From Blogs to Tweets

Wise Use of Social Media
in Your Worshiping Community

Calvin Symposium on Worship 2010

Session C2

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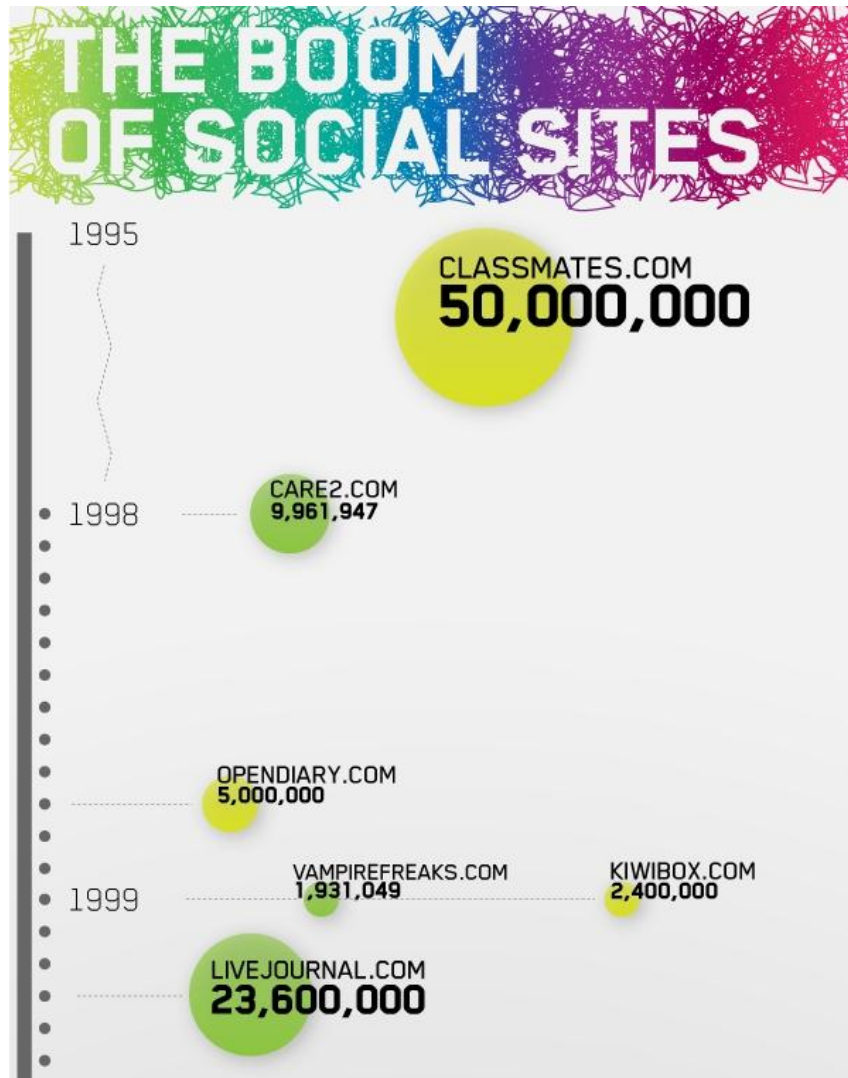www.nbierma.com

@nbierma

What's a blog? What's a tweet?

- Blog: mini website   (article = post)

- Twitter: mini blog   (post = tweet)

How big are social media?

source:
techcrunch.com

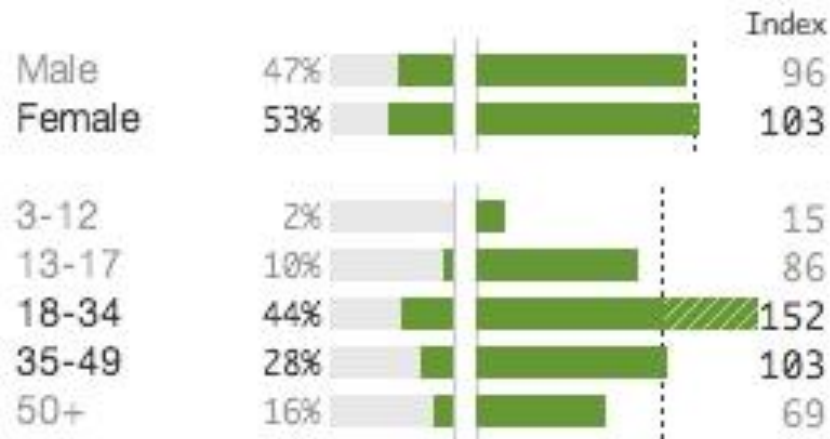# It's just for young'ins, right?

facebook

| | **January 2009** | | **January 2010** | | |
Age	Users	Percentage	Users	Percentage	Growth
13-17	5,674,780	13.5%	10,680,140	10.4%	88.2%
18-24	17,192,360	40.8%	26,075,960	25.3%	51.7%
25-34	11,254,700	26.7%	25,580,100	24.8%	127.3%
35-54	6,989,200	16.6%	29,917,640	**29.0%**	328.1%
55+	954,680	2.3%	9,763,900	9.5%	**922.7%**
Unknown	23,480	0.1%	1,067,780	1.0%	4447.6%

source:
istrategylabs.com

It's just for young'ins, right?

US Demographics

		Index
Male	47%	96
Female	53%	103
3-12	2%	15
13-17	10%	86
18-34	44%	152
35-49	28%	103
50+	16%	69

source: quantcast.com

Pope's orders: Thou shalt tweet

"The spread of multimedia communications and its rich 'menu of options' might make us think it sufficient simply to be present on the Web, or to see it only as a space to be filled. Yet priests can rightly be expected to be **present in the world of digital communications as faithful witnesses to the Gospel**, exercising their proper role as **leaders of communities** which increasingly express themselves with the different 'voices' provided by the digital marketplace. Priests are thus challenged to proclaim the Gospel by **employing the latest generation of audiovisual resources** (images, videos, animated features, blogs, websites) which, alongside traditional means, can open up broad new vistas for **dialogue, evangelization and catechesis**."

- **Pope Benedict XVI**, statement on January 24, 2010

How do we get started?

- facebook.com and twitter.com

- ehow.com

- basicwebsit.es

- The Networked Congregation report

- friends, family, colleagues

Dangers?

- ambiguity of privacy

- superficiality vs authenticity

- spontaneity vs reflection

- self-expression vs. listening

- technology gap

- … ?

Opportunities?

- staying connected

- sharing resources

- sustained reflection

- giving introverts their say

- … ?

Examples

begin