

# Make the most of A Church Near You

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MacBook

**digital**  
LABS



THE CHURCH  
OF ENGLAND

77 million

Pages views last year

72 hours

Before Christmas is the busiest time of the year

5

Average page views per session

17'000

Online services on the site during the pandemic

40%

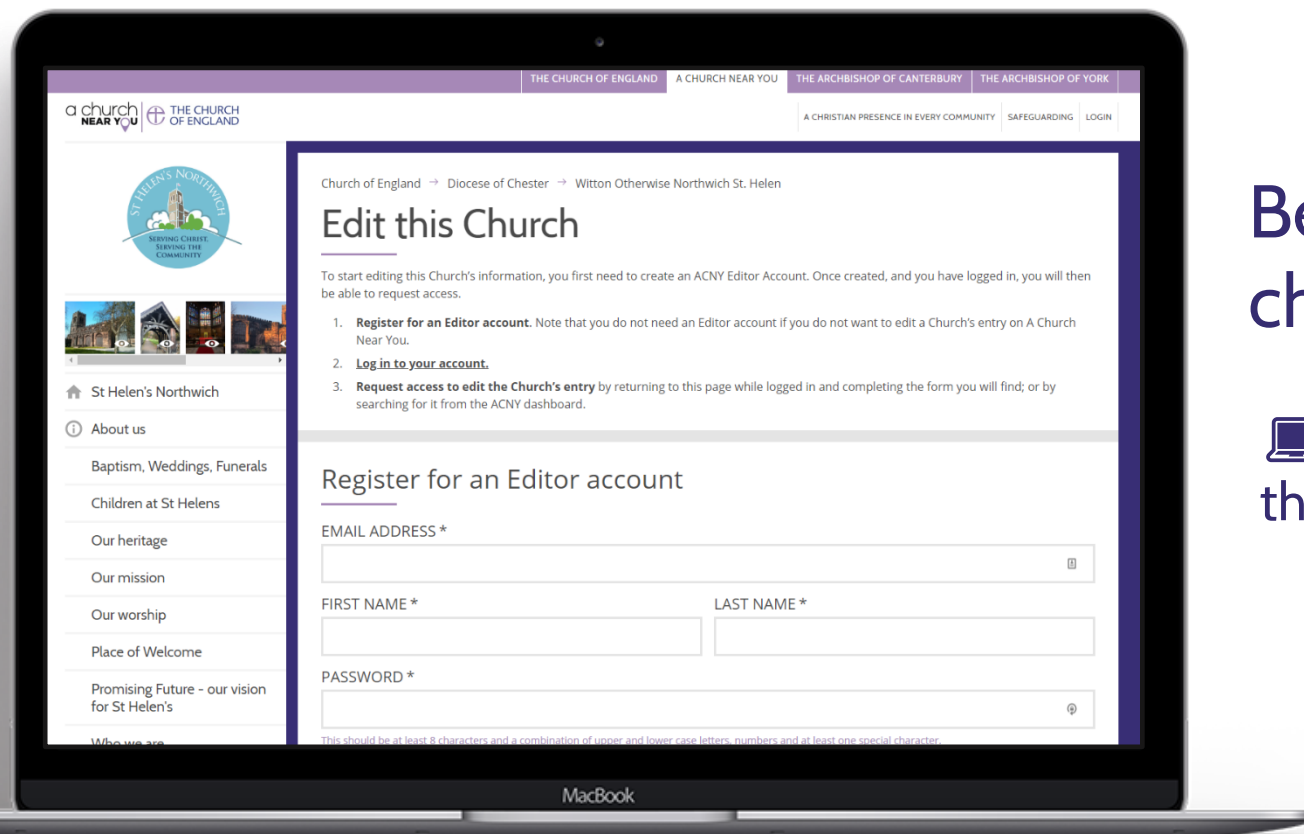
Editors have had visitors from ACNY

80%

First-time visitors on the site

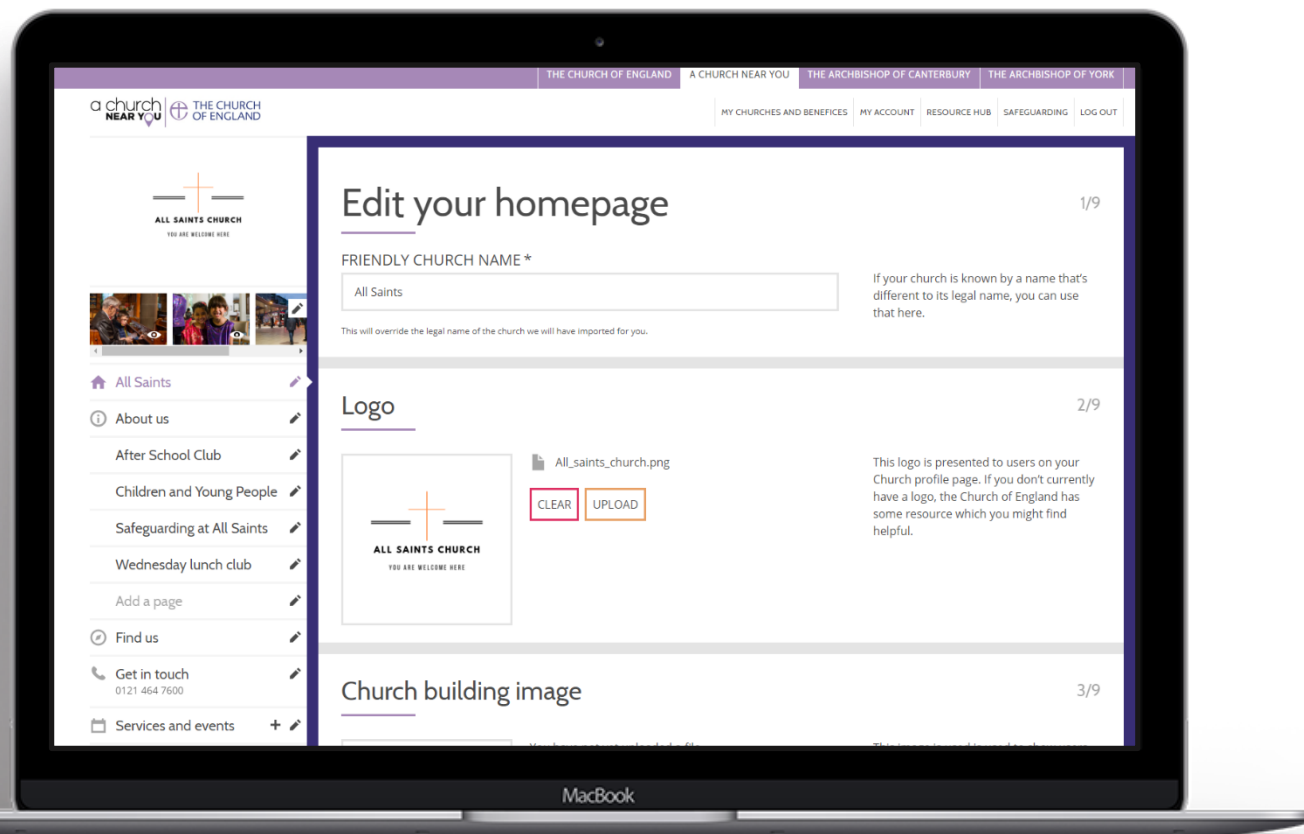
21,000

Editors 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

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**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!

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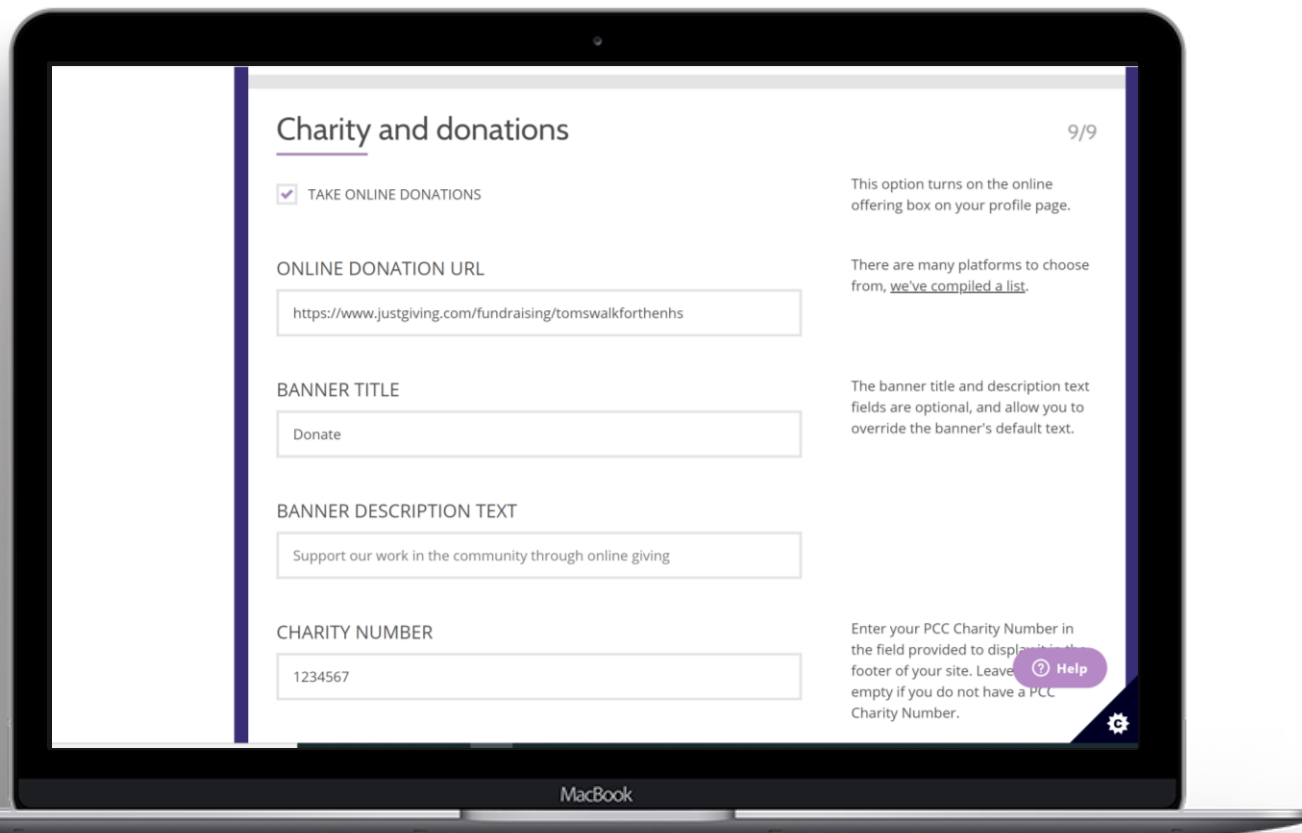
Click the text area above and start typing

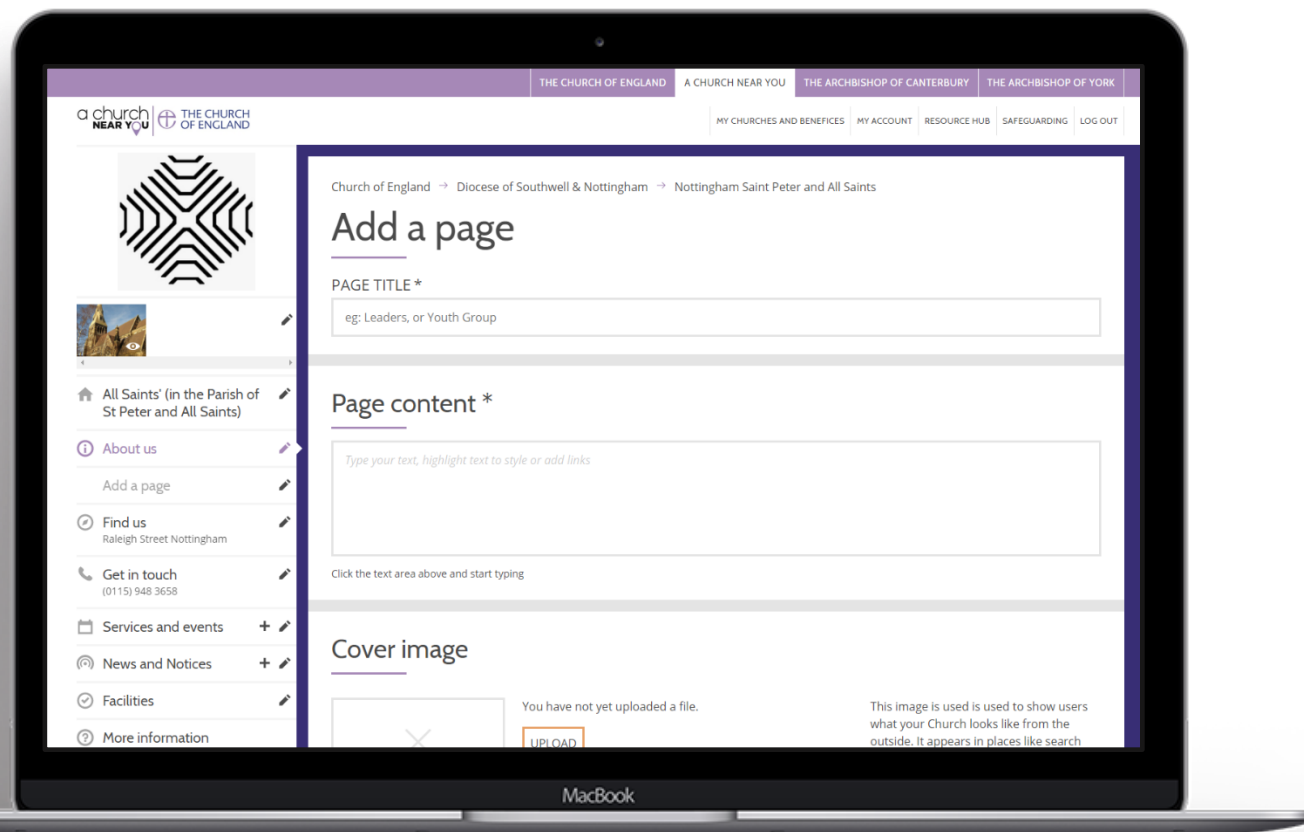
MacBook

## 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

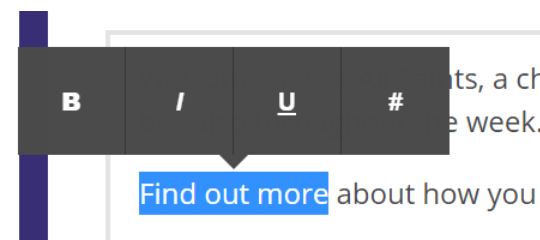




## Add a page

 Add a page 

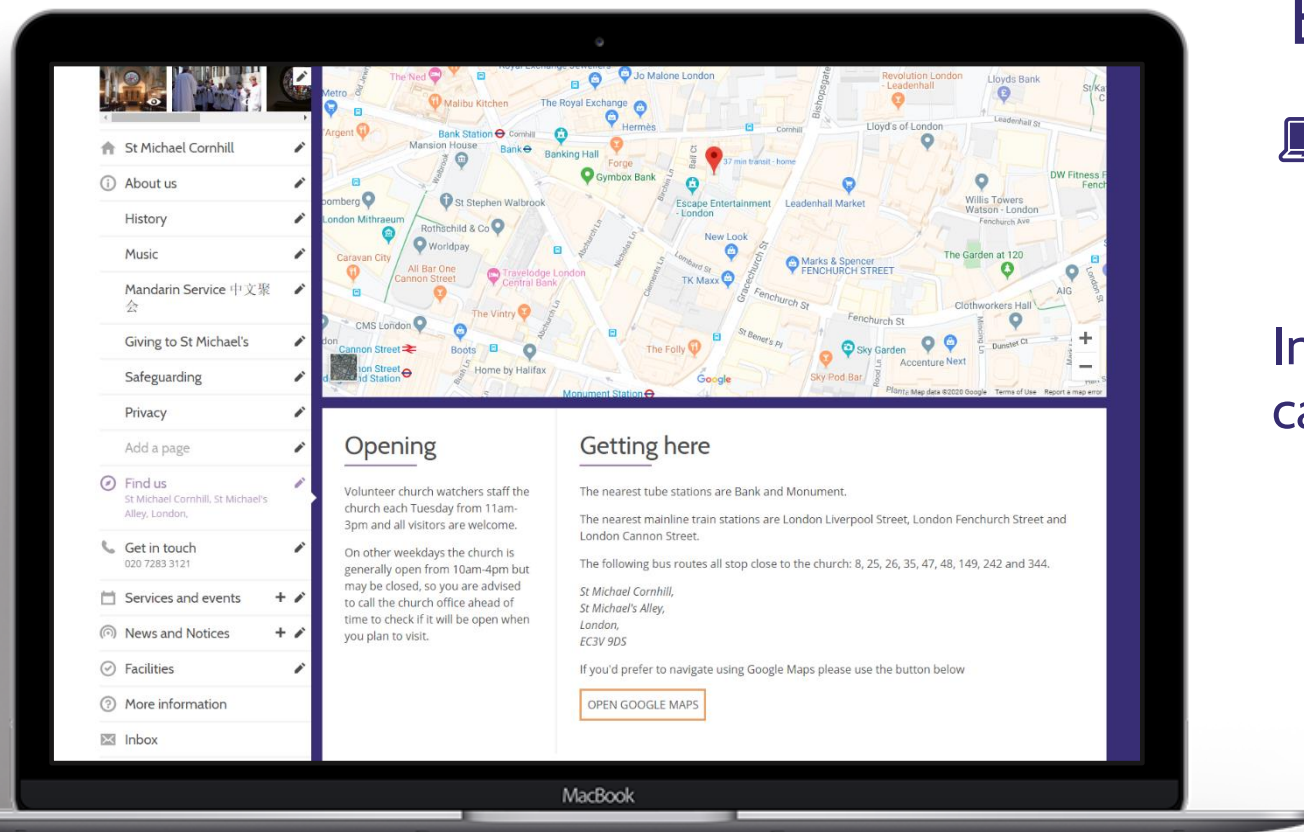
- Format the text by highlighting the text with the cursor and selecting an option.



## Edit find us


 Find us > Getting here

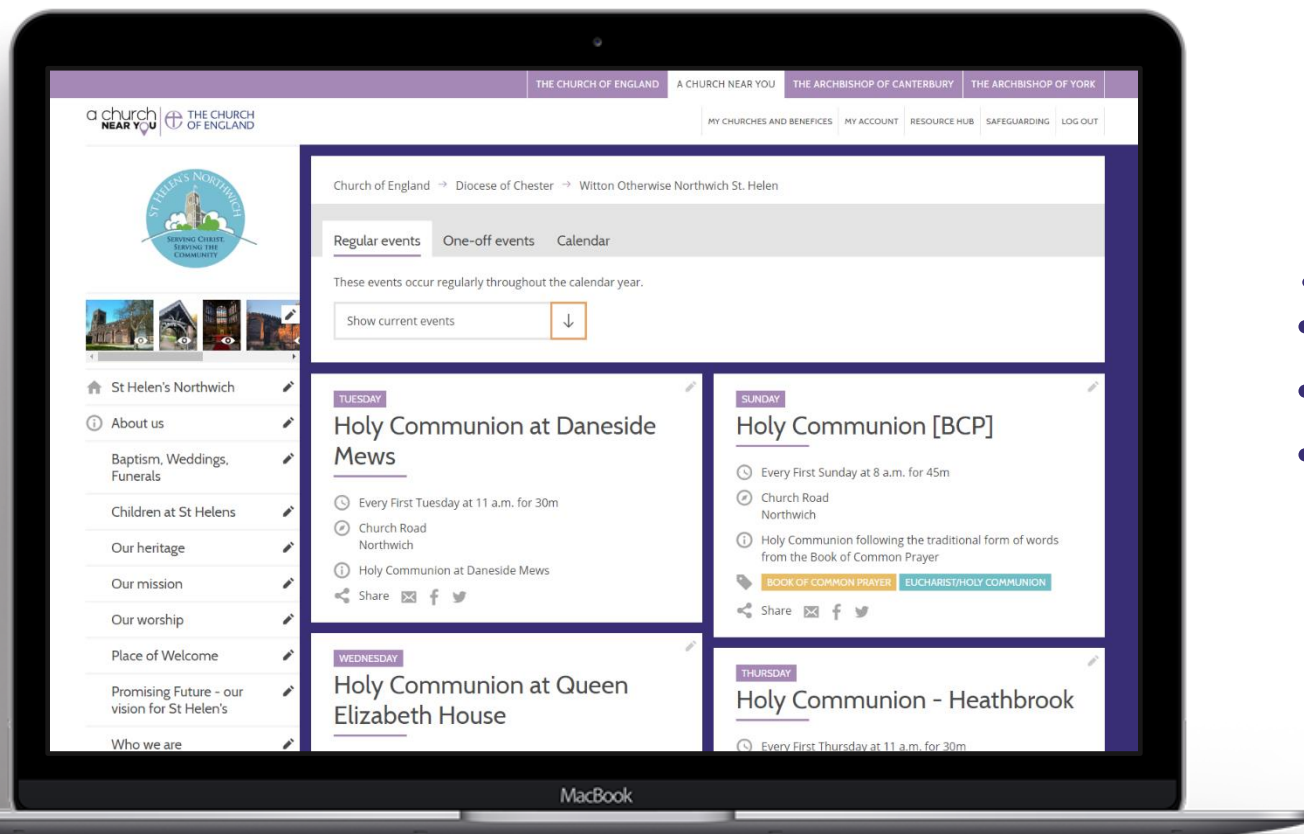
Include bus routes, train stations,  
car parks and access information



## 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



### Optional details

6/7

#### WEB LINK

<https://www.facebook.com/thechurchofengland>


Please make sure you include "http://www" when pasting the link.

#### LIVE STREAM URL

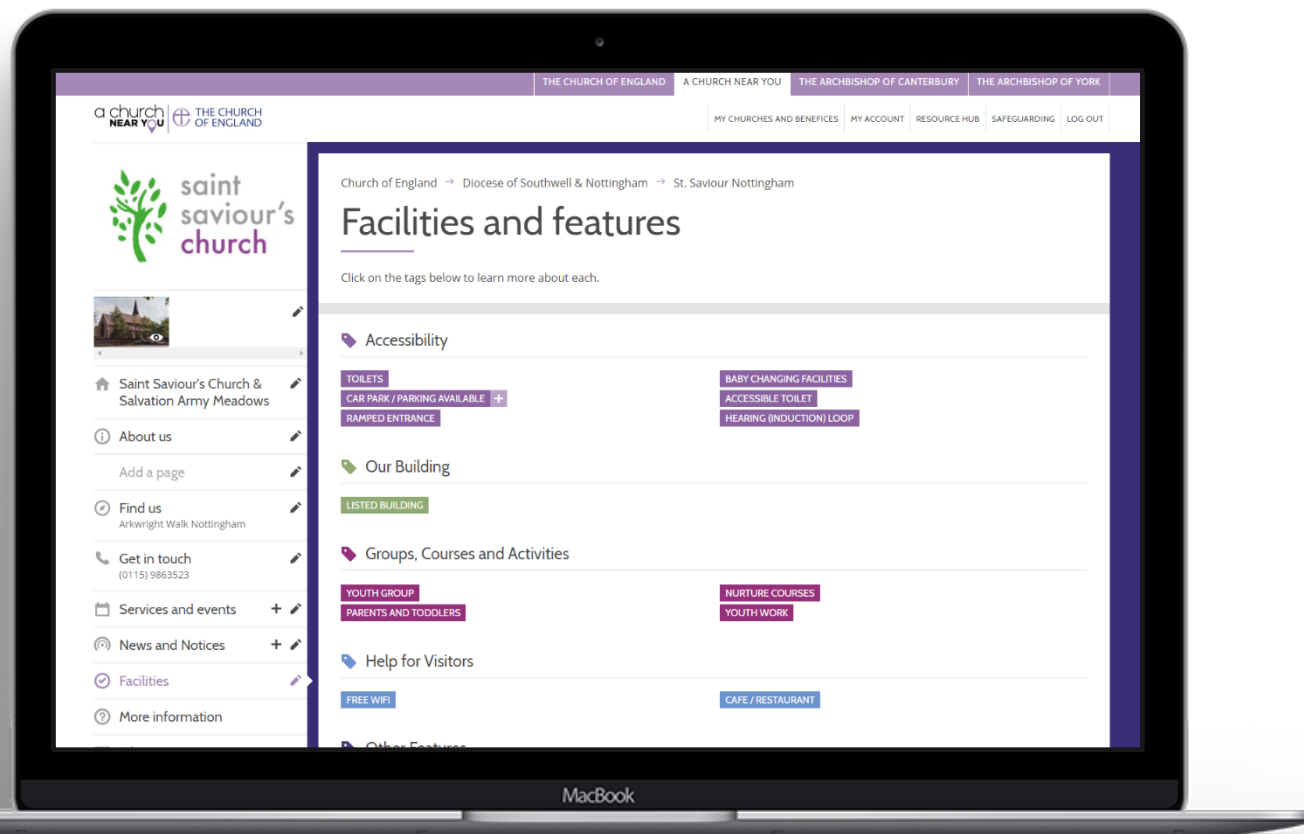
## Link to your online services



### Services and events

- Click + to add a new event
- Click  to edit an event
- Fill in the event details
- Scroll down to section 6 and paste the link to the pre-recorded or live video

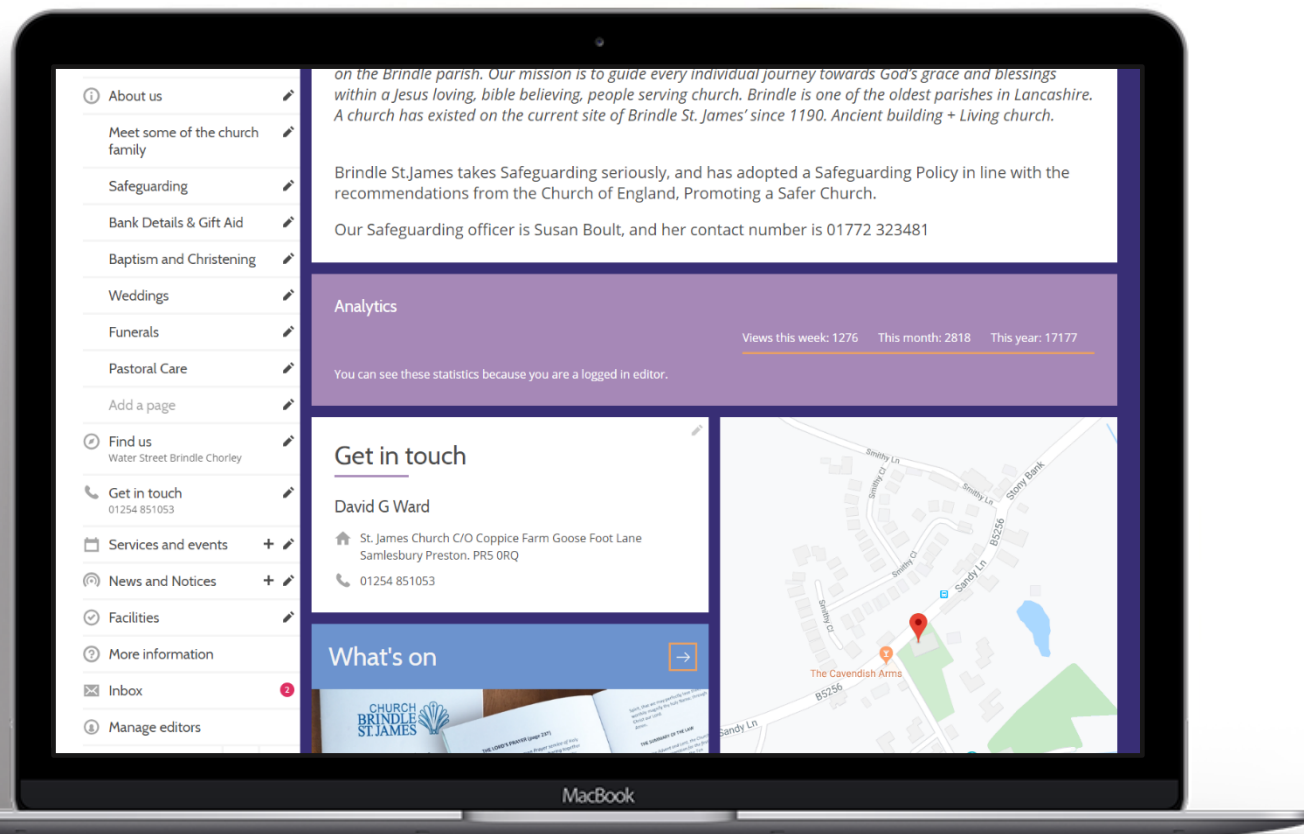




## Enter facilities & features

### Facilities

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



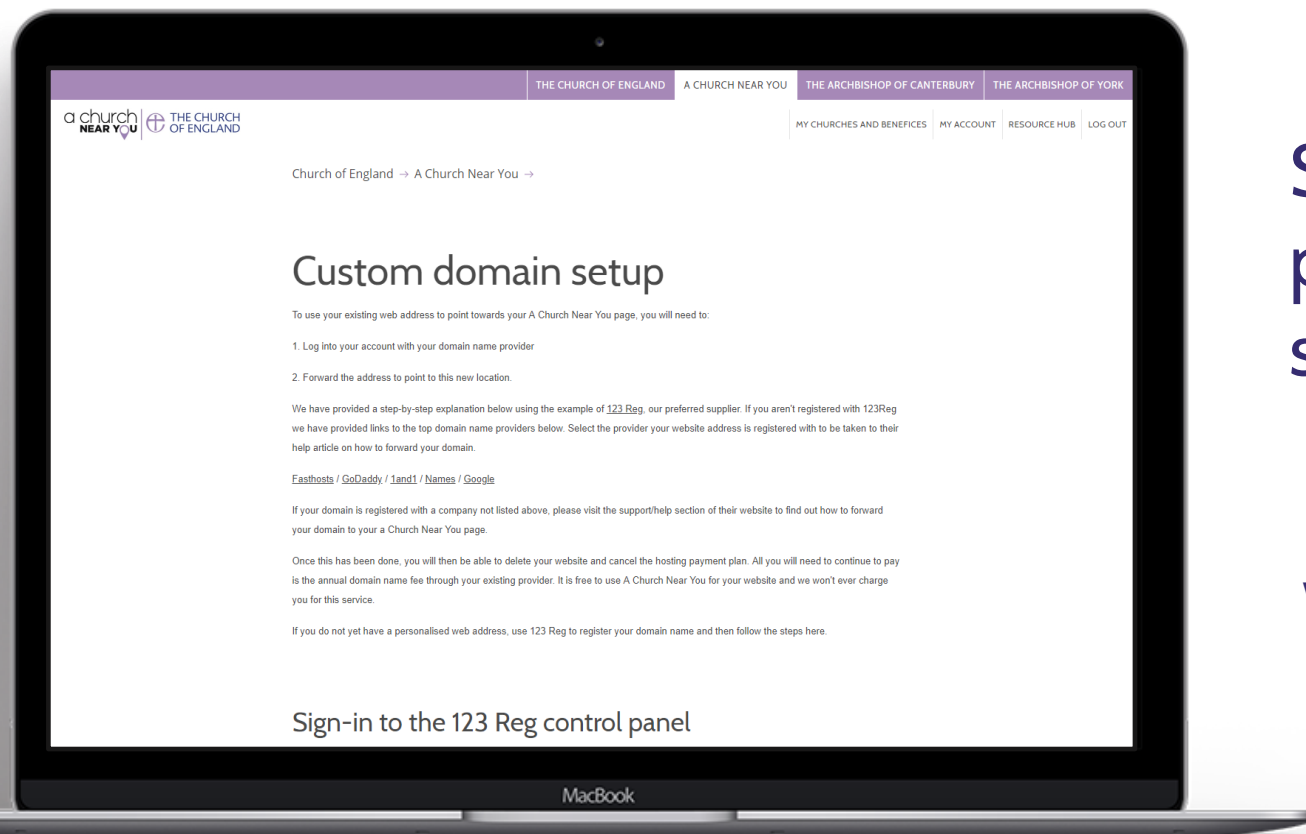
## Check your analytics

 Homepage > this week, month and year

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

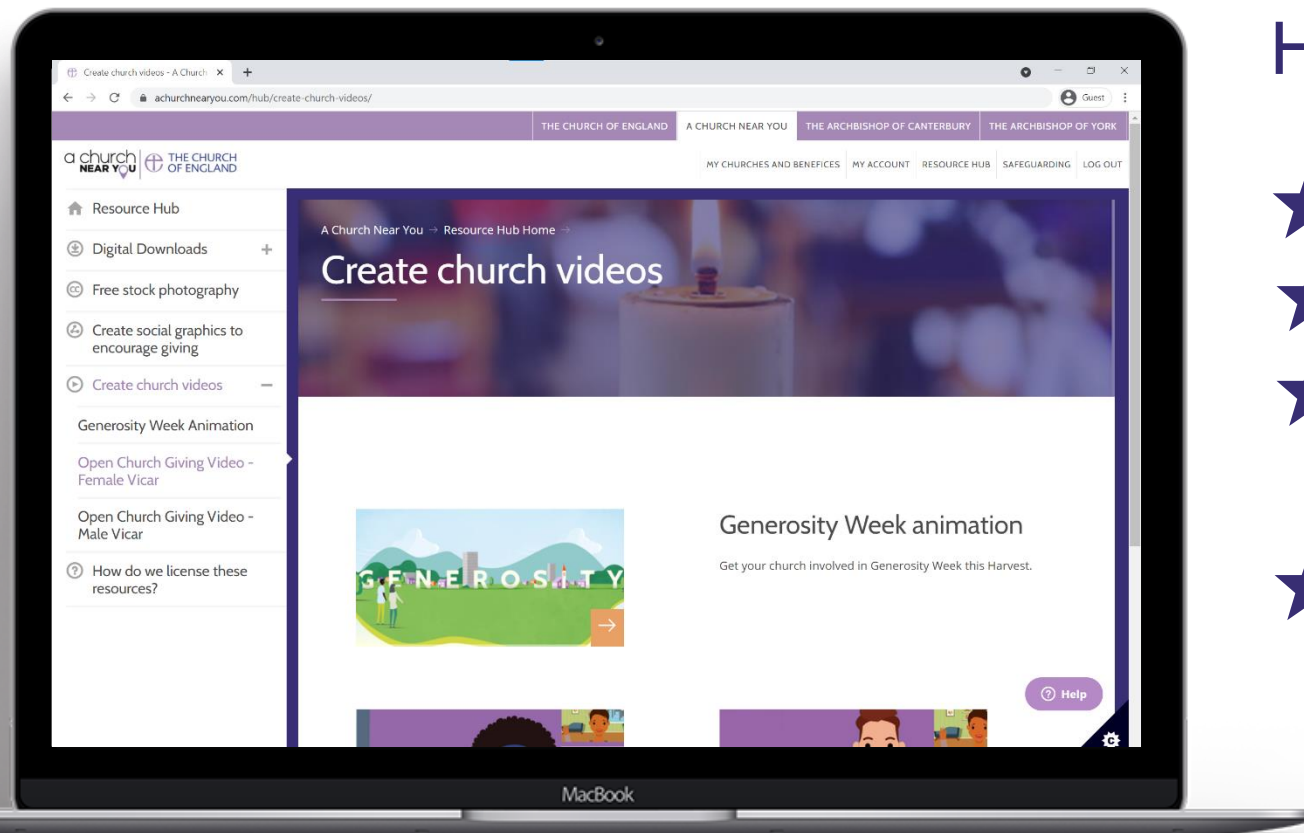
 Custom domain set up

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



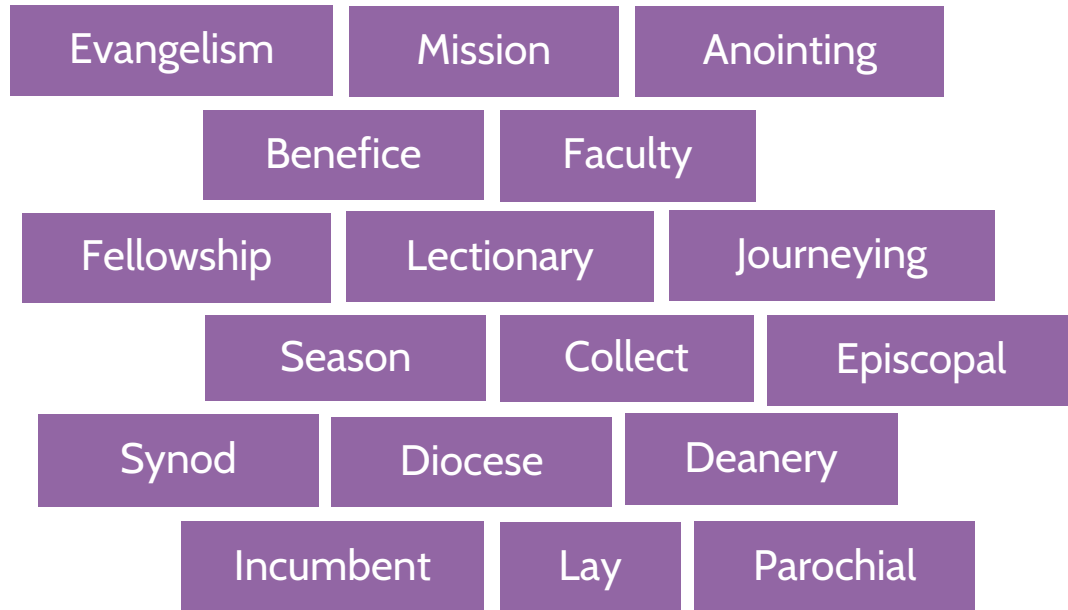
## Have you tried these features?

- ★ The Resource Hub video generator
- ★ Campaign mode - *Homepage*
- ★ Benefice home page – *My churches and benefices*
- ★ Free stock photography - *Resource Hub*



# Language and tone

Be welcoming and inclusive with language, using descriptions where necessary so that visitors feel included and welcome in our church community.



## Jargon

Words which may make sense to us, but without explanation, can be jargon to those unfamiliar with Christianity or Anglicanism



## Welcoming language

Avoid phrases which may portray an 'us' and 'them' tone, such as:

- 'Join us...'
- 'If you are new...'
- 'speak to Dave for more info'

# 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)



**Design anything.  
Publish anywhere.**

Create an account, it's free. Canva is loved by beginners and experts, teams and individuals.

 Sign up with Facebook

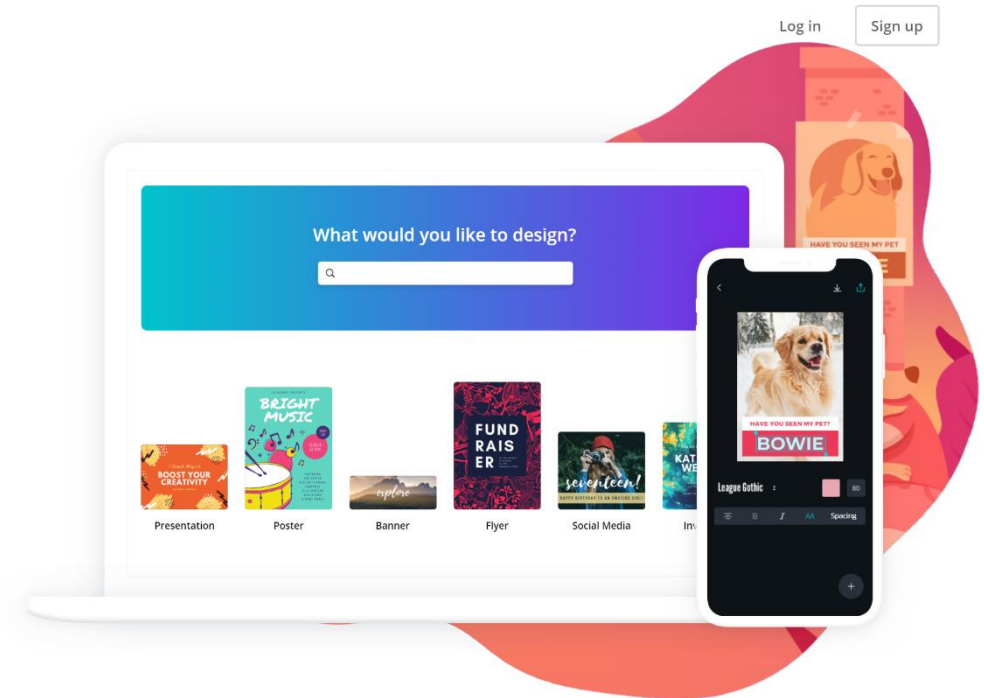
 Sign up with Google

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By signing up, you agree to Canva's [Terms of Use](#) and [Privacy Policy](#).

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English (US) ▼

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