

## The "One-Anothers" of Social Media

***How can we avoid the potential distraction of social media and use it to really advance our mission?***

As a leader, you can only influence those whom you can reach (Rick Warren). The social media platforms in use today – and the ones that will be developed tomorrow – allow you to extend your reach and listen to the people God is calling you to serve and disciple.

The danger is that a beginning trickle of social media communication can become a flood of unfiltered information that will wash you away unless you channel it into a useful tool for the irrigation and growth of your message. What are some of the solutions to do keep all of your social media focused?

**Solution - See social media through the lens of “one another.”**

THE QUICK SUMMARY - Rewired, by Brandon Cox

There's no going back. Our world is changing at an unprecedented rate. We are connected with people all over the planet with technology that didn't even exist ten years ago. The world around us is having a conversation about life, meaning, culture, and eternity, and we have an amazing opportunity not just to join the conversation but also to lead it.

Brandon Cox demonstrates the real, connecting power in online social networks, showing you how to connect and tell God's story relationally and creatively in our social, digital age. He encourages leaders to dedicate their lives to telling the Good News using every means possible, and to be the relational bridge that brings someone into a right relationship with Jesus - even if it does mean jumping on the social media train.

A SIMPLE SOLUTION

God approaches us, seeks us, and searches for us. He offered His Son so that we might be reconciled to Him. In turn, God expects us to reconcile others. From one relationship to another, God wants us to reach others.

*Social media isn't an escape from the real world. It is the real world, whether we are ready for it or not.*

God is the great designer who has masterminded a plan to put people in relationships with each other. “Viral” isn't a concept the inventors of YouTube conjured up—God has always determined to utilize the viral nature of human relationships.

God knew we would struggle with this relational thing, even inside the church, so He

gave some rather helpful suggestions and guidelines that we often call the “one anothers” of the New Testament.

These may or may not be familiar to you, but try to hear them with the ear of one who is engaging the culture via social media:

- “Be at peace with each other” (Mark 9:50, NIV).
- “Love one another” (John 13:34, NIV).
- “Be devoted to one another. . . . Honor one another” (Rom. 12:10, NIV).
- “Live in harmony with one another” (v. 16, NIV).
- “Accept one another” (Rom. 15:7, NIV).
- “Agree with one another” (1 Cor. 1:10, NIV).
- “Serve one another” (Gal. 5:13, NIV).
- “[Forgive] each other” (Eph. 4:32, NIV).
- “Submit to one another” (Eph. 5:21, NIV).
- “Encourage each other” (1 Thess. 5:11, NIV).
- “Spur one another on toward love and good deeds” (Heb. 10:24, NIV).
- “Pray for each other” (James 5:16, NIV).

This list is only partial, but it’s a good starting checklist as we answer the question, Am I being relational? Part of the redemption story is the beautiful benefit of our being able to relate to one another within the body in a new way.

Brandon Cox, *Rewired*

## A NEXT STEP

It’s never been more important to produce quality social media content that people actually want to interact with. How can you use social media to practice the one-another commands at your church?

- Are your social media platforms an integral part of your ministry strategy?
- Do you use social media platforms to tell the stories of God’s work in your people’s lives?
- Do you connect with staff and volunteer teams through the use of social media?
- Do you lead your teams to connect with others through social media?
- What social media content are you producing that people most want to share with others?

Using social media is just the latest extension of the New Testament’s one-another ministry. When you as a leader understand and practice social media as a one another ministry, you are well on the way to living out the presence of Christ within your congregation– and it becomes very obvious to those who are connecting to others.

*This is part of a weekly series posting content from one of the most innovative content sources in the church world: **SUMS Remix** Book Summaries for church leaders. Sums Remix takes a practical problem in the church and looks at it with three solutions; and each solution is taken from a different book. As a church leader you get to scan relevant books based on practical tools and solutions to real ministry problems, not just by the cover of the book. Each post will have the edition number which shows the year and what number it is in the overall sequence. (SUMS provides 26 issues per year, delivered every other week to your inbox).*

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