

Facebook Faith:
Life in the Religious Groundswell

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What do we know?

- The world is a new and precarious place
- Young people want things at the touch of a button (including God)
- Social networking technology is where they live
- There is an interest in religion/spirituality
- Few participate; many affiliate; many are drifting away

The Runaway Train

- 🚩 Bob Hope story
- 🚩 If this happened today...
- 🚩 californiacoastline.org
- 🚩 Comcast tech falls asleep
<http://www.youtube.com/watch?v=CvVp7b5gzqU>

The internet today

- is used by people to get information and things they need from ONE ANOTHER.
- NOT from institutions directly (sorta)
- Your job: make it easier for people to get YOUR stuff

Trusted Sources

- Facebook: People in my network point me to things they like--so I assume I should like/hate it since I like them or know what they like/hate.
- Is this new? NO.
- People have always depended on others for advice
- Vocations: More people go to friends for advice than to a vocation director (Emerging Models)
- IF you can't beat em...and you can't...you must join em.

Social Technographics

- Creators - blog, video, etc (40%)
- Critics - rate things, post comments (40%)
- Collectors - of information and sources (30%)
- Joiners - have a myspace/facebook page and keep up w/ others (60%)
- Spectators- just consume info (65%)
- inactives - do nothing (22%)

52-62

- Creators - blog, video, etc (8%)
- Critics - rate things, post comments (14%)
- Collectors - of information and sources (5%)
- Joiners - have a myspace/facebook page and keep up w/ others (6%)
- Spectators- just consume info (35%)
- inactives - do nothing (60%)

post method

- 🌊 People - who are your people?
- 🌊 Objectives
- 🌊 Strategy
- 🌊 Technology

Objectives - what do you want to do?

- Listening - what are people saying? (how did they find you?) - What did I hear? (Sr Guy, Cath Charit.)
- Talking - spread your message (create - blog, video, podcast)
- Energizing - use those “on fire” to supercharge by word of mouth (who is a creator who likes you?)
- Supporting - enable people to help each other
- Embracing - integrate people into the process

talking

- 📺 Post a viral video (priest and princess)
- 📺 Engage with facebook
- 📺 blog (googlinggod)
- 📺 create a community (lots to choose from--ecumenical marriage, RCIA, etc.)- answer questions (podcast, googling god section)

Energizing

- Who already has a blog, or comments on them
- Give them something to cover
- Who in the parish can spread the word to already established networks?
(geraldine story)
- Have people share their good experiences (one line on facebook)

Supporting

- RCIA questions
- Marriage prep issues
- vocations
- don't build but join








embracing

- What would parishioners like to see?
- What would be most helpful?
- What do schools need?
- Recruit people with vested interest already (e.g. married last year)






Strategy

- How do you want the relationship you have with young adults to change? Do you want them to:
- Go to mass?
- Be active in the parish?
- Become priests and sisters?
- Get married in the church?
- Pass faith on to their children?
- Work for justice?
- Build a campaign for immigration?
- Participate in pro-life activities? Something else?

If young adults are...

-  Eclipsed
-  Ecumenical
-  Private
-  Evangelical
-  Ecumenical
-  Communal
-  Sacramental

And you knew there were some...

-  creators
-  critics
-  collectors
-  joiners *
-  spectators

What would you do next?

Exercise

- Consider your own parish
- Form an objective: Will you...
- Listen?
- Talk?
- Energize?
- Support?
- Embrace? All of these?

What's your strategy?

- Start small and think through the consequences of doing this.
- Put someone in charge of the project
- What specific things will you do?
- What specific technology will you use?

Critiques

- Your parish is unique--so you don't need to copy others - take inventory
- Have you taken inventory of the gifts?
- How will you use technology and what are the consequences?
- Did you market outrageously?
- Does it provide transcendence? Safe space? Availability?
- Are you talking about it on Sunday?
- Is it identifiably Catholic? What are other churches doing?
- Is it interesting and challenging?
- Does it use a process for discernment?
- How will you evaluate this?