

Meredith Gould Bio:

Meredith Gould, PhD ([@meredithgould](#)) is a digital strategist and church communications consultant with well over a decade of hands-on experience at all levels of church and across denominations. She's the author of 9 books about faith and everyday life. Her most recent book, *The Social Media Gospel: Sharing the Good News in New Ways* (Liturgical Press) has become the go-to guide for digital ministry. Her book, *The Word Made Fresh: Communicating Church and Faith Today* (Morehouse) helped establish church communication as a vital ministry. In 2011, she founded the weekly ecumenical Twitter-based chat about church social media (#chsocm) and is known for her passionate advocacy of social media. In 2013, Meredith received a Platinum Fellow designation from the Mayo Clinic Center for Social Media for her pioneering leadership in healthcare social media. Learn more at: www.meredithgould.com

Study Questions:

1. What should your church goal be regarding social media? (examples: gain exposure, direct interaction with non church members, promoting events)
2. Should you have a presence on all of the popular social-media networks? If not, which ones would be most helpful and why?
3. Discuss opportunities to increase awareness of congregational event using FaceBook and Twitter. How might you reach non church members with information about VBS or your annual pet blessing?
4. How might you use social media to convert readers into visitors? What would your strategic plan be to integrate social media while encouraging all church members to participate?