

Local Church Technology

The world we live in is constantly changing and the means we use to communicate with one another is also. The gospel we proclaim is the same - yesterday, today and forever - but the church will always need to evaluate how well we are communicating to those both in the church and more importantly, to those outside it.

We need to pay attention to the needs of our loved ones, neighbors, friends, co-workers, fellow students and acquaintances and how best we can share the message of Christ with them. God calls us to an incarnational ministry - living where they live, knowing what makes them tick, and understanding their yearnings and fears - which includes being part of their methods of communication. How can you and your congregation be more attuned to different generations and how they hear the messages we share? How can your congregation use our world's technology to create a greater audience?

Please see the resources below and email/call the District office if you have any additional resources you can share with us. Thanks!

www.westhioumc.org

(Go to Connectional Ministry then to Communications)
Look at Tips for Church Communicators and Web Ministry

www.umcom.org

(Go to the Knowledge Center)
Look at Web Ministry, Church Marketing Plan, Do a Church Communications Audit

www.church111.com – Church 111

www.fqwwebinfo.com – Finding God's Ways Inc.

Facebook - www.facebook.com

Twitter - www.twitterforchurches.com

www.churchmarketingonline.com

Article

Christian Century Magazine, "*The Church on Facebook*" by Lenora Rand (June 30, 2009)