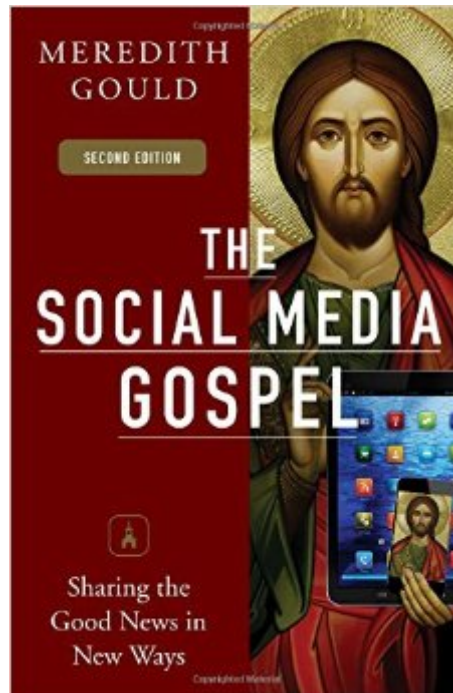


The book was found

The Social Media Gospel: Sharing The Good News In New Ways



Synopsis

If you are responsible for managing digital communications in your parish, staying current with trends in the rapidly changing world of social media can seem like an overwhelming task. Which social medium platforms make sense for your church community? How can you make them an effective tool for ministry? As a veteran social media expert, author, and sociologist, Meredith Gould has helped answer these questions and more in her best-selling book *The Social Media Gospel*. In this second edition, Gould provides an easy-to-understand, step-by-step guide to digital ministry for those wishing to embrace new technologies to build community and deepen faith. In this expanded edition, Gould delivers new content with humor, helpful tips, and counsel anchored in practical experience. She focuses on key topics for effective church communication, including:

- Building and ministering to online communities
- Privacy and self-disclosure in the digital age
- Integrating communications across digital platforms
- Managing and monitoring social media
- Faith storytelling with visual social media
- Hashtag development and live-tweeting

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Customer Reviews

Meredith Gould's book *The Social Media Gospel* is a primer for anyone interested in offering the Gospel in the 21st century. Gould's overarching theme of the book comes as a well known Bible verse, "Where two or three are gathered in my name, I am there among them." Matthew 18: 20 This theme of being together in a new way creates a foundation for the exploration of social media and how it can be used in relationship with the Gospel. Gould starts with

a great definition of social media, "Social media are web-based tools for interaction that, in addition to conversation, allow users to share content such as photos, videos, and links to resources." (Kindle Locations 225-226) Each chapter is followed by "Thought Bytes" which are carefully crafted questions to cause the reader to delve more deeply into the topic. An example of Gould's questions, "What are the practical consequences of moving forward without defining what we mean by social media?" (Kindle Location 284). Re-imagining of St Theresa's poem "God Has No Body" Gould re-contextualizes the poem online; Christ has no online presence but yours, No blog, no Facebook page but yours, Yours are the tweets through which love touches this world, Yours are the posts through which the Gospel is shared, Yours are the updates through which hope is revealed. Christ has no online presence but yours, No blog, no Facebook page but yours. A chapter on strategy outlines a strategy that answers the following questions; Who do we most want to reach? What do we want to happen as a result of using these tools? What do we want people to know or learn about us? How will we know we've succeeded?

The Social Media Gospel is a great resource for those wanting to have more information about social media sites and how to use them best for your platform. She begins with strategic ways to use social media and how to use it for the growth of the Kingdom, also explaining generationally why to use certain types of social media. Then she moves on to the different social media that is most popular and how we can use them to advance the Kingdom. She finishes with how to make social media work for you and the purposes that God has called you too. In all, the Social Media Gospel helps anyone in ministry who tried to stay away from social media or those who are ready to take the plunge into it. The breakdown of chapters are as follows: Chapter 1: Defining Social Media In this first chapter she outlines and helps readers understand that social media is a tool to proclaim the gospel and you don't need to be afraid of it. She helps readers become more comfortable in their social media journey by saying that it is a great tool to see how attitudes and opinions change, grow or weaken, it is the best place to know what the people around you are feeling and gives you a place to share hope of Christ. Chapter 2: Thinking Theologically This chapter starts off by making a very profound statement "that Jesus has no Facebook, Twitter, Instagram, Pinterest account besides yours, so you should make it count for Him. I think he gets a little too heavy for me in this chapter talking about sacraments. If someone reading this was really, really into theology and the sacraments I can see that this may be helpful. In my opinion this chapter started off with a bang and brought me to wordy and theological boredom pretty fast.

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