





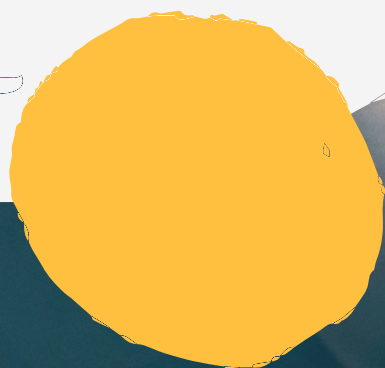
Digital Community

- Maximizing opt in's
 - Consistent/valuable connection
 - Optimizing analytics
- 



The "DTR" of digital communication

"Opt-In:" When a community member decides they want to be connected to your faith community more intentionally, they opt into your



What is valuable connection:

- Providing content that people are actually asking for
 - SEO data
 - Listen to your people
 - Notice when people are opting out





Optimizing Analytics

Review the analytic tools that are available to you