SOCIAL MEDIA AND THE CHURCH

Social Media and the Church is a half day seminar to discover some simple yet important social media elements that churches can be taking advantage of without too much effort. It will also cover some activities that are crucial to avoid when using social media and for those looking for inspiration, there will be a “possibilities” session on how social media can be used specifically to achieve evangelism and discipleship purposes.

Seminar topics include how social media can be used to:
- Promote the life of the church both internally and in the broader community
- Connect the church leadership and body with the public mood and its concerns
- Build relationships
- Contribute to spiritual growth
- Share the gospel in sensitive ways

From making it easier for people to connect with us through our websites to using artificial intelligence (i.e. Messenger Bots) to begin conversations with people who are seeking answers to life and faith questions, this seminar will cut through the overwhelming nature of online activity and hone in on practical options that we can pick and choose from depending on our resources. It will challenge the advanced users, make the landscape simple for beginners and perhaps help us all avoid some obvious but costly mistakes.

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Seminar Presenter: Pamela Crawford

Pamela Crawford is the Social Media Director at Cyber Audience, a Melbourne based social media marketing agency for businesses and organisations in Australia and the UK. She has implemented/overseen social media marketing campaigns in the tourism, corporate, hospitality, retail, education, recruitment, real estate, marine, health and not-for-profits industries. Pamela also facilitates workshops, provides in-house training to corporate teams and has run seminars and workshops at various Anglican training events including the "Ministry and Mission in the Asian Century" conference in 2014 and the Anglican Future Conference in 2015. Also an Educator at [www.digitalmarketinginstitute.com](https://l.facebook.com/l.php?u=http%3A%2F%2Fwww.digitalmarketinginstitute.com%2F&h=ATPmpdvDgc1bx3kICd3Ax13_MnDb1F0eoGrL5JJPdStuT4LUmToJoiQIGuIbdCTWmTTsj2W9TQAHHgOFywhkPrjeEriHm0yAlsTMAkuQ07PLXLGEXR1G0LO-XKgGqVSHmReZTeeD44PPa8-agn4), Pamela teaches the Professional Diploma in Social Media Marketing and the Professional Diploma in Digital Marketing and was previously part of developing the core curriculum for the social media department of the Australian Digital Marketing Institute.

Pamela is passionate about Jesus and the heart of God for the poor, spending much of her spare time writing and recording Christian music to raise money for survivors of human trafficking.

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