



Going Social: A Practical Guide on Social Media for Church Leaders

Terrace Crawford

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People around the world are talking. They are connecting each day-online-through social media. Corporations around the world recognize the power of social media and are leveraging it to reach customers through platforms such as blogs, Twitter, Facebook, and YouTube. Why can't churches do the same thing? Christianity has the greatest message to deliver; yet churches struggle to share it. Terrace Crawford helps uncover reasons ministry leaders may resist the use of social media and dispels some of the myths surrounding it. With short, accessible chapters, *Going Social: A Practical Guide for Church Leaders* provides a step-by-step guide to getting started, crucial insights to help you develop an effective social media strategy, and gives real-life examples of ministries and leaders who are using media in powerful ways. Reimagine your social media presence and successfully connect with your church and your world. With the help of *Going Social*, you can create an online community in no time! Reviews' Terrace Crawford gives you an easy-to-understand overview of the social media landscape and how you can leverage social media in your ministry. There are great tips and ideas, even for the most experienced social media aficionado. If you're intrigued by social media, you'll enjoy reading this book!' -Todd Rhoades Director of New Media & Technology Initiatives, Leadership Network and 100X

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