

Exploring Evangelism through Social Media

1. Start where you're comfortable.

You don't have to open accounts with every social media provider to be an effective digital evangelist. Your best opportunity to build genuine community is by being in your community. If that's Facebook, Pinterest, Twitter, or Instagram, then that platform is the right one.

2. Follow your parish and diocesan accounts.

Posts by your parish and your diocese are great places to find positive things to share about your church experience. You'll be able to engage in conversations about things happening in the life of the Church, and often you'll be able to see upcoming events in your area.

3. And speaking of events ... share!

When you "share" your parish or diocesan events on your accounts, you help spread the reach of the church's social media efforts. By simply clicking the share button or even going further and inviting your friends individually, you let those in your social media circles know that something worthwhile is happening, and that they're welcome, too.

4. Check in when you're at a church service or parish event.

Another easy way to let those in your circles know that you're involved with your church is to "check in" on Facebook or other social media when you're attending a service or event at the location. Be sure to add a short note to your post to let others know why you're there, and remember to let folks know that they're invited, too!

4. Let your friends see your perspective.

It's great to share pictures and videos and quotes from others in your parish and diocese, but you can share yours, too! If you captured a really cool picture of an event on your phone, or if a particular line from a sermon really impacted you, post it to your account. This is an easy way to share your experience with your friends, and it helps the parish capture the event. Don't forget to tag them!

“Jesus told him, “Go home to your friends and tell them how much the Lord has done for you, and how he has had mercy on you.” – Mark 5:19

Notes

Learn more at www.episcopalchurch.org/digitalevangelism.