



SURFACE TO SOUL

Live Well | Lead Well | Coach Well

Using Social Media to Form Faith

Consider ways to form faith that extend beyond the Sunday morning or mid-week congregational experience. Find ways to form faith and build community in ways that can be done at home, online, and on the go. Provide opportunities that can be done individually, in small groups settings and through virtual community. Listed below are some questions to consider and a sampling of what other congregations are currently doing beyond the congregational setting.

QUESTIONS I ASK BEFORE EMBARKING ON SOCIAL MEDIA INITIATIVES

- WHOM do we seek to reach?
- WHAT are their needs and WHAT do we have to offer?
- WHAT difference do we hope we will make in their lives?
- WHAT platforms are best for reaching this audience?
- WHO will manage each platform and what does this involve?
- HOW will we know if what we're doing is successful?
- WHERE will we be getting our content and WHO will provide it?
- WHEN will we engage our target audience in shaping this project? HOW might they own it?
- WHEN will we reflect on our results so that we can make course corrections as needed?
- WHICH social media initiatives or platforms should we primarily focus on and WHY?

PATH 1 | PROVIDE TOOLS AND RESOURCES TO SUPPORT INDIVIDUAL, PERSONAL, & SPIRITUAL GROWTH

- Post podcast links on our church website.
- Make recorded sermons available on our website; post sermon links on Facebook page, etc.
- Create webpages listing recommended books, websites, blogs, and articles for forming faith.
- Offer monthly spiritual direction by phone or Zoom.
- Point people to resources available nearby or via distance learning.
- Provide links and resources to support daily devotions.
- Point people to seminary courses, VF University, iTunes University, Udemy, or The Teaching Company.

PATH 2 | ORGANIZE VIRTUAL COMMUNITIES USING SOCIAL MEDIA PLATFORMS

- Host an online Bible study via a Facebook group or page.
- Host support group sessions via Zoom.
- Encourage dialogue following sermons via blogs, Instagram, Facebook, and Twitter.
- Post questions each day on Facebook for a month using questions from "Take the Caring Conversation Challenge."
- Post a "Picture/Bible Passage/Quote of the Week" on Facebook page and invite people to share comments.
- Share life and faith stories using SnapChat and Instagram.



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