

Engaging in Social Media for the sake of the Good News.

Why do we need to engage?



78% of Adults 30-49 are on Facebook
65% of Adults 50-64 are on Facebook

Facebook is by far the largest single platform in the world. That means the majority of the people that we encounter every day are on Facebook, not to mention other platforms.



THAT MEANS SOCIAL MEDIA PLATFORMS ARE THE PLACE WHERE MANY PEOPLE ENGAGE THEIR COMMUNITY.



IF WE WANT TO SHARE THE GOOD NEWS OF JESUS, THEN WE NEED TO BE ON SOCIAL MEDIA.



IT'S EASY TO GET STUCK IN ALL THE BAD NEWS OF SOCIAL MEDIA.



If we avoid it all together, we may be missing a unique chance to share good news & be the light in a dark world.



With a few simple, healthy rules we can share the good news and not get stuck in all the bad news out there.

Rules of Engagement

Engaging social media without letting it rule your life... This isn't just a good practice for your mental health; these rules can also open the door to sharing the good news with people.

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It's easy to hide behind a screen and say things we may not say face to face.

Ask good open-ended questions that allow you to listen with an open heart.



LOVE YOUR NEIGHBOR AS YOURSELF

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Limit when and where you use social media.

The goal is person to person communication. Limiting your social media presence will allow you to connect better with actual human beings.

2

Turn off notifications.

This forces you to be intentional about why you are on an app, and puts you in charge of the content you consume, not the social media app.



The way we say what we say...

The goal is to be like Jesus, who treated people with both grace and truth. Asking good questions and really listening to people can change the platform we use and open opportunities to make real-life connections with people.

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Use the tools provided by the platform generously, like **share, follow, mute, and unfollow**.



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Follow accounts you may disagree with.

It allows us to see the work God is doing in people's lives & helps us be more graceful to people.



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Assess what you actually need from apps and platforms. Connect with people so you can be the good news for them. Seeking to win an argument, promote an agenda, popularity, etc... are not valid reasons to use these.

Plan social media breaks.

Detox your mind and heart from social media or specific apps. It's a tool, not your real life.

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Two Steps to Personal Contact

The Goal is always to make a personal connection with someone. Social Media is not the end; it's the place to start a relationship. So, as you connect online, make sure your goal is to meet up in the real world when possible: (1) Connect online (Social Media), (2) Make a person to person connection (in-person visit, Zoom call, book club, worship service, etc.)

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