Simple Church Website and Socials Checklist for Advent and Christmas

Suggestions of items to review or consider

WEBSITE

Make sure the following items are clearly displayed and easily found.

- Website information is updated and correct. Make a link to directions or your address easy to find, and include the address in the website footer with contact information.
- Regular service times, Advent midweek services, and activity times are displayed or easy to find. (Christmas Eve, Christmas Day, Children's Program, Caroling, and any other special service times or events are clearly displayed or easy to find.)
- Address, parking, and accessibility notes (wheelchair access, hearing loop, nursery) are easy to find.
- The livestream link is posted and tested if you stream services.
- Online giving is easy to find, since year-end and Christmas offerings come in during this season.
- The website works well on a phone; most visitors will check times on one.
- Contact info (phone and email) is current, and someone is monitoring that inbox in December.
- Your Google Business Profile shows the same holiday service times. That's what people see when they search "church near me."
- Remove old events, such as last year's Christmas schedule and past Advent series.

SOCIALS

- Update the profile photo, cover image, and bio with the seasonal theme and service times.
- Service times are pinned to the top of your page.
- Events are shareable, and members are asked to invite friends by sharing them.
- Someone is assigned to answer messages and comments during the season.
- Photo permission is settled, especially for children's programs. Check with parents before posting kids' faces.
- After Christmas, post a thank-you with photos and the schedule for the Sundays that follow.

TIMELINE

- Early November: website updated and graphics chosen.
- By the first Sunday of Advent: all Advent and Christmas events posted.
- Two weeks before Christmas: reminder posts and invitation push.
- December 23–24: final "join us tonight" posts.