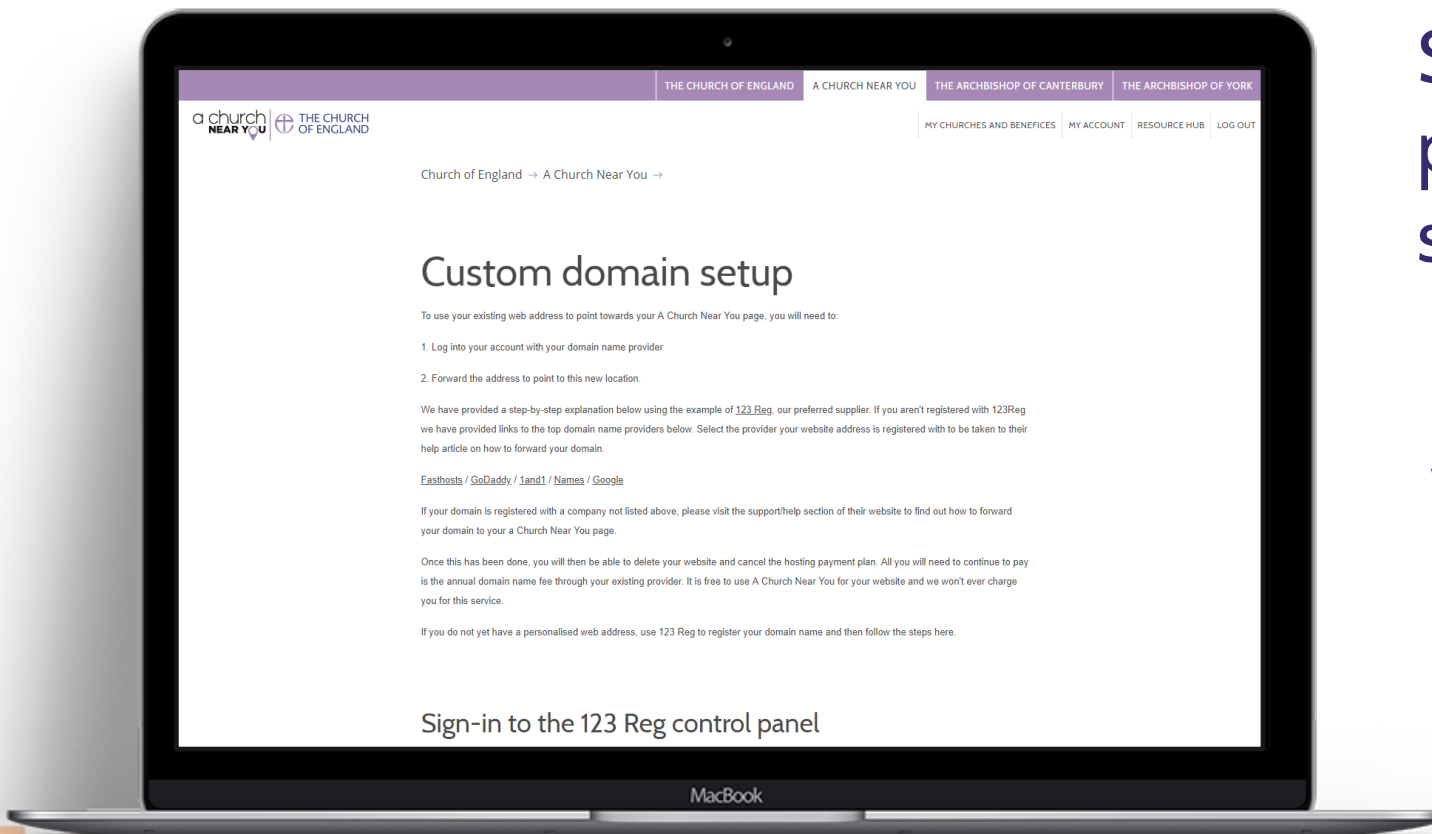
## Check your analytics

 Homepage > this week, month and year



# Set up your A Church Near You page as your main website by switching your domain

 Custom domain set up  
[www.achurchnearyou.com/custom-domain](http://www.achurchnearyou.com/custom-domain)





## Have you tried these features?

- ★ Video generator – *Resource Hub*
- ★ The Resource Hub
- ★ Campaign mode - *Homepage*
- ★ Benefice home page – *My churches and benefices*





# Language and tone

9

Average reading age of the UK



# Language and tone

Just a reminder to be open and inclusive with our language, and use descriptions where necessary, so that visitors feel included and welcome in our church community.

Anointing

Collect

Faculty

Lectionary

Evangelism

Episcopal

Fellowship

Journeying

Benefice

Synod

Deanery

Lay

Incumbent

Season

Diocese

Parochial

Mission

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# Useful tools – Photography and design

[www.canva.com](https://www.canva.com)

[www.spark.adobe.com](https://www.spark.adobe.com)

[www.unsplash.com](https://www.unsplash.com)

[www.pixabay.com](https://www.pixabay.com)

[www.pexels.com](https://www.pexels.com)


[www.freepik.com](https://www.freepik.com)

[achurchnearyou.com/hub](https://achurchnearyou.com/hub)



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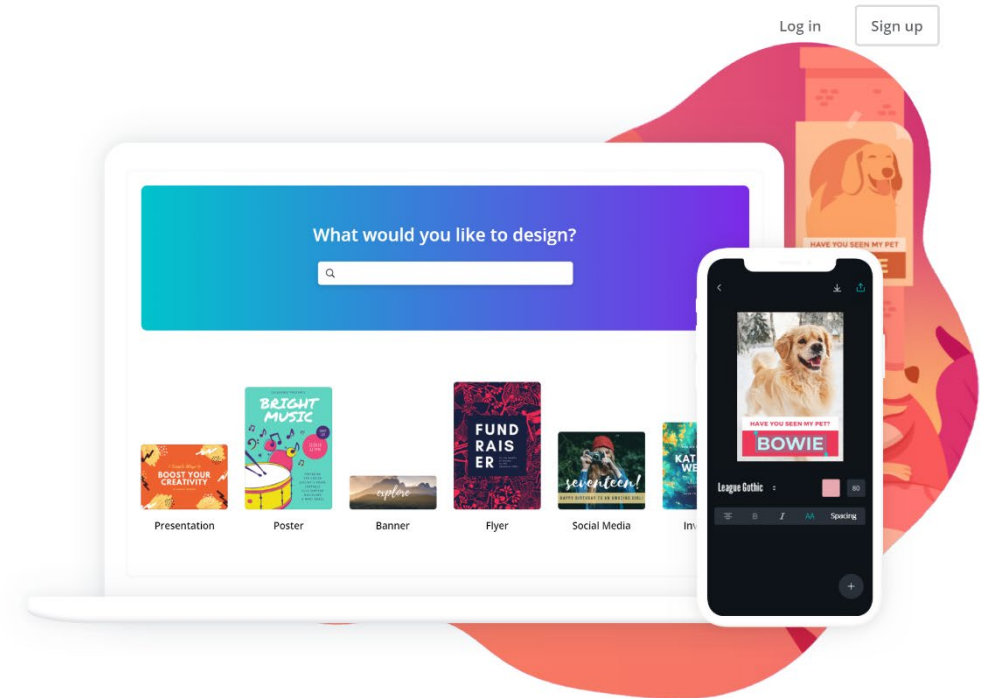
 Sign up with Google

OR

Sign up with email

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English (US) ▼

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# Next steps



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Webinar



Training day



Monthly  
newsletter

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