

Why Social Media Sunday?

Social Media Sunday was started by Carolyn Clement (On Twitter: @singingcarolyn) at Trinity Episcopal Church, in Tariffville CT, in June 2013. This initiative was developed to:

- encourage social media use by and within churches not yet using social media networking platforms;
- boost social media participation within churches already using social media networking platforms;
- demonstrate the power of social media to be and do church - within and beyond - building as well as in between times of gathering for formal worship

#SocialMediaSunday became a national event on June, 29, 2014 primarily but not exclusively within Episcopal churches.

This year, Social Media Sunday, October 25 is an ecumenical effort. All are welcome and encouraged to participate.

Why Reformation Sunday is the Perfect Day for Social Media Sunday

Sharing the Good News, broadcasting, (just like the sower in the parable who broadcast the seed) is nothing new. The way we broadcast Good News has changed over time.

Martin Luther and the Reformation wouldn't have had the effect it did had it not been for the social media platform that was developed in his day: the Gutenberg printing press. The printing press was revolutionary and got the word out to people in a new way. It was an effective tool and far-reaching.

Today we are experiencing a similar social media revolution thanks to the Internet. There are a variety social media platforms today that followers of Jesus can use to share the Good News. These social media platforms (such as Twitter, Facebook, Instagram and many more) are new tools that are not only effective and far-reaching as the Gutenberg press, but when they are used, their message is immediate.

Invite your members to bring their tablets, smart phones and other devices to church on Reformation Sunday so that you can bless these tools for ministry. Go in peace. Share the Good News!

Check out the resources below to plan and implement your Social Media Sunday.

How can your church use social media platforms to share the Good News? Contact Karen Matthias-Long (karen@nepsynod.org) for more information.

Worship Resources

Litany

Christ has no online presence but ours,

No blog, no Facebook page but ours,

Ours are the tweets through which love touches this world,

Ours are the posts through which the Gospel is shared,

Ours are the updates through which hope is revealed.

Christ has no online presence but ours,

No blog, no Facebook page but ours.

*based on a prayer by Meredith Gould, The Social Media Gospel

Blessing of Moble Devices

Ask people to hold on their devices

Gracious Creator God,

We ask your blessing upon these device. We give thanks for all the people who work to bring the Digital world to us--Designers, code writers, developers, engineers, manufacturers, factory workers

May we use these devices for the sake of your love, compassion and justice, that all we say and do online reflects your glory. We pray this in the name of Jesus Christ our Lord. **Amen**

Dismissal:

Go in peace! Blog, post, tweet, Instagram, snapchat the Good News! **Thanks be to God!**

Resources | Tips for Organizing & Promoting Social Media Sunday

Clement, Carolyn,

- "Social Media Sunday," singingcarolyn blog, October 12, 2014: <http://bit.ly/KrJUeO>
- "Social Media Sunday: Episcopal Diocese of Connecticut Spring Training," PowerPoint Presentation, May 3, 2014: <http://bit.ly/1Gwd4Uf>
- "Case Study: 'Social Media Sunday' at Trinity Episcopal, Tariffville, CT," #chsocm blog, July 18, 2013: <http://bit.ly/1fsBIYA>

Cleaveland, Adam Walker

- "Social Media Sunday @WPC, Part 1: Introduction," Pomomusings blog, March 3, 2014: <http://bit.ly/1LrBldA>
- "Social Media Sunday @WPC, Part 2: Planning," Pomomusings blog, March 4, 2014: <http://bit.ly/1LrBI7V>
- "Social Media Sunday @WPC, Part 3: Advertising and Preparing," Pomomusings blog, March 5, 2014: <http://bit.ly/1GwdHNz>
- "Social Media Sunday @WPC, Part 4: Social Media in Worship," Pomomusings blog, March 6, 2014: <http://bit.ly/1GwdLNI>

- “Social Media Sunday @WPC, Part 5: Will we do it again?” Pomomusings blog, March 7, 2014: <http://bit.ly/1GwdKJe>

#ChSocM Chat Transcript: Joy Shared and Lessons Learned on #SMSunday, #chsocm blog, July 1, 2014: <http://bit.ly/1pV4l2R>

Morrissey, Stephen, “Starting a Social Media Sunday,” Church Web Strategies, August 22, 2014: <http://bit.ly/1GwdXMs>

Nicholson, Nina, “Witness to your faith on Social Media Sunday, June 29,” “Geeks for God” Blog: Evangelism in the Electronic Era, June 19, 2014: <http://bit.ly/1Gwdk5D>

Resources | Articles About Social Media Sunday

Dunigan, Erin, “Social media Sunday: Illinois Church Experiments with Worshipping in Ways Familiar and New,” Presbyterian Church (U.S.A.), March 7, 2014: <http://bit.ly/1GwdTMQ>

Dymond, Jesse, “Social Media Sunday: June 29, 2014,” The Community: The Anglican Church of Canada, May 14, 2014: <http://bit.ly/1GwcHZN>

Hendricks, Kevin D., “Social Media Sunday: June 29, 2014,” Church Marketing Sucks, May 5, 2014: <http://bit.ly/1GwcE00>. Interview with Carolyn Clement and Laura Leist Catalano.

McCaughan, Pat “#Episcopal ‘Social Media Sunday’ a digital invitation,” Episcopal News Service, June 26, 2014: <http://bit.ly/1lsCx Dz>