



[leveraging social media in ministry]

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**This is an All-Skate!
Text "Media"
+ your question
to 24625**



Social Media

**“A fusion of sociology & technology,
transforming monologues
(one to many)
into dialogues (many to many)”**

-Wikipedia

Or more simply...

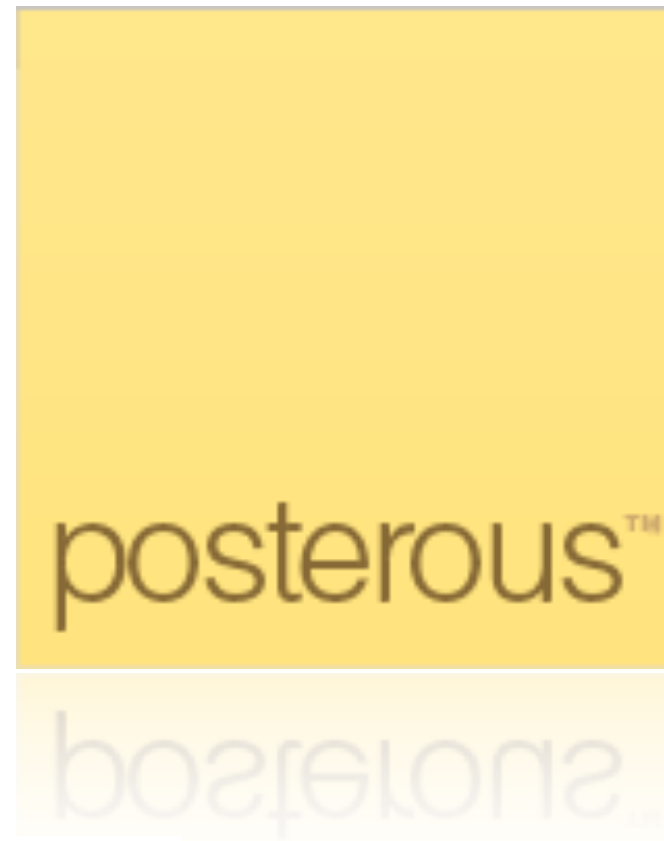
**“Any communications
format where users
publish the content”**

-Isabel Walcott Hilborn

YouVersion™



[platforms & integration]



[using free & paid services]



[interactive tools & services]



[iCampuses]



[your turn :: ideas & collaboration]



*-David Griner
Luckie & Company*

1) Lust

Loving your audience is great, but take it slow.

2) Gluttony

Don't bite off more than you can chew.

3) Greed It's hard to shake hands while you're reaching for someone's wallet.

4) Sloth

Avoid the temptation to "set it and forget it."

5) Wrath There are a lot of people out there itching for a punch in the nose, but don't be the one to give it to them.

6) Envy Don't be dissuaded by other people "doing it better than you."

7) Pride Stay humble, rock star.

Questions to Consider



- ⑥ What's the goal?
- ⑥ What's the best tool?
- ⑥ How much does it cost?
- ⑥ How will we create buy-in?
- ⑥ When will we evaluate?
- ⑥ How will we measure success?

[we'd love to stay in touch]



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