

# How to use Facebook and other New Media for Missions



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# What is Social Media?

- Any tool or service that uses the internet to facilitate conversations.
- People using technologies to get the things they need from each other, rather than from traditional institutions like corporations.
- Tools and techniques that facilitate participatory communication, whereby the user can move back and forth easily between audience and author.





# Top Five Reasons You Should Care about Social Media

- 1) The missionaries and organizations you support are using it (not to mention the average church goer).
- 2) You can find and interact with other “mission minded” people.
- 3) Has the potential to increase mission awareness, interaction, and involvement at your church.
- 4) A key part of how the next generation interacts with people, organizations, and causes. If we want to mobilize the next generation, social media will be a part of the process.
- 5) It is here whether you like it or not!



# Applications of New Media in Missions

## ■ Sending

- Prayer Support
- Financial Support
- Relational/Emotional Support

## ■ Going (Long-term and Short-term)

- Guidance
- Training
- Support Raising
- As a means of ministry
- Communication with senders
- Facilitation of on field relationships



**Tara Allen Myers** In need of a fabulous cookware set to send to a missionary friend. I have Pampered Chef, any other suggestions?

October 7 at 4:19pm · Comment · Like



**Erika Glass** I have a few pieces of new Princess House and REALLY LOVE IT!

October 7 at 4:57pm · Like



**Kimberly Estes Coates** How about Longaberger?

October 7 at 8:21pm · Like



**Kim Tylar** Not sure what you're looking for but Sams has nice sets at great prices.

October 7 at 9:06pm · Like



**Kelly Lawson** Towncraft. Expensive but worth it.

October 7 at 10:13pm · Like



**Lindsey Erin Nicholson** good idea Tara!

October 8 at 8:01am · Like



**Pat Adams Price** Tara ... Need help in purchasing this set? I'll be glad to help .....

October 8 at 3:47pm · Like



**Carol Ann Daniell Gamble** Wyatt has Rachel Ray..... and I kept it!! Easy to clean, cooks great and isn't heavy..Nice set

October 8 at 4:14pm · Like

Write a comment...



**Kevin Bult** Nuts N' Bults E-Prayer Update – Sign Up and Stay Connected W... <http://conta.cc/aoHhNa> via #constantcontact

October 15 at 11:41am via Twitter · Comment · Like · @le\_vainqueur on Twitter



**Kevin Bult** Stay updated on what the Lord is doing at PBS! "Friend" the seminary!



Puebla Bible Seminary

October 15 at 8:46am · Comment · Like · Share · Flag



**Kevin Bult** Does anyone in PUEBLA know where you can find chocolate chips?

October 14 at 8:13pm · Comment · Like



**Beth Dorcas** I was never able to find them, so I cut up Carlos V chocolate bars or used M & Ms.

October 14 at 9:15pm · Like



**Michael Herrington** I had some yesterday. That was after Dana made peanut butter chocolate chip muffins. Do we need to send a care package?

October 14 at 9:24pm · Like



**Bryn Smith** Ask Joey and Erica Smith. Want me to connect you? I'll go ask. You could ask Janni, too :-> I'll ask and let you know, okay? I've traveled there with many bags in my suitcase. Maybe, I'll just come visit!!!! With a heavily laden suitcase :->

October 15 at 7:09am · Like

Write a comment...



**Kevin Bult** We have SKYPE! We have VONAGE! We have WIFI!

October 14 at 6:16pm via Twitter · Comment · Like · @le\_vainqueur on Twitter

2 people like this.

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**Margarita Magallon Araiza** Ya nos podemos comunicar mas seguido!!! los queremos mucho, envíen en mi mail su enlace con Skype sí?, besitos a los peques! y a Drea

October 14 at 9:49pm · Like



**Mina Magallon** EEEEEHHHHHH! ahora no mas nos falta tener tu



# Applications of New Media in Missions

- Welcoming

- Connecting with neighbors / students
- Promoting events
- Ongoing connection

- Mobilizing

- Growing mission vision
- Recruiting
- Networking (keeping mission vision alive)



# New Media and Mission Teams

- Include missions content in your own status updates (world events, missionary news, mission resources).
- Find and friend the missionaries you support.
- Use new media as a tool to facilitate conversation between meetings.
- Get “admin” status on the church Facebook page or group so you can post.
- Use new media to promote church mission events or Perspectives classes.
- Encourage its use on short-term mission trips.

# New Media and STMs

- Recruiting:
  - To see good results you need to work a long term plan.
  - Best potential comes during or after a mission trip.
  
- Support Raising:
  - Success varies.
  - Best for college age and above.
  
- Training:
  - Use new media in the training. Have required reading and online interaction.
  - Teach goes how to effectively use social media on their trip to mobilize and raise mission vision.

# New Media and STMs

- On Field:
  - The most natural time for making use of social media.
  - Schedule time at an internet café for team members to post photos, videos, news, stories, and prayer requests.
  
- After the Trip:
  - Encourage participants post photos, tell their story, and process what they experienced.
  - Create a Facebook group to facilitate post-field debriefing.
  - Keep track of people via Facebook lists.

# Final Thoughts

- Caution should be exercised with Social Media and missionaries in closed countries.
- Educate short-termers about “friending” someone they met on their short-term trip.
- When you post ask yourself: Is this something people will want to share or interact on? How do I word it in a way that encourages that?
- “Viral” social media is not likely in the missions context.
- New media is an amazing tool for interaction on missions!



# Lausanne Movement Some fantastic dialogue sessions this afternoon!

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- >>

Write something...

Attach:

Share

Lausanne Movement + Others **Just Lausanne Movement** Just Others



**Lausanne Movement** Great news! Videos are going live on YouTube and Vimeo now. More coming...



**Cape Town 2010: Highlights from the Opening Celebration**

[www.youtube.com](http://www.youtube.com)

More than 4000 Participants from 197 countries come together for the first day of The Third Lausanne Congress on World Evangelization.

about an hour ago · Comment · Like · Share · Flag

10 people like this.

View all 4 comments



**Bianca Marinus** The opening was the BEST!!!!!!!!!!!!!! Seeing it live was such a great and blessed experience :)  
23 minutes ago · Like · Flag



**Linda Bemis** Joining in praying for the tech issues with the internet there in SA right now...  
6 minutes ago · Like · Flag

Write a comment...



**Lausanne Movement** Some fantastic dialogue sessions this afternoon!  
about an hour ago · Comment · Like



**Fady Younan** Yes I enjoyed the one I was in so much. I love all the discussions with all the ppl. The Lausanne Spirit is amazing  
about an hour ago · Like · Flag

Write a comment...

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**ForAmerica** ×



Tired of Obama? Want to Repeal Obamacare? Click "like" and join with conservatives across the country.

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Stop Nancy Pelosi and her liberal friends. Click "Like" to fight back and help bring conservative change to Washington.

Ed Heaton likes this.

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The official page of the Lausanne Movement and the Third Lausanne Congress on World Evangelization: Cape Town 2010. Lausanne is a worldwide movement that mobilizes evangelical leaders to collaborate for world evangelization.

## Information

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






Cindy Ely


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Searches #lcwe


   


  

















**Geopende Deure** 1 minute ago  
RT @lcwe: In North Africa. When we teach Christianity it brings 2 things, salvation and persecution #lcwe #capetown2010


**Lausanne Movement** 3 minutes ago  
In North Africa. When we teach Christianity it brings 2 things, salvation and persecution #lcwe #capetown2010


**tintd** 7 minutes ago  
New edition of Operation World launched @capetown2010 last night! <http://bit.ly/bgqjge> #capetown2010 #lcwe

**Lausanne Movement** 8 minutes ago  
Listening to what God is doing in Iran #lcwe #capetown2010

**aliteralmess** 10 minutes ago  
RT @capetown2010: Great news! Video from the Lausanne Congress is now being uploaded to YouTube, Vimeo & Facebook <http://bit.ly/lausanne-fb> #lcwe more coming!

**DanicaAnne19** 18 minutes ago  
RT @capetown2010: Great news! Video from the Lausanne Congress is now being uploaded to YouTube, Vimeo & Facebook <http://bit.ly/lausanne-fb> #lcwe more coming!

**regentcollege** 27 minutes ago  
RT @jd\_payne: New ed. of Operation World launched @capetown2010 last night. <http://bit.ly/bgqjge> #capetown2010 #lcwe

**Cape Town 2010** 29 minutes ago  
RT @jd\_payne: New ed. of Operation World launched @capetown2010 last night. <http://bit.ly/bgqjge> #capetown2010 #lcwe



## GlobalLink Special Event

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### GlobalLink Special Event

**Campus & Location:** Downtown, Sanctuary, Main Hall

**Date & Time:** Saturday, October 23, 2010 - 8:15am - 2:30pm

Participate in one of the most historic and significant global events in the life of the church: The Third Lausanne Congress on World Evangelization taking place October 16–25. This summit will gather 4,000 leaders from more than 200 countries, including our very own Pastor John Piper & Pastor Erik Hyatt, to confront 6 critical issues of our time. Bethlehem will participate by showing video clips from the sessions and engaging in dialogues surrounding the discussions taking place in Cape Town. We will take part as a remote GlobalLink site.

We will cover four critical issues at this Saturday event: RECONCILIATION, WORLD FAITHS, PRIORITIES & INTEGRITY. We will also show Pastor John's teaching session from Cape Town. (The other two topics, TRUTH & PARTNERSHIP, will be addressed [Wednesdays](#), Oct 20 & 27.)

[Read more](#) about Global Focus and GlobalLink.

- **8:15am** – Coffee, Pastries & Fellowship
- **8:30am** – Worship & Welcome
- **9:00am** – GlobalLink
- **Noon** – Lunch Break
- **12:45pm** – GlobalLink
- **2:30pm** – closing

#### Lunch & RSVP

Please [register online](#) for this event. At the time of registration, you will have the option to purchase a lunch for this event. You may also bring your own bag lunch to enjoy during the break. Your RSVP, whether purchasing lunch or not, is requested by Wednesday, October 20.

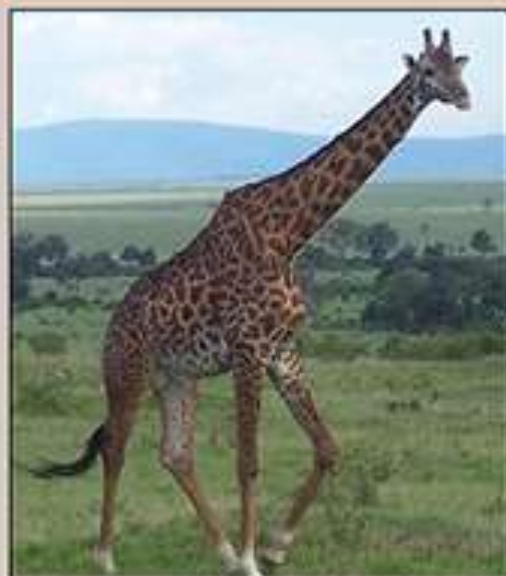
Questions? Contact [Anika Holst](#) (612-455-3432).



Desiring God Int'l

4 hours ago

Live in the Twin Cities? Not at #Capetown2010 but would still like to participate? Details here <http://ht.ly/2Vyfh> #GlobalLink



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## Jenna Ghizas

Posted in [Team Members Blog](#) by Jenna Ghizas on 9/27/2009





My name is Jenna Ghizas. I am 22 years old. I am from Cincinnati, OH where i have lived all my life. I am graduating in December from Lee University in Cleveland, TN! I am an advertising major with a sociology minor. I want to do Graphic Design some day for a non-profit. I love to be creative, i love taking pictures, and i love elephants!

The two things i love most in the world though, is art, and traveling. I have been to Mexico, Haiti, India, Nigeria, London, and Lisbon. I love to see the world and what God is doing there! It amazes me that He is present in every dark alley, every scenic view, every orphan child, and every slum. He is a victorious God and He is at work in every part of the world.



# The World Race

## Kim Streich



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## Anticipation

Posted in [Training Camp](#) by Kim Streich on 10/15/2009

It's hard to believe that tomorrow I leave for training camp. After months of waiting, wondering, preparing and anticipating it's **finally** here! I **finally** get to learn how this all works, I **finally** get to meet my teammates in person and I **finally** learn how all my stuff will fit into my pack!



But this trip is more than all that. It will be 10 days of intense preparation spiritually and physically and I'm sure there will be information overload. We need to be prepared as much as we can be when we launch in January. The staff will help us release the "junk in our trunk" so we don't take that extra crap with us. How will I be able to help and reach out to others if I'm dealing with my own stuff? It would be rather difficult I can assure you. Though it won't be a pleasant process it will be so freeing and liberating to know that I will be free in Christ. And truly free! I just need to be open to the process that I will go through next week and LET GOD WORK! There will be guest speakers and lots of worship and team building.

I have also found out a bit more about our teams. We have 2 squads of 60. We have maxed out the amount that can...



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- UPDATE RESPONSE: Indonesia Earthquake

### News and Updates

- Disabled Adults Journey to Peru
- A Different Kind of Applause
- The Silent Hunger Crisis

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