

What Does Your Ministry Brand Say About You?

Every tweet, every status update, every avatar, every social network background image—they all say something about your digital brand. Have you taken inventory to see what they're saying?

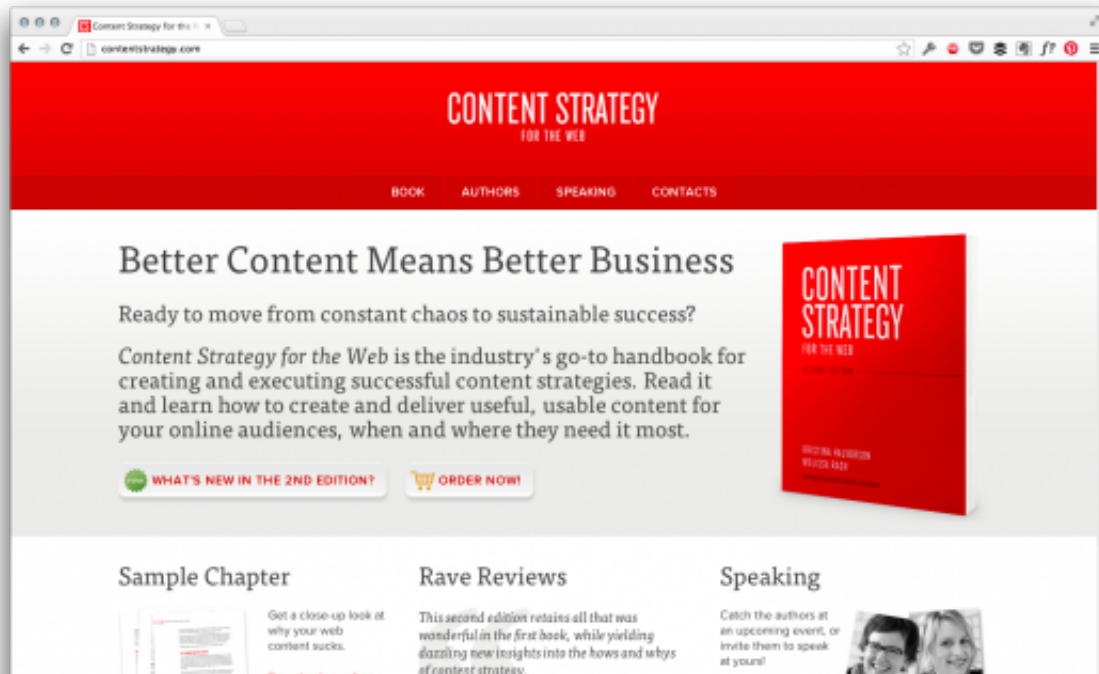
For most organizations, the answer is, “no.” It’s not an intentional “no.” It’s a “no” stemming from not enough time in the day. People usually stumble into [digital ghost towns](#) by accident, not on purpose.

A Few Good Brands

[MailChimp](#) does a fantastic job at translating who they are as a company to their online presence. Their [Twitter feed](#) is filled with irreverent kookiness. The welcome greeting on the dashboard borders on nonsensical.

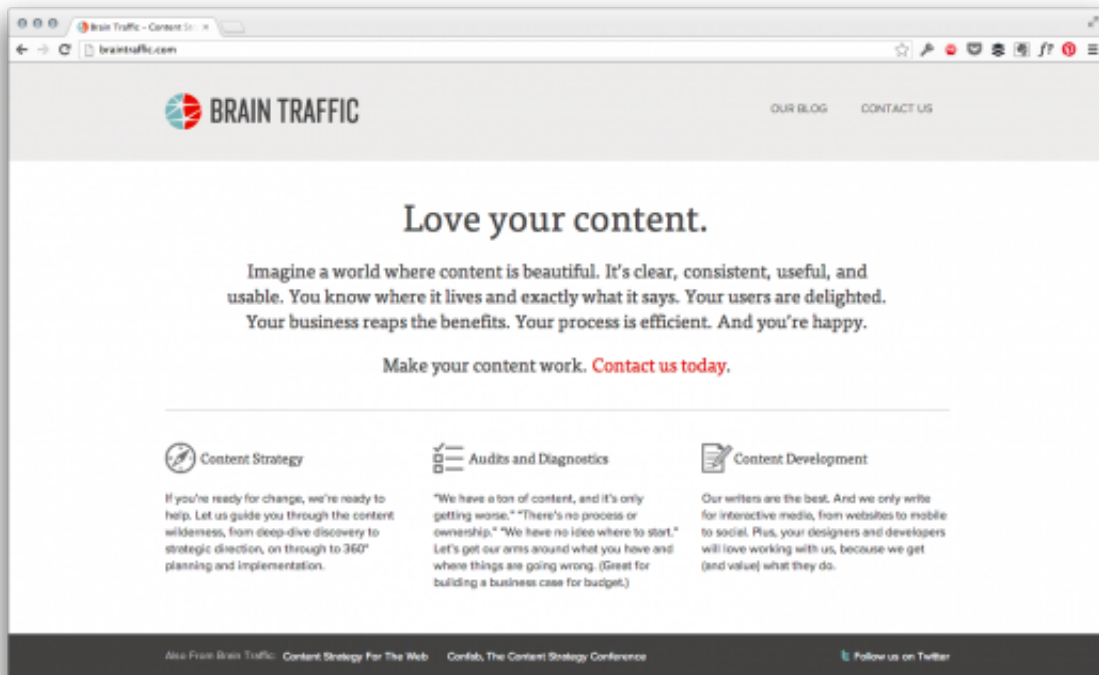
Wherever you interact with MailChimp online, they are the same company. There’s no confusion about who they are, what their company is like, and what they want their customer to experience. It’s all intentionally, purposefully crafted.

[Kristina Halvorson](#) and the folks at [Brain Traffic](#) are another shining example. Here’s the website for her book [Content Strategy for the Web](#):



Beauteous. Her message of “better content, better business” is actually built into the website itself. I can guarantee you every word on this home page has been poured over and

intentionally chosen. For good measure, here's the website for Brain Traffic, the company Kristina helps run:



And here's the site for one of their events, Confab Twin Cities:



It's all in-sync. It all works together. The brand's values seep out of every corner of the web, ready to be enjoyed by whomever comes across it.

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Take a quick look at your online presence. Twitter, websites, fan pages, Instagram feeds—the works. Go ahead, I'll wait =)

What do you see? **Do you see a continuous presence, flowing from one channel to the next?** Are your values prevalent in each digital outpost? For instance, if you say you value "quality," does your website actually reflect it? Do you have an online home you can be proud of? Did you invest the time, effort, and, yes, resources to build something of actual quality?

Here's the thing (and I'm going to shoot straight with you): you don't have the luxury of sandbagging your digital presence any longer. The game *has* changed. It is no longer in the act of changing.

You can no longer simply *have* a blog, you must have a strategy for it. You can no longer simply tweet, you must have a strategy for those tweets. Catch my drift?

As a business, brand, individual or organization, you need to be considering:

- Content strategy
- Content marketing
- Social media strategy
- Social media management
- Social media audits
- Email marketing
- Editorial calendars
- Over digital communication strategy
- And, yes, more...

If you're not actively developing plans for most of these, I'm afraid the widening gap may prove too wide in the future.

Read more from Justin [here](#).