

# SOCIAL MEDIA: THE NEW MINISTRY FRONTIER

Handout & notes

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## WAY WAY BACK.....

- Jesus = Speaking from the hills
- Paul = Letters to a church
- Monks = Writing on manuscript
- Printing = Books & papers
- Radio /TV = New reach
- Now = The Digital Reformation?

## CHALLENGES

- Rapid changes in tech, culture and habits
- How can we connect?

What is the message of God that needs translating differently so that a whole new generation of people (new printing press) start asking question about Christianity and take action for the their faith?

## WHY?

- Great Commission
- Fishers of men
- Going where the people are.
- Not something we do but something we are.
- Salt and Light

## HOW?

- 167
- Understanding culture and habits
- Social NOT broadcast
- Engaging, educated and entertain

## LESSONS FROM COVID

- Hunger to hear the gospel
- It's complicated & issues
- Screen envy is real
- The church is more than a building

## WHO?

- First > who are you trying to reach?
- Client avatar = missional audience
- What are currently doing in church?
- Who do you have in your congregation to help?

Making the most of the opportunities local churches have to enhance their mission and ministry

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## FACEBOOK

- Online service (engage with audience)
- Reflections on sermons (live)
- Resources and reflections
- Church family stories
- Life topics
- Encouraging/fun/motivating/challenging

## TWITTER

- Connecting to real life
- Daily encouragement
- Engaging with local community
- Resources from other accounts

## INSTAGRAM

- Encouraging posts
- Community (parks, beach, urban, rural)
- Daily readings
- Reflections/ short sermons
- Interviews with community/congregations
- Behind the scenes

## TIKTOK

- Encouraging posts
- Bible readings
- Daily verse
- Reflections
- Humour

## YOUTUBE

- Largest search engine
- Services/Sermon
- Worship songs
- Reflections
- Church family stories - topical/themed
- Playlists

## OTHERS

- Website
- Email
- Google+
- Snapchat
- LinkedIn
- Pinterest

## TIPS

- Stop the scroll
- Social & storytelling
- Inward & outward message
- One click evangelism

## NEED MORE HELP?

- Email me [Hannah@fhdigital.co.uk](mailto:Hannah@fhdigital.co.uk)
- Visit [swbaptists.org.uk/mission/digital](http://swbaptists.org.uk/mission/digital)
- Keep exploring and experimenting!

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