SOCIAL MEDIA + THE CHURCH

TYPES OF SOCIAL MEDIA



COLLABORATIVE PROJECTS

where people work together and contribute to produce a collective work (example: Wikipedia, DropBox)

self-presentation/disclosure: low degree of interaction/experience: low



CONTENT COMMUNITIES

where people view/listen and share media content (example: YouTube, Spotify)

self-presentation/disclosure: low degree of interaction/experience: med



BLOGS + MICRO-BLOGS

where people post various information/content about their lives and interests (example: Blogspot, Twitter)

self-presentation/disclosure: high degree of interaction/experience: low



VIRTUAL GAME WORLDS

where people interact within a virtual game world (example: World of Warcraft, Club Penguin)

self-presentation/disclosure: low degree of interaction/experience: high



SOCIAL NETWORKS

where people interact within relationships, groups or interests (example: Facebook, LinkedIn)

self-presentation/disclosure: high degree of interaction/experience: med



Facebook

VIRTUAL SOCIAL WORLDS

Twitter

where people interact within a virtual alternative reality (example: Second Life, Small Worlds)

YouTube

FourSquare

self-presentation/disclosure: high degree of interaction/experience: high

SOCIAL MEDIA FUNCTIONALITY



Identity Conversations Sharing Presence Relationships Reputation Groups

importance of each social media function in the operation of four of the top social media and networking platforms (blank = none, \bullet = low, \bullet = med \bullet \bullet = high)

USING SOCIAL MEDIA IN MINISTRY

UNDERSTAND IT

Social media is a completely new way of communicating and most leaders of churches and ministries do not know what functionality is available or how to make best use of it. Before you begin using social media in your ministry, make sure you have a basic understanding of how it works and how to get the most out of each type and platform.

FIT IT IN (DON'T FORCE IT)

Make sure that your social media strategy fits with both the nuances of each type and platform as well as the overall vision of your church or ministry. It is better to adopt only one or two platforms and use them to their full potential, rather than spreading yourself too thin. Likewise, if a particular platform doesn't fit with your ministry, don't use it.

INFLUENCE OVER CONTROL

People with influence are often more powerful in social media terms than people in authority (eg: 2011 London riots). So, leaders and those in authority need to gain influence (through participation) in order to be able to make more of an impact. It is often more effective and productive to facilitate social media engagement than drive it.

SPEED WITH GODLINESS

Social media is instant communication with a global scope. In social media terms, interactions are out of date within days, sometimes even within hours. A vital key to an effective social media strategy is being able to engage and respond quickly. But this must not compromise godliness. Entrust social media responsibility to a mature Christian.