

Workshop or Presentation: Disciple 03

Name of your Session: Social Media for New Churches

Presenters Name(s) with email: James Kang (jkang@calpacumc.org) and Kelley Hartnett ([kelley@kelleyhartnett.com](mailto:kelly@kelleyhartnett.com))

- I. CONTEXT FOR THE CONVERSATION: What Church Planters Are Up Against
- II. POTENTIAL SOLUTIONS
 - A. Making disciples, not church-goers (incarnation)
 - B. Developing other on-ramps (running the baseball diamond backwards)
 - C. Getting serious about Micah 6:8
 - D. Dissolving the line between insider and outsider
- III. USING SOCIAL MEDIA TO CONNECT WITH YOUR COMMUNITY
 - A. Redefining *growth*
 - B. A person-centric, not church-centric, approach to social media
 - 1. What problem are you trying to solve?
 - 2. Our language
 - a) Assume nothing
 - b) Anticipate questions
 - c) Explain everything
 - 3. Skepticism, doubt, and the BS meter
 - C. Creating and curating content (and storytelling)
 - 1. Information
 - 2. Conversation
 - 3. Inspiration
- IV. DIGITAL DISCIPLESHIP: GROWING YOUR CHURCH ON SOCIAL MEDIA
 - A. The End of Church and Ministry Innovation
 - B. The Secular Quadrilateral
 - C. Themes of Discipleship - Three Takeaways
 - 1. via Our Dreams
 - 2. via Our Hopes
 - 3. via Our Desires
 - 4. via Our Identity