

Web Ministry: Photos and Graphics



It is a well-known fact that a picture is worth a thousand words, and on the Internet this is key since people stay twice as long on a webpage that has engaging photos than one that has only text. So how do you locate, tweak and add photos and graphics to your website or other Web presence to get people to linger longer on your site? And how can you share photographs online in safe and secure ways?

First, let's talk about how to get quality images and prepare them for the Internet. You can use any photographs you have taken in a public place and display these on your website or other Web presence without getting permission; however, it is a good idea to get permission anyway. If you don't have an image that would work well with the content on the page, you can locate free or stock photos that would be appropriate. Some sites that provide free photos or charge a small royalty fee include:

- [iStock](#)
- [Microsoft ClipArt](#)
- [Photos.com](#)
- [Stock.xchng](#)

In addition, you can obtain professional photographs and graphics from these United Methodist sites:

- [Denominational Graphics and Images](#)
- [The United Methodist News Service Photo Gallery](#)
- [Rethink Church and Igniting Ministry Photos and Graphics](#)

Once you have the image you want to use, you need to prepare it for the Web by cropping it and resizing it to the exact pixels for the space it will occupy on the webpage as well as reduce the resolution to 72 dpi. You can use several image-editing software programs such as Adobe Photoshop or Photoshop Elements, Microsoft Picture Manager, etc. (Visit [TechShop's estore](#) to purchase image-editing software). If you do not have access to any of the standard image editing software programs, you can use several free Open Source programs or online editing tools, such as:

- [GIMP](#)
- [Paint](#)
- [Picnik](#)

Now you are ready to add the image to your website or other Web presence. In addition, you may want to create a photo gallery or use an online photo-sharing site. These sites are a good way to give your church a higher profile on the Internet and point people to your church's website or other Web presence. Here are a few suggestions for online photo sharing:

- [Flickr](#)
- [Picasa](#)
- [Microsoft Photo Story/div>](#)
- [Shutterfly](#)
- [Webshots](#)