The WES Model of Digital Communications

**Social Media**
- Analogous to a bulletin board or road sign
- Focused on “advertising” the church and church events, but can also function as an information repository (live streams, photos, etc.)

- "Click here for our social media."
- "Sign up for / view our weekly email here."
- "For more info, visit our Facebook page."
- "For more info, visit our website."

**Website**
- Repository of information
- Has everything that any group of people (members, seekers, leaders) would want to know about your church
- Functions as a (reasonable) primary online archive

- "Sign up for our weekly email here."
- "For more info, visit our website."

**Email**
- Typically member- and leader-focused
- “Need to know” information about upcoming events and other aspects of the life of the church

- "Sign up for our weekly email here."
- "For more info, visit our website."