

iGeneration and Social Media

By Daniel Ketchum

Helena Burns is ahead of the curve. This self-styled “media nun” has more than 13,800 Twitter followers and is on Facebook, Instagram, Vine, and multi-person video.

Helena’s order was founded in 1915, and their sole mission now is using media to “communicate the gospel in a digital age.” Helena notes: “I want to use the latest, most modern, most efficacious media and media technology to reach the greatest number of people with the Holy Spirit.”

The Apostle Paul sought to “become all things to all people, that by all means I might save some” (1 Corinthians 9:22). In the same way, our ministry exists to engage mission challenges and contemporary issues with biblical truth.

We fulfill much of our mission via the Internet and social media such as Facebook and Twitter. We applaud those who use all means and methods to share the timeless message of the gospel.

However, we who lead mission know that there is a potential downside to media-driven evangelism. For example, while the Church of the Nazarene and NMI publishes resources for 159 world areas, this does not exempt me from sharing God’s love with my next-door neighbor or the server I encounter at lunch this week.

Paul wrote letters, but he also evangelized in person. Jesus preached to massive crowds, but He also ministered to individuals with obvious needs.

We believe that today every Christian should have a media strategy for advancing the Kingdom. District President, your Facebook page, Twitter account, and other social media platforms give you unprecedented access to people around the world, especially iGeneration transformers.

At the same time, you have been entrusted with God’s Word for the next soul you meet personally. These two mission education opportunities are not competitive, but complimentary. The more we spread God’s love through media and in person, the more effective we will become at each.

Dr. Bill Bright said, “Small dreams never inflame the hearts of big people. The Great Commission is incomplete not due to lack of money, mentors, or methods, but due to a lack of motivation.”

How God-sized are your dreams? How authentic is your motivation? How effective is your mission education for iGeneration users?