



SURFACE TO SOUL

Live Well | Lead Well | Coach Well

Use Digital Platforms to Form Faith

Consider ways to form faith that extend beyond the Sunday morning or mid-week congregational experience and build community at home, online, and on the go. Provide opportunities that can be done individually, in small group settings, and in virtual communities. Listed below are questions, ideas, and pathways to explore as you find ways to form faith and build community within your ministry setting.

CRUCIAL QUESTIONS | ASK BEFORE EMBARKING ON DIGITALLY-ENABLED INITIATIVES

- WHOM are we seeking to reach, and WHAT are their needs?
- HOW will the use of social media enrich their lives and spiritual growth?
- HOW will we find out what platforms our target audience uses most often?
- HOW will we know if what we're doing is successful?
- WHO will manage each platform and what does this involve?
- WHERE will we get our content and WHO will provide it?
- HOW often will content be posted; WHO will monitor and reply to people's comments?
- HOW might we engage our target audience in designing this ministry? HOW might they own it?
- WHEN will we evaluate our results, making adjustments as needed?
- WHERE should we begin to invest our energies?
- WHAT needs to happen in the next 30 days to go deeper with using social media to form faith?

PATH 1 | PROVIDE TOOLS AND RESOURCES VIA A WEBSITE TO SUPPORT PERSONAL & SPIRITUAL GROWTH

- Post podcasts on church website or located on iTunes.
- Post sermons online.
- Create webpages listing recommended books, website, blogs, and articles.
- Provide links and resources to support daily devotions and a life of prayer.
- Point people to seminary courses, Vibrant Faith Catalyst, Udemy, and The Teaching Company.
- Point people to resources available nearby or via distance learning.
- Post weekly blogs related to sermon themes, core values, and discipleship practices and approaches.

PATH 2 | CREATE VIRTUAL COMMUNITIES AROUND SPECIFIC SOCIAL MEDIA PLATFORMS

- FACEBOOK - Host online Bible studies, accountability groups, Word of the Day groups, etc.
- FACEBOOK - Supplement onsite programs and small groups with Facebook groups or pages.
- FACEBOOK - Post a question or picture of the day, inviting "friends" to offer comments.
- FACEBOOK - Create groups for leadership teams to share ideas, insights, wins, challenges, and prayers.
- ZOOM - Host weekly/monthly check-ins using a video conference call platform.
- BLOGS - Encourage ongoing dialogue around sermon themes, core values, discipleship, living well, etc.
- PINTEREST - Use to encourage affinity groups and as a place for sharing faith formation resources.
- PINTEREST - Some churches have used this site to highlight rituals, traditions, and milestones.
- SNAPCHAT/INSTAGRAM - Share a picture of the day or week. Several churches are piloting Visual Faith.



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