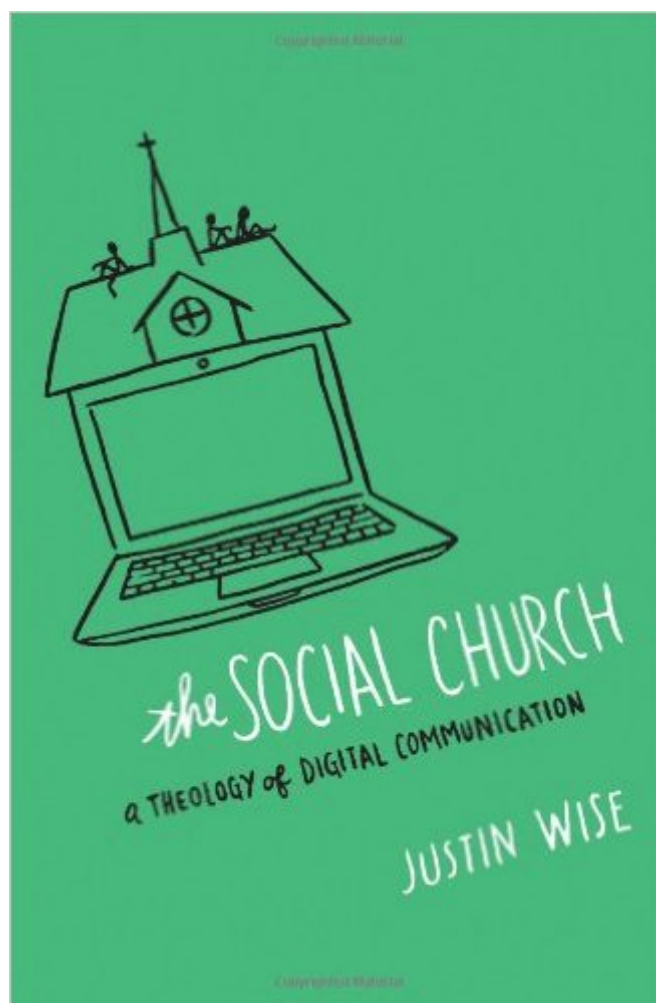


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# The Social Church: A Theology Of Digital Communication



## Synopsis

Did you know you can read online reviews of your church? How often have you talked about reaching people where they are—and realized that much of the time, they are on the Internet? We've been living in a digital world for quite a while now. Justin Wise speaks about social media as this generation's printing press—a revolutionary technology that can spread the gospel farther and faster than we can imagine. It's time to take what we know (and admit what we don't know) and learn together how to move forward as the church. Are you ready to think theologically about this digital age and reach people in a new way?

## Book Information

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## Customer Reviews

The Social Church is a not just for the hippest guy on staff, nor is it a "how-to" on social media. It's an inspiration for you to start, keep going, or be better in connecting with your church. Through stories, stats, and experience Justin Wise shares not only what the church can do in the day's ever-changing culture, but how they can thrive! I'd love to say this is an easy read (in some ways it is), but it's also challenging and makes you think about YOUR church, YOUR strategy, and what YOU can do to make a difference where your church and influence is. Whether you're a pastor, a leader, in charge of communications; whether you're just starting out online, aren't sure where to go next, or need a little reboot--this is a book you need to read with your team.

"Ministry can happen online and we, as the church, have an obligation to understand how. If

businesses, nonprofits, and educational institutions were making the necessary investments to understand online communication, how much more should the church?" pg. 54 I'll start off by saying I am apart of Justin Wise's Think Digital Academy, a step-by-step, follow-along social media coaching program that gives you the tools you need to build a bigger online audience and inspire them to take action. I have followed Justin's coaching for the last 5 months and it's proven to increase interaction and impact for all of my clients. I say this because in the church we have a tendency to fall in line with particular teachers and struggle at getting outside of those teachers. So let me appeal to the person who is saying, "Who is the Justin Wise guy?" Trust this author, trust this book and add it to your library. With that said, as a small business owner that aims to consult with non-profits and churches, this book will be one of the resources that I will give to them as they establish their online communications plan. "We can choose to become interactive [with our social media] as a church or we can choose to fade further into the cultural background." pg. 66 Don't "fade further into the cultural background" and get this book.

I know plenty of people who are intimidated by Social Media. It is too new, too hard, too time consuming. Social Media is not so much of a new idea, as it is a new way to spread ideas. Justin's book lays a great foundation for why this is important in the the life of the church. We are called to share the good news. This should not be limited to the announcements in the Sunday Bulletin. I love this quote, taken from Chapter 8: "Social technology has changed the role of the church in society from possessor and dispenser of religious/spiritual knowledge as a commodity to communal hub that sends and receives members, empowering them for the work of ministry." If you are not thinking of your ministry or church in this way, perhaps you should. This book is a must read for anyone working or wanting to work with church communities. Get your copy today!

Each passing technology jump makes it more difficult for the Church to communicate and Social Media might just be the most difficult medium to master to date. Justin's book evens the playing field. Churches need to understand how to be relevant to a new generation in a digital age. This book will explain the disappearing distinction between online and offline and how you can do the best to personalize your church for the 21st century. I highly recommend it.

Justin does an incredible job on showing the need for the Church to embrace social media. Don't learn "how to", find out WHY! A must read for anyone involved in ministry and their team.

Nothing really to argue with in this book, other than that it's just too long. It's central premise is "It is good for churches and pastors to be on social media". And every chapter rehashes that theme. So it gets rather boring after a while. About halfway through I was thinking, "Yes, I get it. You want us on social media. That's a good thing. I totally agree with you." And it never changed that laser-like focus on drilling home the idea that churches and pastors ought to be on social media. Could have done that in one chapter, maybe three, just for fun. I kept waiting for the next step: where Justin Wise tells us what to do once we're on social media, and how to use it in the most effective way. But he never got that far.

If you're a leader within your church, read this book. While social media is constantly changing, Justin Wise has written an evergreen book. He lays down a foundation of theology on which to build your organization's communication strategy for years to come. Justin skillfully connects the present to the past (e.g., Paul was using the latest technology when writing the epistles), while also contextualizing wisdom from contemporary thought leaders outside of the church (e.g., Chris Brogan). He also presents a compelling case for why church leaders should always be asking how new media can be used for Kingdom work. This isn't a "how to" book, which Justin makes very clear in the introduction. He does though raise great questions that each church needs to answer for themselves. In Chapter 10, probably my favorite, Justin explains that you're going to fail if you first start with social media strategy. Instead, you first need to know your church's unique purpose for your community, which Justin calls the "Big Idea." Only then can you build out the levels of strategy, first with content marketing, second with your website, and then finally with social media. In Chapter 12, Justin helps to bridge the digital generational divide that can often exist within the church. I would recommend buying several copies, reading through it with both your communication and leadership teams.

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