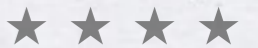
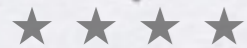


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# **SPIRITUAL FORMATION IN SOCIAL MEDIA**

Pat Loughery @patl #SVS2013



# We are: Connected and Mobile

- \* Earth's Population:  
7,000,000,000+
- \* Facebook Population:  
1,000,000,000 as of 2012
- \* Mobile Phones: 6,000,000,000 as  
of 2012
  - \* 1,000,000,000 in China alone
- \* Facebook now the most used mobile  
app in US (all devices)
- \* And not just Facebook..





# Why the Growth?

The use of a social technology is much less determined by the tool itself; when we use a network, the most important asset we get is **access to one another. We want to be connected to one another[...]**

- Clay Shirkey, Cognitive Surplus, 14

# And also...

The people formerly known as the audience wish to inform media people of our existence, and of a shift in power that goes with the platform shift you've all heard about[...]

Online, we tend to form user communities around our favorite spaces. Tom Glocer, head of your Reuters, recognized it: "If you want to attract a community around you, you must offer them something original and of a quality that they can react to and incorporate in their creative work."

Jay Rosen, "The People Formerly Known as the Audience"



# The Search to Belong: Joseph Myers' Four Spaces of Belonging

People choose how they want to belong to a community. We as leaders don't get to choose for them.



**Public:** Casual. Example: sports fans. Connect through: Shared identity, outside influences.



**Social:** Neighbors. Connect through: Shared snapshots of who we are and want to be seen as



**Personal:** Friends. Connect: through sharing private, but not “naked” experiences



**Intimate:** Close friends, spouse. Connect: Sharing intimate details.

# Mapping Potential Responses: R.H. Niebur's Christ and Culture Taxonomy

## **1. Christ against Culture**

This is the separatist view, the Christian perspective that tries to isolate itself as much as possible from the world.

## **2. Christ in Culture**

This is Christianity when it unthinkingly equates cultural values with Christian values. What are considered the best cultural values are Christian values. It is confusing nationalism for Christianity.

## **3. Christ above Culture**

This is Christianity when enough of a culture is in agreement with it that it is empowered to fix the part that doesn't agree (i.e., to force the rest to obey its understanding).

## **4. Christ and Culture in Paradox**

The world is thoroughly sinful and unredeemable. The things of Christ are in a completely different category. This is the separation of church and state. This is the non-integration of faith and learning.

## **5. Christ the Transformer of Culture**

Christ eats with sinners and does not separate from them to remain clean (Christ against culture). Christ recognizes the points where culture needs to be critiqued (Christ of culture) and doesn't consider it a lost cause (Christ and culture in paradox).



# Truths and Risks of Social Media

- \* Our shared understanding of **time** is changing
- \* Our understanding of **relationship** is changing
  - \* E.g. “Friend”, “Like”
- \* **Busyness** has become a badge of honor
- \* Our **attention spans** are shrinking (Clay Shirkey)
- \* Access creates easy opportunity for sin: jealousy, greed, sexual misbehavior, other forms of idolatry.
- \* We are always being formed in **character, worldview and lifestyle**

# Options for Social Media Engagement...

- \* Disengage from social networks in effort to remain safe and pure
- \* Assimilate, Intentionally or Unintentionally
- \* Engage in Christian-only network copies
  - \* (e.g. YouTube->GodTube; Facebook->FaithOut)
- \* Intentionally Embed and Engage
  - \* As a mission field
  - \* As swimmers in shared culture
  - \* As transformational leaders with good news to share



# Two Counter-Cultural Models for Engagement

- \* Monasticism (and New Monasticism)
- \* Celtic Christianity

# Celtic Christianity, briefly...

- \* An indigenous Christianity that grew outside Roman Empire
- \* Blending the transcendence and the immanence of God
- \* Cultural emphasis on creativity, story
- \* Unfamiliar with a sacred/secular split
- \* A lived faith, not a doctrinal system. "A God-intoxicated people"
- \* Everyday activities as opportunities for prayer -> Every activities **becoming** prayer



# A Milking Prayer

Bless, O God, my little cow,  
Bless, O God, my desire;  
Bless Thou my partnership  
And the milking of my hands, O God.

Bless, O God, each teat,  
Bless, O God, each finger;  
Bless Thou each drop  
That goes into my pitcher, O God!

Alexander Carmichael, Carmina Gadelica

# Opportunities for Celtic-style Prayer

- \* Prayer for visiting Facebook
- \* Prayer for driving to work
- \* Prayer for checking email
- \* Prayer for answering the phone
- \* Prayer for brewing coffee
- \* Prayer before reading Scripture

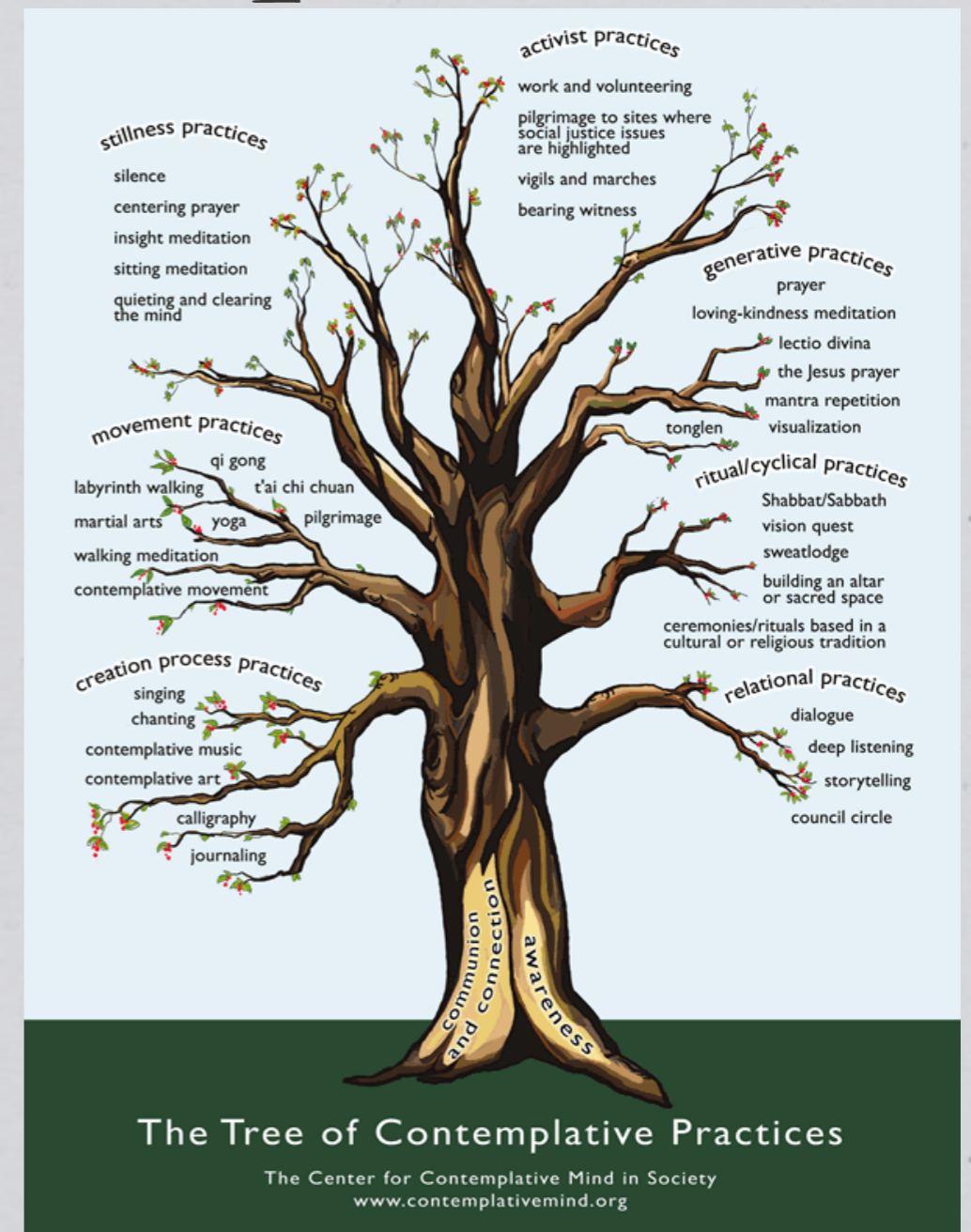


# Intentional formation in a disconnected world...

- \* ... so that we grow from being distracted *by* our activities
- \* ... to praying *in the midst of* our activities
- \* ... to being present with God *in and through* our activities

# Some Closing Watchwords (a Posture of Contemplation)

- \* Intentional
- \* Mindful
- \* a Rhythm of Engagement and Rest
- \* Silence
- \* Listen (and the Benedictines agree)
- \* Presence





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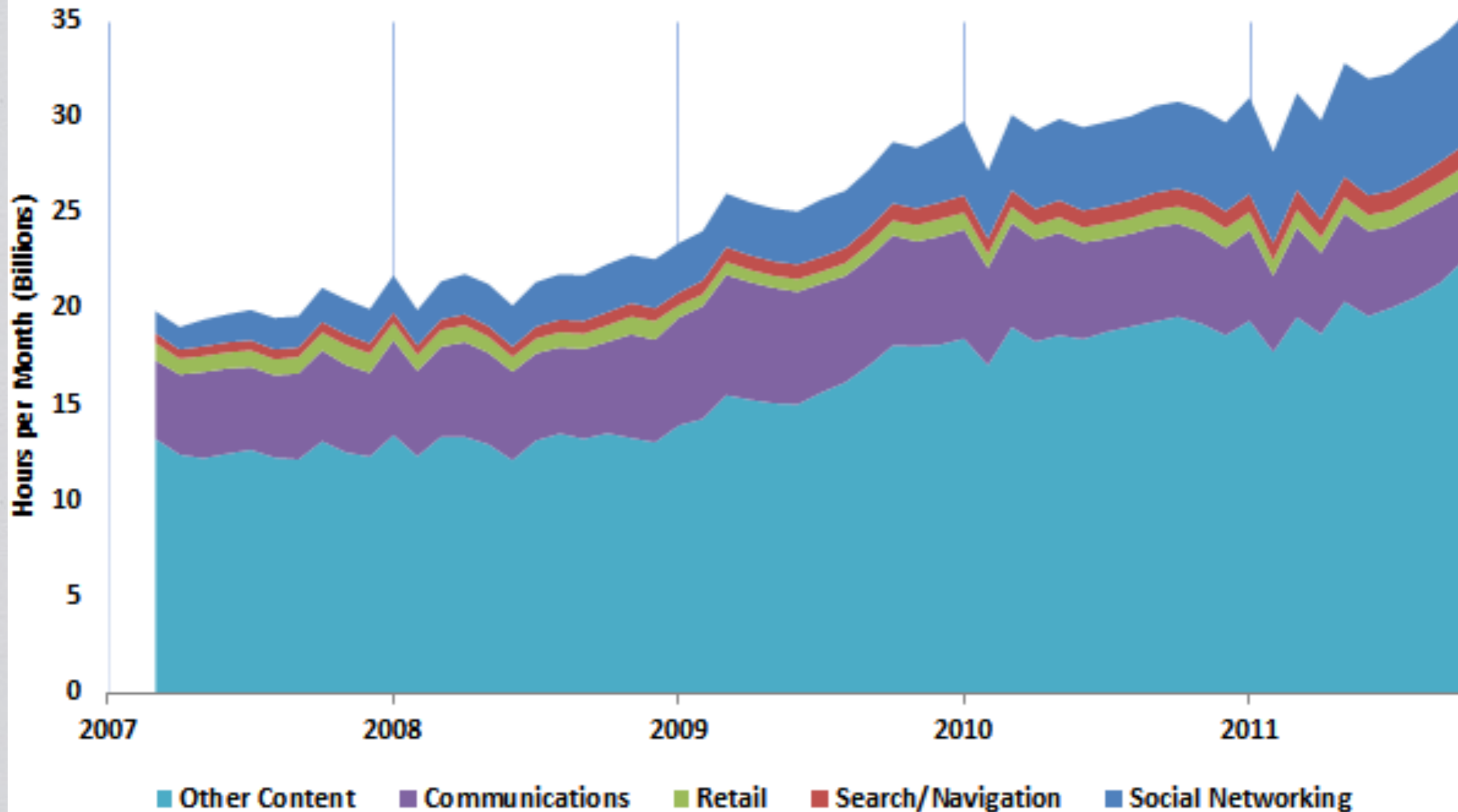
# SLIDE APPENDIX

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# Time Spent Online on Key Internet Categories

Source: comScore Media Metrix, Worldwide, March 2007 - October 2011





# THE TOP SOCIAL NETWORKS

	UNIQUE PC VISITORS, U.S. (AUDIENCE 000)	YOY CHANGE
FACEBOOK	1 5 2 2 2 6	-4%
BLOGGER	5 8 5 1 8	-3%
TWITTER	3 7 0 3 3	+13%
WORDPRESS	3 0 9 4 5	+10%
LINKEDIN	2 8 1 1 3	0%
PINTEREST	2 7 2 2 3	+1,047%
GOOGLE+	2 6 2 0 1	+80%*
TUMBLR	2 5 6 3 4	+55%
MYSFACE	1 9 6 8 0	-13%
WIKIA	1 2 5 9 4	+20%

\*Google+ (July 2012 v. Sept 2011), the first month the site became public

	UNIQUE MOBILE APP VISITORS, U.S. (in millions)	YOY CHANGE
Facebook	7 8 3 8 8	88%
Twitter	2 2 6 2 0	134%
foursquare	1 0 3 8 8	118%
Google+	9 7 1 8	86%
Pinterest	4 9 4 6	1,698%

	UNIQUE MOBILE WEB VISITORS, U.S. (in millions)	YOY CHANGE
Facebook	7 4 2 7 4	85%
Twitter	4 2 3 6 6	140%
Blogger	1 9 9 7 9	100%
Pinterest	1 4 3 1 6	4,225%
Wordpress	1 1 9 9 5	96%
Linkedin	9 6 7 1	114%
Tumblr	8 5 1 2	162%
Wikia	5 3 2 5	n/a
Reddit	4 2 7 5	153%
Myspace	3 5 0 1	57%

# Possible Trails to Follow

- \* Implications for community leaders
- \* **Implications for spiritual formation**



# Pat's Layers of Belonging

Public Belonging



Social Belonging



Personal Belonging



Intimate Belonging





# Contemporary Celtic Christian Monasticism

- \* Three major communities
- \* Mother houses in UK/Ireland but global, dispersed membership
- \* Bound together with common Rule/Way of life
- \* Think Third Order with global scope



◆ \* **Go to the people.  
Live among them.  
Learn from them.  
Love them.  
Start with what they know.  
Build on what they have.**

- *Quoted by George Hunter in The Celtic Way of Evangelism, p. 120*

# Monasticism, briefly...

- \* Communities of *intentional, whole-lifed devotion to God*
- \* Historically, responses to one of these challenges:
  - \* “If you want to be perfect, go... sell... give..”
  - \* Sermon on the Mount
- \* Not avoidance of culture! Radical commitment to pursuit of God on behalf of world
- \* Bound by a common Rule(Way) of Life



# Examples of Celtic style prayer: a Breastplate prayer



Christ, as a light  
illumine and guide me.

Christ, as a shield  
overshadow me.

Christ under me;

Christ over me;

Christ beside me

on my left and my right.

This day be within and without me,  
lowly and meek, yet all-powerful.



Be in the heart  
of each to whom I speak;  
in the mouth  
of each who speaks unto me.

This day be within and without me,  
lowly and meek, yet all-powerful.

Christ as a light;  
Christ as a shield;  
Christ beside me  
on my left and my right.