

## Social Media 101: Developing a Digital Ministry Strategy

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... and we take captive every thought to make it  
obedient to Christ - II Corinthians 10:5

### Questions

- Why are you here?
- How do you engage the “shotgun blast” of media that is social, i.e., social media?
- What do you hope to take away from today's session?

### SOCIAL MEDIA EXPLAINED



... to equip his people for works of service, so that  
the body of Christ may be built up. ... Attaining to the  
whole measure of the fullness of Christ - Ephesians 4:12-13



The goal of *Ministry in the Digital Age* is to help you understand how to think about and use the latest communication technologies as you work to reach the world for Jesus Christ.

Adapted from David T. Bourgeois, *Ministry in the Digital Age: Strategies and Best Practices for a Post-Website World* (InterVarsity Press, 2013), 22.

And this gospel of the kingdom will be preached in  
the whole world as a testimony to all nations, and then  
the end will come. -- Matthew 24:14



Christianity is fundamentally a communication event.

It is God revealing God's self to the world.

God uses a large variety of media to accomplish that revelation.

Shared by Shane Hipps in conversation with David T. Bourgeois, author of *Ministry in the Digital Age: Strategies and Best Practices for a Post-Website World* (7, 141), on January 28, 2009.

## The Call to be Agents of Shalom

In the words of Nicholas Wolterstorff, "Technology does make possible advance toward shalom; progress in mastery of the world can bring shalom nearer. But the limits of technology must also be acknowledged; technology is entirely incapable of bringing about shalom between ourselves and God, and it is only scarcely capable of bringing about the love self and neighbor. . . .

Quoted by Derek C. Schuurman. *Shaping a Digital World: Faith, Culture, and Technology*. (InterVarsity Press, 2013), 77.



## The Call to be Agents of Shalom

Without a connection to Jesus and love of neighbor, any work to shape computer technology or culture on our own strength is bound to fail. Frederick Brooks [Computer Science, UNC] said it this way, "As Jesus said, what comes out depends upon the condition of the heart itself [Matthew 15:18]. If we would have our creations be true, beautiful, and good, we have to attend to our hearts.

Indeed, every activity we do, including computer technology, involves the heart (see Proverbs 4:23). In a world often captivated by dazzling technology, we need to be new creation signposts, people whose hearts and lives seek to be faithful to God. -- Schuurman, 124.



## A Reconciling Relationship . . . The Restoration of Creation

- How do we reach the particular audiences of the university community which we have been called to serve?
- How do we encourage and partner with one-another through active resource sharing?
- Due to the range of resources, staff, campus contexts, and members of campus communities there are not one-size fits all answers, but there are frameworks, resource people, technologies, and toolkits.
  - Computer Technology: a distinct cultural activity in which human beings exercise freedom and responsibility in response to God, to unfold the hardware and software possibilities in creation with the aid of tools and procedures for practical ends or purposes. -- Schuurman, 23.
- Yes, I confess enjoying utilizing social media to share material of value, including learning more with you in our multi-directional conversation ☺

## Digital Media Strategy

"I use social media for networking. I love connecting with people and having conversations. I also love pointing leaders to resources they can use. I don't consider any of this 'marketing.'"

-- Terrace Crawford. *#Going Social: a practical guide on social media for church leaders*. Kansas City: Beacon Hill Press, 2012, 32.



**Who is online?**

Who uses social networking sites	
% of internet users within each group who use social networking sites	
All internet users	74%
a Men	72
b Women	76
c 18-29	89 <sup>cd</sup>
d 30-49	82 <sup>cd</sup>
e 50-64	65 <sup>d</sup>
f 65+	49
g High school grad or less	72
h Some college	78
i College+	79
j Less than \$30,000/yr	79
k \$30,000-\$49,999	73
l \$50,000-\$74,999	70
m \$75,000+	78

Note: Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

**PEW RESEARCH CENTER**

## What does Athens have to do with Jerusalem - Tertullian

### Use of Various Platforms

- Facebook: Over a billion users, 669 million active daily
- Twitter: More than 500 million users, 200 million active monthly
- Google+: Over 359 million users
- Instagram: Over 150 million users active monthly
- YouTube, over a billion unique visits monthly

From Jonathan Berthold, *Social Media 101: An Integrated Approach*.  
Accessed 3/22/2015. [http://www.slideshare.net/j\\_bertho/social-media-101-an-integrated-approach](http://www.slideshare.net/j_bertho/social-media-101-an-integrated-approach)

## Why Are You Here?

Describe your ministry target group:

- Age or age range?
- Stage of life?
- Gender?
- What faith group and nation are they from?
- How mature is their faith?
- Where are they geographically?
- What do they have in common (if anything)?

[illegible]

### How do you embody GFM's four commitments online?

- Share at least one story or tip about embodying at least one of GFM's four commitments (spiritual formation, community, evangelism & service, integration)
- If you don't have a social media presence, share at least one desired goal for embodying one commitment
- Take note if you need to research your audience further.
- On your own paper write one insight connected with each of the four commitments.

### Return On Investment (ROI)

- How are we
  - Imparting Shalom?
  - Increasing awareness?
  - Directing the curious?
  - Improving our "conversion" rate?
  - Deepening ave. involvement?
  - Encouraging the Good News & sharing InterVarsity's campus mission?
  - Refining our endeavors so that students, faculty, and staff are finding communication increasingly efficient?

#### Customer Purchase Funnel



### Crossgenerational Questions

- What has been most effective in fostering inter/cross generational communication online for your group?
- What is your greatest challenge to fostering inter/cross generational communication? What is your greatest challenge to social media in general?
- Brainstorm one concrete "experiment" each person could do to build more inter/cross generational communication.

### Developing a Digital Ministry Strategy

David T. Bourgeois.  
*Ministry in the Digital Age:  
 Strategies and Best Practices for a  
 Post-Website World.*  
 Downers Grove, IL: InterVarsity  
 Press, 2013, 68.

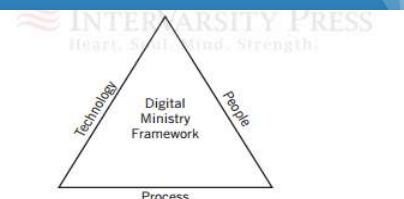


Figure 4.1. Digital ministry framework

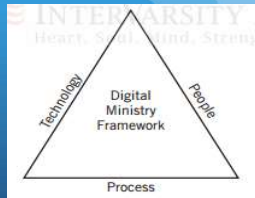
Steps that can be used to develop a digital ministry strategy - Write-up!

Project Name:

Strategy Team:

Date:

1. Mission Statement
2. Target Audience
3. Tools Reviewed
4. Evaluation Criteria Used
5. Tools Selected
6. Roles and Responsibilities
7. Procedure Guide
  - a. Design, development and implementation
  - b. Day-to-day operations
  - c. Oversight
8. Metrics



*Let's get practical . . .*

Kirsten Wagenius

Matt Sally

Bob Trube



*Praying for God's grace to be upon you as you take next steps in our shared mission through online communication. Please let me know how we can continue to serve you in ministry.*

***To God be the glory!***

