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WOULD YOU LIKE TO PLAY A GAME?

A REAL CONVERSATION ABOUT DIGITAL MEDIA

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Why we need a conversation about Digital Media

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DIGITAL space is part of our “building”

DIGITAL relationships are part of our “body”

DID YOU
KNOW

?

2019



jose.esteves@ie.edu



www.YourWebsite.Com



My Space



Line and Discord



Facebook



Twitter



Instagram



SnapChapt



Meet Up



Linked In



Pinterest



Generations Online



- 86% of people ages 18-29
- 77% of people ages 30-49
- 51% of people ages 50-65
- 34% of people that are 65+



- 67% of people ages 18-29
- 47% of people ages 30-49
- 23% of people ages 50-64
- 8% of people that are 65+



- 38% of people ages 18-29
- 26% of people ages 30-49
- 17% of people ages 50-64
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What does this show?

Facebook is aging well and is evolving as an information source

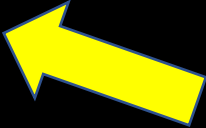
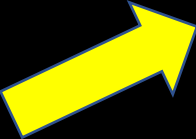
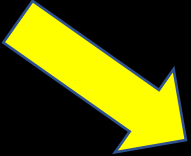
Twitter has a higher percentage over 65 years old compared to other platforms

The more visual, the younger the audience

Bonus Tip...



Have a Plan!



BREAKING NEWS...

Not Everything Online is Real!

*Phishing Scams

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- *Liars, Con-artists, and an African Prince in need

Boundaries are Important!

Personal

Personal

Political

Conversational

Limits / Boundaries

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- *Political - Depends on where you serve, and your goals
- *Conversational – Careful of innuendo / language
- *Limits – Don't be afraid to block, unfollow, etc.

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- *Continue to review your policy every 2 years or as needed (more often, not less)

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- *Curating rather than creating resources (Covid 19 has impacted this a lot!)

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- *Remember that the internet is NEVER CLOSED! 24/7 ministry

Case Studies:

1. Gossipy Church member sends you a text that “people are saying that decisions about when to meet in person are being made without input from everyone.”
2. Teen sends a Facebook friend request and follows it with a private message about needing to discuss something personal that they are scared to talk about with their family.
3. Recently separated colleague from another denomination calls to ask if you can meet for a socially distanced lunch at a local park to discuss ways our communities can respond to homelessness. Says they are suffering from Zoom fatigue and prefers in person meetings.

Church Media Examples

Mt. Summit Christian Church (Disciples of Christ)

www.MSCCDisciples.Org

Covina Community Church, UCC

www.CovinaCommunityUCC.org

Covina Community Church, UCC

www.CovinaCommunityUCC.org

<https://www.facebook.com/CovinaCommunityUCC/>

https://www.youtube.com/channel/UCqDnaa_wACuwKAtyAYu47JA

<https://www.yelp.com/biz/covina-community-church-covina-2>