

Publicising your SpiritLive Site

It's one thing to have a SpiritLive site, but you need to let others know about it!! This tip sheet will give you some ideas on how to make your SpiritLive site more broadly known in your community.

1. Print you web address on your letterhead and other documents

SpiritLive is a communication tool, and you should think of your web address like you think of your phone number – an essential piece of information that you give out so people can get in touch with you. You should arrange to have your web address printed on your letterhead. If you won't be getting letterhead printed for a while, you can simply add your address in a small font when you print your letters out.

Also, you should add your SpiritLive address to any publications you produce, such as the weekly parish bulletin, promotional flyers, event notices, welcome packs and the like. The more documents it is on, the more it will get circulated in your community.

2. Make an announcement about your site at meetings or Masses

Whenever members of your community are gathered, you should take the opportunity to invite them to visit your SpiritLive site and sign up for one of your e-newsletters. Most parishes have “announcements” as a standard part of Mass celebrations. Social welfare organisation may have special meetings where announcements are made. Make sure you get your address out there! Here is a sample announcement that you might use:

“We are very pleased to announce that our [parish/school/organisation] has recently gone “on-line!” Not only do we have our very own website, you now can also receive a weekly newsletter from us by e-mail. Please be sure to visit our website at [http://www.\[yourname\].catholicau.com](http://www.[yourname].catholicau.com). The address is also printed in our weekly bulletin. We'd be very interested in hearing your feedback on our site and getting your suggestions on how to make it most useful for you.”

After you've made a few “welcome” announcements, make sure you continue to highlight your site as part of your regular announcements. You might say, for example, “...further information is available in the back of the church or on our website at [www.\[yourname\].catholicau.com](http://www.[yourname].catholicau.com).”

And make your website a community achievement! Update them on how many people have signed up to an e-newsletter over a week or a month. Share positive feedback that you have received. If you convey a sense that it is important, they will consider it important too!

3. Have your diocese list your address in their directory

Most dioceses have a web portal with a page that lists the parishes, schools, and social welfare organisations in the area. Print directories are also often published. Make sure your diocese has your web address on file and lists the address in any official directories. The Australian Catholic Bishops' Conference website at <http://www.catholic.org.au> also has a directory with websites listed. Arrange to have your web address included on this list.

4. Share your web address with other community organisations in your area

The chances are that if you are a parish, you have a Catholic school in your area. Your parish or organisation may also have relationships with social welfare organisations or community clubs. Ask these organisations to include a short article in their next newsletter that announces your new address. If they have a website, have them include your address on one of their pages. You can reciprocate the favour by adding their address to your SpiritLive site.

Sharing your website with other organisations is a great way to get new people to visit your site. They will be encouraged to participate in your activities if they can see on your website what a vibrant community you have. Also, if you encourage them to sign up to one of your e-newsletters, they will get to know your community better and feel more welcome to participate in your activities.

5. Get your community involved

One of the best ways to ensure that people subscribe to your e-newsletter and keep coming back to your website is to get them involved in the site itself. This can be done in many ways.

You might, for example, ask parishioners, students, or clients to contribute a special article each week that will be posted on your site and sent out as part of your e-mail newsletter. Many people these days, particularly young people, know how to use computer graphics software. You might consider running a contest in a youth group to create a special image or graphic for your site (you can give them the SpiritLive Image Tip Sheet for guidance.)

Most people enjoy seeing pictures of community activities, events, and achievements (and even just themselves!) posted on a website. If you have a community event, have pictures from it scanned so you can include them on your site. If someone deserves special recognition, take their picture and post it on your site with some words of congratulations (with their permission of course!) There is bound to be a number of people in your community that are more than happy to take pictures and format them for you. Just give them the SpiritLive Image Tip Sheet and have them e-mail you the file when they are done.

The more you involve your community in the site, the more that they will visit it and share the address with others.