Title: Building Your Church's Web Ministry Team

Subtitle: Christian Webmasters

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Summary: There are a variety of skills needed to build and maintain a ch
editorial, graphical, planning, teaching and leading. Rare is the person w
has the time to devote to your church's web site. Clearly defining the rol
you build a team you need for your web ministry.

The tasks of building and maintaining your site can be grouped into 4 ma
the *webmaster*, the *web designer*, the *contributing/managing editor* and the *editor-in-chief*

The Webmaster

The webmaster handles the majority of the truly technical aspects of you
the database are the primary components. This person actually understar
Some of the tasks assigned to the webmaster include transferring files to
the server and database, performing backups of the files and data, apply
applications used on your site and analyzing search and traffic patterns.
knowledge of HTML, CSS, PHP, MySql, FTP and HTTP servers and securit
help you translate your offline activities to their online equivalents. In g
from your webmaster will be high as your site is being built and during a
ongoing maintenance may be only an hour or two each week.

The Web Designer

There is a visual element to your web site that needs the skills of a desi
differences between designing for the web and designing for print. They
fonts, graphics and layout to make your site consistent with your overall
publications. Like the webmaster, the time and effort needed from the we
initially, but will decrease to a few hours a month after your site design
you will use themes throughout the year and the different seasons of the
designer to provide options and guidelines for those times.

The Contributing/Managing Editor

Adding and maintaining the content of your site is the largest task for yo

(and should not) be responsible for all of it. But, one person can oversee
contributors to your site. This person needs an understanding of writing
readability of your site - it is important to know that print materials do n
tasks of the Contributing/Managing Editor is to see that all your informat
timely manner, written in a readable style for the web and guiding all the
in their submissions. This person and the group they work with to post m
active group in maintaining your site. If your online publishing follows yo
should actually be available sooner than your print publications), you wil
announcements, newsletters, calendars and notices to post. This can tak
or more, if you have a newsletter to post. I encourage you to examine yo
ways to consolidate all your submissions for your various publications.

The Editor-in-Chief

This person will provide leadership and vision for your web ministry. The
other team members and keep the ministry in focus. It is crucial to remer
ministry-based and not technology-based. Often, web sites become enamo
technological widget or slickest new graphic and lose sight of the conte
will also need to balance your site between seekers and believers. Memb
a different understanding of the language used inside the church than pe
Carefully consider your content to be able to reach both groups. Your ed
guide the web ministry team to achieve this balanced approach.

A good guideline to follow is for this team to meet at least monthly to re
and encourage each other in this exciting ministry field. As you develop
the discussions and decisions you make along the way to guide you in fu
members join the team. By breaking down the tasks you face in building a
site into these 4 areas, you will become a more effective team and have
web site.