

WORSHIP AND THE CHURCH ENGAGING SOCIAL MEDIA

CONVOCATION 2010: UNITED THEOLOGICAL SEMINARY OF THE TWIN CITIES

"I believe technology is an amazing testament to the creativity embedded in the imago dei, but instead of assuming technology is always a neutral tool, I believe it - like culture in general - profoundly influences us." <http://donteatthefruit.com/>

BOOKS, WEBSITES, AND DOWNLOADABLE PDF RESOURCES

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SOCIAL MEDIA WEBSITES

Twitter

www.twitter.com

<http://business.twitter.com/twitter101/starting>

http://business.twitter.com/twitter101/best_practices

You can “text” to Twitter from cell phone or iApps (See below).

Twitter Readers for Computers: TweetDeck; Twidget; TweetShare; Tweet Adder

Texting

Usually through a cell phone contract: 160 characters.

Some iTouch Apps for wireless texting, which means you are not dependent on having to have the expense of accessing the web from your cell phone to text. Cannot text to Twitter, however, with these Apps. Example: Textfree Lite, Text Me, or TextNow Lite from iTunes Apps store.

Facebook

<http://www.facebook.com/pages/create.php>

Create your own church’s or special group's Facebook Page.

For example: Parkway Youth (United Church of Christ in Minneapolis) on Facebook <http://www.facebook.com/parkwayyouth>

YouTube Service

www.youtube.com Broadcast Yourself

For example: Parkway United Church of Christ in Minneapolis, Youth Lenten Devotionals:

<http://www.youtube.com/watch?v=YsIRizG5DeU&feature=related>;
<http://www.youtube.com/watch?v=RFOaty5M9y0>

Blogs

<http://wordpress.com/> and <http://wordpress.org/>

Example: <http://emacaulay.wordpress.com/>. People can subscribe to receive “feeds” and updates. Written by Rev. Elizabeth Macaulay, a United Methodist Elder serving at Richfield United Methodist Church in Minneapolis, and a United graduate.

www.blogger.com. Related to Google and Gmail.

<http://blogs.myspace.com/index.cfm?fuseaction=blog.home>. Myspace.com

Website Software and Designers

iWeb on Apple OS

Adobe Dreamweaver Software

Search for “websites for churches” to find professional designed sites for churches: \$2,000-\$6,000.