



**BAPTIST WOMEN
IN MINISTRY**

SETTING UP GOOGLE ALERTS FOR YOUR CHURCH AND WOMEN IN MINISTRY

One practical way to support and protect your church and its women ministers is to know when they are being discussed publicly online. Knowing when conversations are happening allows churches to support their ministers proactively rather than discovering issues after they have already spread. This is important because women in ministry often face more online scrutiny than their male colleagues.

Google Alerts is a free tool that sends email notifications when specific names or phrases appear in news articles, blogs, websites, or other publicly indexed online content.

Alerts can help churches become aware of criticism, misinformation, unwanted attention, or public conversations before they spread widely. They can also help you celebrate positive recognition and ministry accomplishments.

Step 1: [Visit Google Alerts](#) – Sign in with a Google account.

Step 2: Create an Alert for Your Church

In the search box, enter your church's name in quotation marks. Click Create Alert. Using quotation marks helps Google search for the exact phrase rather than individual words. Example: "First Baptist Church of Springfield." Create multiple alerts with any other way your church might be referred to: "FBC Springfield, ID."

Step 3: Create Alerts for Women Ministers

Create separate alerts for each woman serving in ministry leadership. You may want to create multiple alerts if a minister is known by different titles or versions of her name. Examples: "Rev. Jane Smith", "Jane Smith", "Pastor Jane Smith"

Step 4: Customize Alert Settings

Click Show Options and consider the following settings:

- Frequency: Once a day
- Sources: Automatic
- Language: English (or your preferred language)
- Region: Any Region
- Deliver To: Your email address

Daily alerts are usually sufficient and prevent inbox overload.

Step 5: Decide Who Receives Alerts

- The senior pastor
- Communications staff
- Church administrator
- Women ministers themselves

Recommended Alerts

- Your church name
- Women pastors and ministers on staff
- The church's most commonly used abbreviations or nicknames

What to Do If You Receive an Alert

If an alert contains misinformation, harassment, or public criticism, consider:

- Saving links and screenshots. If the post gets removed, you still want to have evidence that the post was made.
- Informing church leadership
- Communicating with the affected minister
- Determining whether a response is necessary

Not every mention deserves a response, but knowing what is being said can help your church be prepared.

If your church is being targeted and you need assistance in determining your next steps, please reach out to us by using this form.

[Support Form](#)