



# ALL THINGS MEDIA

**All Things Media (ATM) is a diocesan-wide program sponsored by the Bishop's Ministry Grant Program.** The purpose of this grant-making program is to strengthen the leadership and infrastructure of the Episcopal churches in Southeast Florida to build the Church in Southeast Florida so that it is equipped to answer God's call to transform lives and to faithfully care for those in need.

Vision: The All Things Media program will assist congregations of the diocese to encounter and to dialogue with those who are not presently members of our congregations.

Mission: The All Things Media program will train, equip, and coach our congregations in becoming more aware of and experts in implementing the social media tools that are available to communicate the Gospel of Jesus Christ.

The first All Things Media workshops were introduced in the August of 2011. The 8 hour workshops were offered at no charge to all diocesan parishes and were held at the Duncan Center. From 2011 to 2014, 28 workshops have been held. These workshops have touched 100 plus people representing 39 parishes in the diocese.

Diocesan parishes are now using their new learnings to redesign their webpages, Sunday bulletins and weekly e-mails. Many of our parishes now reach out to the community via Facebook, You Tube and Pinterest. Parish are now also offering other options for giving.

The workshop training focused on the following areas:

- Webpage Design
- Microsoft Office Publisher
- Constant Contact
- Social Media (Facebook, You Tube, Pinterest, Pic Monkey, Canva, QR Codes)
- On-Line Giving (Pay Pal, Square)
- Drop Box

## 2011 Fall Session Workshops

**Trainers:** Isela Gonzalez (St. Margaret's Episcopal Church, Miami Lakes), Melissa Lewis (St. Mary's Episcopal Church, Stuart) and Charlene Wheat (Holy Family Episcopal Church, Miami).

### **August 23, 2011: Introduction to Webpage Design**

- *Webs Platform*

### **September 20, 2011: Using Print and E-Mail to Enrich Parish Ministry**

- Creating a Church Bulletin (*Microsoft Office Publisher*)
- Creating a *Constant Contact* E-Mail and Newsletter

### **October 19, 2011: Introduction to Social Media and Power Church Software**

- The Art of Social Media (*Facebook, Twitter, You Tube, Pay Pal, QR Codes*)
- Developing a Database Using *Power Church* (Bill Hurd)

### **November 30, 2011**

- Review

## 2012 Spring Session Workshops

**Trainers:** Isela Gonzalez (St. Margaret's Episcopal Church, Miami Lakes), Melissa Lewis (St. Mary's Episcopal Church, Stuart)

### **February 23, 2012: Introduction to Constant Contact and Webpage Design**

- Creating a *Constant Contact* E-Mail and Newsletter
- Introduction to *Webs Platform*

### **March 8, 2012: Webpage Design**

- *Webs Platform*
- Introduction to *PayPal*
- Review of *Constant Contact*

### **April 19, 2012: Using Print and E-Mail to Enrich Parish Ministry**

- Creating a Church Bulletin (*Microsoft Office Publisher*)
- *PayPal* and Square Application
- Developing a Database Using *Power Church* (Bill Hurd)

### **May 10, 2012: The Art of Using Social Media**

- *Facebook, Twitter, LinkedIn, You Tube, QR Codes, Drop Box*



**2012 Fall Session Workshops**

**Trainers:** Isela Gonzalez (St. Margaret's Episcopal Church, Miami Lakes), Melissa Lewis (St. Mary's Episcopal Church, Stuart)

**October 30, 2012: Using Print to Enrich Ministry**

- Creating a Church Bulletin (*Microsoft Office Publisher*)
- Introduction to *Drop Box*

**November 13, 2012: Using E-Mail to Enrich Parish Ministry**

- Creating a *Constant Contact* E-Mail and Newsletter

**November 27, 2012: The Art of Using Social Media and On-Line Giving**

- Creating a *Pay Pal* Account
- Introduction to *Facebook, Twitter, LinkedIn, You Tube, QR Codes*

**February 11, 2013**

- Review

**March 14, 2013: Webpage Design**

- *Webs Platform*



**2013 Session Workshops**

**Trainers:** Isela Gonzalez (St. Margaret's Episcopal Church, Miami Lakes), Melissa Lewis (St. Mary's Episcopal Church, Stuart)

**April 22 and August 6, 2013: Using Print to Enrich Ministry**

- Creating a Church Bulletin (*Microsoft Office Publisher*)
- Introduction to *Drop Box*

**May 20 and August 19, 2013: Using E-Mail to Enrich Parish Ministry**

- Creating a *Constant Contact* E-Mail and Newsletter

**June 17 and September 9, 2013: The Art of Using Social Media I and On-Line Giving**

- Creating a *Pay Pal* and *Square* Account
- Introduction to *Facebook, Twitter, LinkedIn*

**July 9, 2013: Webpage Design**

- *Webs Platform*

**October 7: The Art of Social Media II**

- *You Tube, Pinterest, Pic Monkey, QR Codes*

## 2014 Session Workshops

**Trainers:** Isela Gonzalez (St. Margaret's Episcopal Church, Miami Lakes), Melissa Lewis (St. Mary's Episcopal Church, Stuart)

### **January 13, 2014: Using Print to Enrich Ministry**

- Creating a Church Bulletin (*Microsoft Office Publisher*)
- Introduction to *Drop Box*

### **February 10 and September 9, 2014: :Using E-Mail to Enrich Parish Ministry**

- Creating a *Constant Contact* E-Mail and Newsletter

### **March 19, 2014: The Art of Using Social Media I and On-Line Giving**

- Creating a *Pay Pal* and *Square* Account
- Introduction to *Facebook*

### **May 19, 2014: The Art of Social Media II**

- Creating a *Pay Pal* and *Square* Account

### **September 22, 2014: Advanced Facebook**

### **October 21, 2014: Advanced You Tube**

