



Exploring Evangelism through Social Media

Participant Handouts and Exploratory Exercises

The worldwide web is a new missionary context, a real place where people experience a world of relationships. This brief forum with Exploratory Exercises is designed to prepare regular people to practice evangelism as we use social media. Leaders Guide available online.

Spiritual Practice of Evangelism

We seek, name and celebrate Jesus' loving presence in the stories of all people – then invite everyone to MORE.

Scripture Study

A reading from Acts 1:8:

“But you will receive power when the Holy Spirit has come upon you; and you shall be my witnesses in Jerusalem and in Judea and Samaria and even to the remotest part of the earth.”

What stands out to you about this text?
What excites or unnerves you about this text?
What is the challenge of this text?

Image Activity

Think about the last time you posted/shared an image on social media:

What did you share?
Where were you?

What device did you use to share it
(phone, computer, etc.)?

What platform did you share it on?
(Instagram, Facebook, etc.)

Why did you decide to post?
What response did you receive?

Share your answers in small groups. Then share with the larger group, based on whether the post involved **Seeking, Naming, Celebrating, or Inviting**.

Archive Activity

In your small group, study images of events in your church's history: baptisms, confirmations, blessings of buildings, celebrations of new ministries, first day of Vacation Bible School, etc. Your group will create a sample social media post from the image. Ponder these questions:

Do you remember this moment in the life of our church?

Who was there?

How did it feel?

What did you hope for that day?

What did this day or event mean to you?

Take-Home Practice: A Post Idea

Use this space to think through your first Digital Evangelism post.

Where will you post? (circle all that apply)

Facebook Instagram Twitter Personal Blog Other

Which category will your post fall under? (circle one)

Seek Name Celebrate Invite

What will you write?

What image or video might you include?

When will you post?

Act: Go Live

Post at least one Digital Evangelism post this week.

Reflect: How Did It Go?

Using the space below, reflect on the experience of posting. Was this experience different from previous posting experiences? If so, how? How did it feel to send this post? Will you continue to practice Digital Evangelism? Why or why not?

Want to Dig Deeper?

Here are some additional ways to practice Digital Evangelism:

Digital Prayer Walk

Find the social media channels of your community and neighborhood institutions (i.e., other religious communities, schools, hospitals, libraries, civic organizations, etc.). Seek and name where you see the presence of Jesus in what they have shared: pray for them based on their post. If you are so moved, let them know you are thinking and/or praying for them, and offer comments and likes, etc.

Follow an Episcopalian

Find an Episcopal person or community to follow. Share their post so people in your circle see more faces and voices of Episcopalians in action.

Host an Online Discussion

Gather other parishioners and participate in an online educational offering like those offered by ChurchNext and other groups. Then gather online to discuss.

Search and Pray

Search “#Episcopal” on various platforms, then pray for what you see posted. If appropriate leave a comment or a “like” as an encouragement.

#throwbackthursday: Participate in a #throwbackthursday for the congregation, posting favorite images of past church celebrations, or institute church-wide competitions and feature highlights for the best photo taken at Sunday services.

Stay in Touch

Check in with others who participated in the Digital Evangelism forum and compare tips, experiences, and reflections.

Helpful Links:

<https://twitter.com/iamepiscopalian>

<https://www.facebook.com/episcopalian>

<https://www.instagram.com/theepiscopalchurch>

<https://www.episcopalchurch.org/evangelism>

<https://www.episcopalchurch.org/digitalevangelism>

Your Church's Links:

Exploring Evangelism through Social Media

Leaders Guide and Participant Handouts with Exploratory Exercises
available at www.episcopalchurch.org/evangelismtoolkit

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