



*Sharing  
hope*

**LUTHERAN.**  
**MEDIA )))**

[www.lutheranmedia.org.au](http://www.lutheranmedia.org.au)

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# Challenging our digital boundaries:

social media and web presence  
as missional opportunities

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# Leveraging digital platforms for Kingdom impact

- Websites
  - Social media
  - Other online technology
- can be powerful tools for sharing the gospel.

# Importance of web presence

The first step in coming to your church is going to your website.

- *What does a newcomer see?*
- *What does the welcome look and feel like?*
- *What does 'About Us' or 'Meet the team' say about your church?*

# Importance of web presence



Do a search using the name of your town/suburb and the word 'church.'

*What comes up first?*

*Does your church rely on a local directory if it doesn't have a website? Is the information accurate?*

# Navigating the social media landscape



*It's important to understand the unique dynamics of each platform.*

# Navigating the social media landscape



Like, follow, and share to multiply reach

[www.lutheranmedia.org.au/social-media](http://www.lutheranmedia.org.au/social-media)

*Lutheran Media says thank you to St Matthew Lutheran Church Hamilton NZ and many many others!*

# Navigating the social media landscape

McCrindle:

*The first faith encounter for new and exploring Christians is online. Almost half of Gen Z use social media as their primary source of spiritual life.*

*What are Gen Z seeing? Where is the Christian message?*



# Building an online Christian community

Strategies for creating a supportive and engaging digital community

- Content that is Godly, good, noble, positive, inspiring
- Aim to develop relationships
- Encourage participation

# Sharing the gospel

Through blogs, podcasts, videos,  
social media posts

Through Zoom/Teams groups,  
livestreamed worship, online  
discipleship programs

# Social media campaigns

Consider a targeted campaign to amplify the impact of missional efforts

- During Advent as a lead up to Christmas
- During Lent as a lead up to Easter
- Ask questions (to seek a response)
- Create connections before invitations

# Addressing some challenges

- Negative comments

DON'T	DO
Get into a debate	Thank them for their opinion
Comment on their negativity	Respond with a message of hope and love
Be patronising or trite	Empathise and point them to help
Give airtime to someone's 'dirty laundry'	Remember that comments are public and take private conversations offline

# Addressing some challenges

- Websites and social media are mainly one-directional. How do you develop a relationship?

*Aim to connect via social media > refer to website & other resources > connect via email > invite to an event.*

# Levering technology for worship

- Use a Bible app within worship
- Livestreamed worship widens the church's front door
- Card reader caters for the cashless majority
- Emailed bulletins include hyperlinks to more information

# Encouraging discipleship online

- Zoom/Microsoft Teams Bible studies brings connections into homes

Alpha online [www.alpha.org.au/online](http://www.alpha.org.au/online)

Discovery Bible Study [www.dbsguide.org](http://www.dbsguide.org)

Ripple Effect [www.ripple-effect.net.au](http://www.ripple-effect.net.au)

The Word one to one [www.theword121.com](http://www.theword121.com)

*But how can people call for help if they don't know who to trust? And how can they know who to trust if they haven't heard of the One who can be trusted? And how can they hear if nobody tells them? And how is anyone going to tell them, unless someone is sent to do it? That's why Scripture exclaims,*

*A sight to take your breath away!*

*Grand processions of people*

*telling all the good things of God!*

Romans 10:14,15 (MSG)





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