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# Local Unit Webpage and Events: *Sharing the Light of Jesus Christ*

*Sharing the gospel of Jesus Christ can be simple when we focus on our love for God and our neighbors. All we need to do is share what it's like to worship together and invite our neighbors to join our ward and branch activities.*

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## *Frequently Asked Questions*

### **Overview**

*What is the primary purpose of the pilot?*

- The primary purpose is to enable each ward or branch to post online invitations to events and activities to strengthen ward participation and invite neighbors, friends, and the community to also join with us. This will allow us to establish a stronger Google search and online presence for each local congregation.

*How should we implement this new initiative?*

- Discuss together as a ward council how to start small, learn and adjust, and let this become a natural way you share events and activities within your ward or branch family. Inviting neighbors and the community should be a natural extension of what you are already doing together.

### **Online Reviews**

*How do I post a review for our local website?*

- For tips on posting reviews, go to [share.ChurchofJesusChrist.org](https://www.churchofjesuschrist.org/share/review-your-local-church?lang=eng) and look for "Review Your Local Church" (<https://www.churchofjesuschrist.org/share/review-your-local-church?lang=eng>) for how-to videos, examples of reviews, and a link to review your local church building.

*What should I post in my review?*

- Your review could include your personal feelings of what you loved or felt about a meeting or an activity. Keep it simple and authentic.

*What should I do if I see a negative review?*

- Responses shouldn't be argumentative or contentious. Offer instead a loving comment that demonstrates empathy and shares truth. Responses could include "I am sorry that happened to you" and a positive, uplifting response.

### **Ward or Branch Website**

*Who will be able to create events on my ward or branch website?*

- The ward and branch extended ward council (i.e., Relief Society, Primary, and Young Women presidencies; quorum presidencies; Sunday School presidency; and ward mission leader) will be able to create events.

*How do we decide what is the best material for the website?*

- The bishopric along with the ward council members should determine the best way to represent your ward or branch to the community.

*What images can I use on our ward website, on reviews I post, or on other social media pages to promote ward events and activities?*

- The best images to post with events and reviews are ones you've taken. Before posting a photo make sure you have permission from the people in the photo. See guidelines about selecting and posting images on this page: <https://www.churchofjesuschrist.org/legal/local-unit-webpage-submission-agreement?lang=eng&country=go>.

*What is the review and approval process for content and events before publishing?*

- The bishopric determines the review and approval process and can assign or delegate this process to others (such as the ward organization and quorum presidencies).

*Is there a way to know in advance who and how many people will be attending an event?*

- Yes, the website provides a report on who has signed up to attend an event. Members and friends should be encouraged to RSVP for events to help you get an estimated head count. If you don't recognize a name, that's a good reminder to look out for them and make sure they feel welcome.

*Will the full-time missionaries have access to the websites and digital tools?*

- No, not currently. This is a member-led, missionary-supported tool and initiative. It's possible this functionality will be added in the future.

*What if I cannot log in to the admin tool of the website?*

- If you are having trouble logging in to the site or other technical issues, please email [webfeedback@churchofjesuschrist.org](mailto:webfeedback@churchofjesuschrist.org).

## **Invitations to Events and Activities**

*What type of activities or events should we post?*

- Any activity or event you feel comfortable inviting neighbors and your community to can be posted. When in doubt, counsel within the organization or quorum presidencies and with your bishopric.

*How do I share a posted activity or event with a friend or a neighbor?*

- On the event page, there is a "Share" icon that will allow you to send the event as a message or email or to post it on your social media account. Don't forget the impact of a personal phone call, text message, or in-person invitation to help someone want to attend.

*What should I be considering when I am posting an activity or event?*

- Since event listings are invitations for our friends or neighbors who aren't familiar with Church terms, you should use descriptive language that would be familiar to anyone (for example: "women's group" instead of Relief Society, "children's group" instead of Primary, "discussion" or "presentation" instead of fireside).

*How and when should missionaries engage with friends who attend events?*

- If missionaries are present at an event where friends are attending, they should introduce themselves just like any other member would. If the friend expresses interest in learning more about the Church, missionaries could be invited to answer their questions.

## Safety

*How do we ensure that activities remain safe and are aligned with our standards and teachings as we invite more people that aren't members of our wards and branches?*

- We want to be welcoming to all of God's children from all backgrounds. First, ensure your event or activity descriptions include the standards, appropriate age, and reminders that will set the tone, atmosphere, and purposes of the activity. Second, always have two-deep leadership and assign someone to always be looking out for the safety and care of all those attending. Counsel with the bishopric and ward council to ensure safety guidelines and procedures are established and being followed.

## Feedback

*Where can we send feedback on ways to improve this initiative, training, and associated technology and tools?*

- There is a feedback button on the footer of the website where you can submit suggestions on training, features, or bugs.

## Welcoming Visitors

*What should we do when people show up that don't live in our ward or branch or stake or district boundaries?*

- Welcome them and engage them in the activity or meeting! If they express interest in attending a future event, invite them to come back! You can also help them find a Latter-day Saint community that could be closer to where they live.

*How do we make our meetings and events more welcoming and inclusive to visitors?*

- First, be aware of new visitors. Second, get to know them. Third, follow the Spirit in inviting them to participate with you. Fourth, answer any questions they may have and invite them to come back. Learn more at <https://www.churchofjesuschrist.org/share/welcoming-others-to-our-community-of-faith?lang=eng>.

## Budget

*If more from our community start attending our events and activities, how do we budget for this?*

- Counsel together as stake and ward leaders as you learn from the events and activities. Share your learnings with your Area Seventy, who can report to the Area Presidency for additional budget if needed.