



THE CHURCH AND SOCIAL MEDIA

PRESBYTERIAN GENERAL ASSEMBLY

JULY 7, 2010

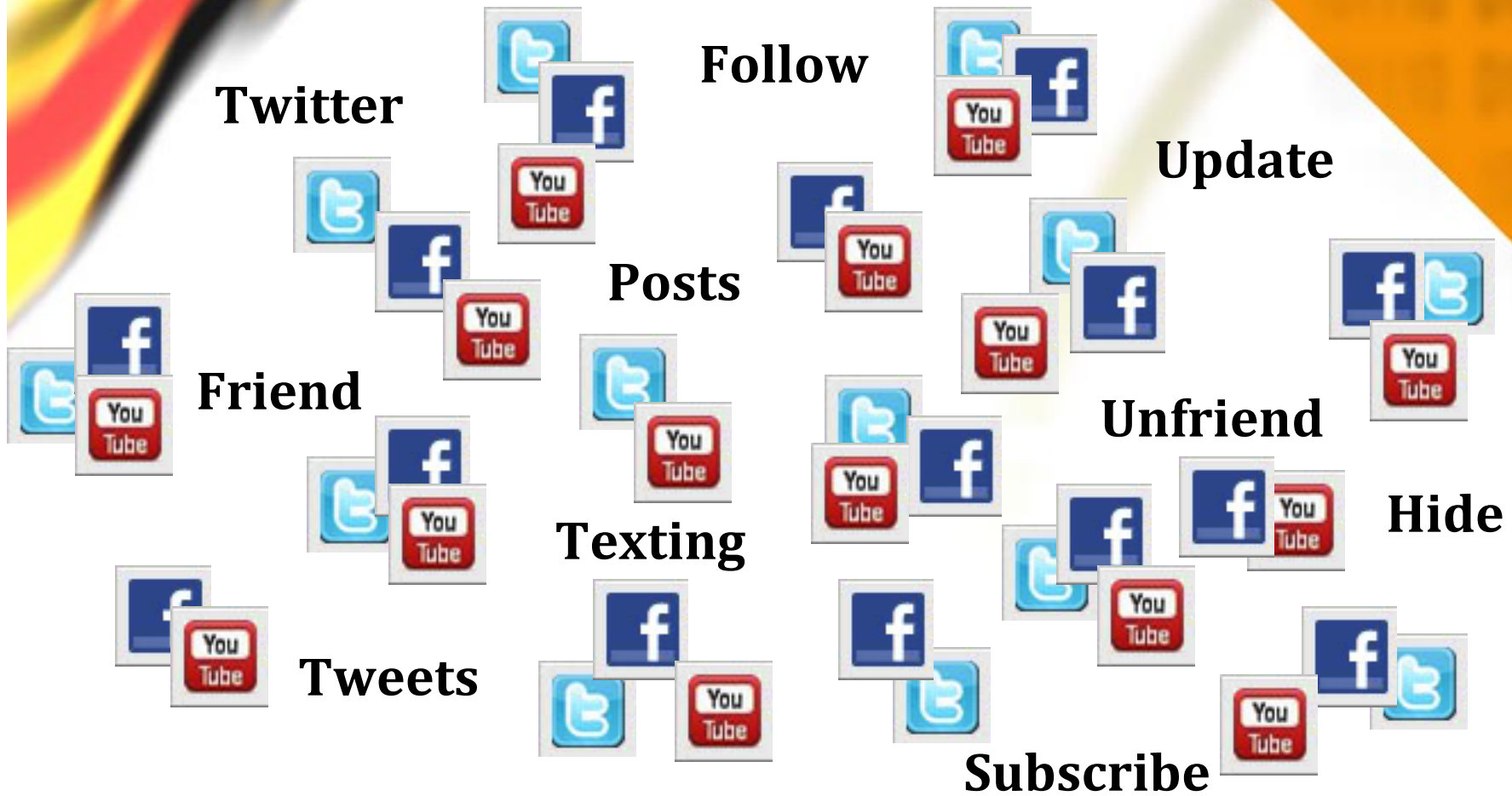
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Too Much! I Don't Have Time!







WHY USE SOCIAL MEDIA
IN THE CHURCH?

HOW TO KEEP UP!

I'LL NEVER LEARN

THIS STUFF!



DIVE RIGHT IN
EXPERIMENT
PLAY
LEARN BY DOING



Did You Know

11% of teenagers still use email?

**Most are texting and twittering and
use Facebook to communicate.**

**What is Postmodern
Depression?**

[http://www.urbandictionary.com/
define.php?term=postmodem%20
depression&defid=5041549](http://www.urbandictionary.com/define.php?term=postmodem%20depression&defid=5041549)

June 21: **postmodem depression**

- The feeling you get when you haven't had access to the internet (i.e., Facebook and twitter) for a long time, like several minutes.
- (A family is on vacation)
 - Mom: Johnny, come to dinner!
 - Johnny: I'm not hungry!
 - Mom (to dad): What the hell is wrong with him?
 - Dad: He's got **postmodem depression**; he can't update his Facebook status.
 - Mom: But we have only been here for 15 minutes.

<http://www.urbandictionary.com/define.php?term=postmodem%20depression&defid=5041549>



A Reading from “Rewired”

Larry D. Rosen

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WHAT KIND OF TECH USER ARE YOU?

Take the Survey!

- <http://www.pewinternet.org/Participate/What-Kind-of-Tech-User-Are-You.aspx#>

SURVEY QUESTIONS:

- How much, if at all, have these communication and information devices improved – a lot, some, only a little, or not at all –
- 1) Your ability to share your ideas and creations with others?
- 2) Your ability to do your job?
- 3) Your ability to learn new things?
- 4) Your ability to keep in touch with friends and family?

Digital Collaborator

- **If you are a Digital Collaborator, you use information technology to work with and share your creations with others. You are enthusiastic about how ICTs [Information and Communication Technology] help you connect with others and confident in your ability to manage digital devices and information. For you, the digital commons can be a camp, a lab, or a theater group – places to gather with others to develop something new.**

Ambivalent Networker

If you are an Ambivalent Networker, you have folded mobile devices into how you run your social life, whether through texting or online social networking tools. You also rely on ICTs for entertainment. At the same time – perhaps because of the volume of digital pings from others – you may sometimes find all your connectivity to be intrusive. You are confident in your ability to troubleshoot your various information devices and services.

Media Mover

If you are a Media Mover, you have a wide range of online and mobile habits, and you are bound to find or create an information nugget, such as a digital photo, and pass it on. These social exchanges are central to your use of information and communication technology. Cyberspace, as a path to personal productivity or an outlet for creativity, is less important to you.

Desktop Veteran

If you are a Desktop Veteran, you are a veteran online user who is content to use a high-speed connection and a desktop computer to explore the internet and stay in touch with friends. Your cell phone and mobile applications are in the background for you. In some ways, a Desktop Veteran may appear to be tech-oriented, but from 2004. You might occasionally participate in the online commons, but you treat the cell phone as if it were equipped only with voice capability.

Drifting Surfer

- **If you are a Drifting Surfer, you are an infrequent online user. When you use technology, it is for basic information gathering – perhaps looking for some news headlines. It wouldn't bother you to give up the internet or cell phone. Digital resources are not at the center of how you get information, keep in touch with people, or do your job**

Information Encumbered

- **If you are in the Information Encumbered group, you probably suffer from information overload and think taking time off from the internet is a good thing. You are firmly rooted in old media to get information. Although you may think modern gadgets are worthwhile ways to keep in touch with others, you do not credit the internet or cell phone with any improvement in personal productivity or how you do your job.**

Mobile Newbie

- **If you are a Mobile Newbie, you might have gotten a cell phone fairly recently, and you quickly found that having one is a big plus. You like being more available to others and would not want to give it up. Online access is a different issue. You are not a frequent user of the internet at home, and you may not have a high level of confidence in your ability to deal with gadgets or negotiate your way through the internet.**

Technology Indifferent

- **If you are Tech Indifferent, you are not a heavy internet user and, although you probably have a cell phone, you don't like its intrusiveness. You could easily do without modern gadgets and services. You may bristle at the amount of information swirling through modern society and are not likely to see digital information as a way to learn new things or be more productive in your life.**

Unofficial Survey Results

Second Opinion iTouch App

Should I teaching a class on social media to church
(progressive) folk?

107 Responses: 56% NO

Is social media important for the church to use?

191 Responses: 65% NO

Do you have a Second Life Avatar?

127 Reponses: 88% NO

**SOCIAL MEDIA IS FOR
COMMUNICATION
TO BUILD UP THE COMMUNITY**

**SIGNIFICANT CONTENT
SERVES A PURPOSE**

SOCIAL MEDIA IS NOT TO VOICE YOUR OPINIONS

SOCIAL MEDIA IS NOT FOR CHURCH POLITICS

SOCIAL MEDIA DOES NOT REPLACE WORSHIP

SIGNIFICANT CONTENT

SERVES A PURPOSE

USING SOCIAL MEDIA @ THE GENERAL ASSEMBLY

<http://www.pc-biz.org/Resources/822fc75e-b07a-4787-b0b1-c385e87a8a73%5CUsing%20Social%20Media%20at%20the%20General%20Assembly.pdf>

“Social media has become a normal and integral part of our lives as a society.”

“People engaging in social media are potentially listening to, talking, and reflecting with many people at the same time.”

“.... to be attentive and present to the community gathered immediately around us...”

Hermeneutics for using Social Media in the Church

Galatians 5:19—23 (NRSV)

**WORKS OF THE SPIRIT THAT BRING
ABOUT THE
KINGDOM/KIN-DOM/REALM
OF GOD**

Hermeneutics for using Social Media in the Church

**“Now the works of the flesh are
obvious:**

**... idolatry, ... enmities (mutual
hatred), strife, jealousy, anger,
quarrels, dissensions, factions,
envy ...**

and things like these.

**... [T]hose who do such things will
not inherit the kingdom of God.”**

Hermeneutics for using Social Media in the Church

”By contrast, the fruit of the Spirit is

**love, joy, peace, patience, kindness,
generosity, faithfulness, gentleness,
and self-control.**

There is no law against such things.”

How the Digital Age Is Changing Spiritual Life

Does Email Make it Harder to Pray: Available at www.theologyandfilm.com

**“Sometimes you have to
disconnect to connect.”**

Be Still and Know that I am God ...

PSALM 46:10

Both / And

Generation Name	Birth Years, Ages in 2009	% of total adult population	% of internet-using population
iGeneration (Net Generation) (The Wired Generation)	Born 2009-1991, Ages 1-17	?	? Most teenagers
Gen Y (Millennials)	Born 1977-1990, Ages 18-32	26%	30%

Generation Name	Birth Years, Ages in 2009	% of total adult population	% of internet-using population
Gen X	Born 1965-1976, Ages 33-44	20%	23%
Younger Boomers	Born 1955-1964, Ages 45-54	20%	22%

Generation Name	Birth Years, Ages in 2009	% of total adult population	% of internet-using population
Older Boomers	Born 1946-1954, Ages 55-63	13%	13%
Silent Generation	Born 1937-1945, Ages 64-72	9%	7%
G.I. Generation	Born -1936, Age 73+	9%	4%



Richfield United Methodist Church, Minneapolis

“The postings on this site are my own and do not necessarily represent [insert church name] positions, strategies, theology, or opinions.”

[weaverings](#)



Presbyterian Church (USA)
on Facebook

United Theological Seminary of the
Twin Cities

Richfield United Methodist
Church, Minneapolis



Presbyterian Church (USA)
on Twitter

United Theological Seminary of the
Twin Cities

TweetDeck



Presbyterian Church (USA)
Channel on YouTube

Richfield United Methodist
Church, Minneapolis

Podcasts

Presbyterian Church (USA)

Podcast:

“Hear the Word”

CREATE YOUR OWN PODCASTS

PODCASTING SERMONS

Baab, Lynne M. *Myths about Communicating
Congregational Identity*. The Alban Institute

Generations and Social Media

Available at www.theologyandfilm.com

Website of Resources on

The Church and Social Media

www.theologyandfilm.com

DIGITAL DEATH

ENTRUSTET

THE MYSTERY WORSHIPPER