

Casting the Net...

Maximizing ctkonline.com as a Communication Tool

1. Target Your Audience-What do they want/need to know
 - A. Visitors-they need to know in a nutshell who, what, where, when, why and find it quickly and easily
 - B. Regular Attendees-greater details
2. Plan your Web site "Tree"
3. Create Pages
 - A. Format: Title, pictures
 - B. Body: Content, additional pictures
4. Special Features
 - A. Special Events
 - B. Secure Pages
 - C. Photo Albums
 - D. Forms
5. Connecting the Dots
 - A. Newsletters connect to web site
6. Keep it Fresh & Current

Sample Web Site Tree

- **Friday Harbor CTK Home:** Weekly Bulletin, Current Features, Prayer Request form
- **Friday Harbor Leadership:** Director's Page (secure)
- **Calendar**
- **Ministries**
 - Worship
 - Events: Low Tide
 - Children's Outreach
 - Family Outreach
 - Women's Outreach
 - Events: Women's Retreat
 - Men's Outreach
 - Youth Outreach
 - High School Outreach
- **Small Groups**
 - Current Small Groups
 - Small Group Interest Form
- **Arrows Out**
 - In Our Community
 - In Our World
 - CTK Nairobi
 - Kenya Update
 - Oasis Africa
 - OA Update
 - Colin & Leah Hamilton
 - Operation Christmas Child
- **Essentials**
 - Services
 - Directions
 - Make a Donation
 - FAQ's