

Join 50 fellow communicators Oct. 1

Elizabeth Drescher is a regular contributor to Religion Dispatches on new media, culture, and religion, and her work has been highlighted by Atlantic Monthly, the BBC, the Guardian, NPR and the Utne Reader. She holds a PhD in Christian Spirituality from the Graduate Theological Union and an MA in Systematic Theology from Duquesne University, and teaches in the undergraduate program in Religious Studies and the graduate program in Pastoral Ministry at Santa Clara University.

Designed for both lay and clergy, the communications conference offers intensive learning and networking, and is limited to 50 participants. If they have not already done so, participants are encouraged to create a Facebook, Twitter, and LinkedIn profile before the workshop.

“Maybe all of this technology and the change it is creating seems overwhelming,” Elizabeth Drescher writes, “but at the end of the day, we’re people of the Resurrection... Our traditional belief in transformation...both calls us to and prepares us for life in this period of profound renewal in the church.”



Diocese of Missouri
THE EPISCOPAL CHURCH

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Friends, Followers, and Faith

Relational
Communication
in the Digital
Reformation

with **Elizabeth Drescher, PhD**

*Author of Tweet If You Heart Jesus:
Practicing Church in the Digital Reformation*



Episcopal Diocese of Missouri

Communications Conference

Emmanuel Episcopal Church Webster Groves, Missouri

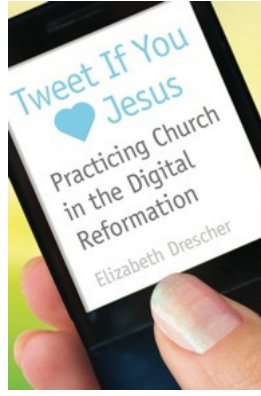
October 1, 2011 | 9:30 AM to 3:30 PM

Workshop participants limited to 50. Workshop fee \$50.

- 9 AM *Registration*
- 9:30 The Ministry of Communications
- 10 AM **Introduction: The Reformation Will Not Be Televised** *Exploring the shift from mass communication to relational communication.*
- 11 AM **Open the Door and See All the People** *Who's where on social network sites and how do they engage your church or religious organization?*
Lunch
- 1 PM **I Love to Tell the Story** *What combination of social media platforms will enable your church or organization to best tell your story to current and prospective members as well as to the wider community, church, and world?*
- 2 PM **Altar Call!** *Exploring the art of missional, relational communication practice in the Digital Reformation.*
- 3 PM The Faithful Community of Practice *Conference wrap-up*
- 3:30 *Book signing with Elizabeth Drescher*

Have you Googled yourself or your church lately? Today, before almost anyone steps across the threshold of a church, they have researched online, visiting websites, Facebook pages, Twitter feeds, and YouTube channels. Because of this, churches large and small, dioceses, and other religious organizations have begun to develop at least some sort of social media presence. But it's not always clear how best to participate in digital social networking communities in ways that clearly enrich the spiritual lives of believers and seekers, and extend the Good News to wider circles within and beyond local church communities. And, for mainline churches that have had limited success with broadcast media ministries, developing a voice in the digital domain that is at once authentic and engaging can be a challenge—especially in 140 characters.

This is, nonetheless, the core challenge facing religious communicators of all stripes in the Digital Age. In this workshop, we will explore the major social media platforms in light of the uniqueness of mainline Christian identity and practice and with attentiveness to the populations we are likely to find on Facebook, Twitter, YouTube, and LinkedIn. Drawing on research from her recent book *Tweet If You Heart Jesus* and new research from her forthcoming book with ELCA Pastor Keith Anderson, *Click 2 Save: The Digital Ministry Bible*, Dr. Elizabeth Drescher will help participants to develop a draft social media communications strategy which they can continue to refine in ongoing social media conversations.



From an emerging scholar and thought leader on contemporary spirituality comes a fascinating exploration of new social media and religion that connects ancient and medieval wisdom to the digitally-integrated practice of faith by believers and seekers today. In Elizabeth Drescher's *Tweet If You Heart Jesus*, ministry leaders will learn how changes in everyday communication have begun to reshape how we relate to one another, how we form and sustain communities, and what that means for churches and other religious organizations that hope to enrich and extend their service and become more relevant in the world today.

Tweet If You Heart Jesus: Practicing Church in the Digital Reformation; Paperback: 192 pages; ISBN 10: 0819224235; Morehouse Publishing

From the book:

“The Church is at a critical juncture as it attempts to respond to dramatic cultural changes related to new mobile, digital social media. Some of those changes are wonderfully liberating, inviting creative involvement in the practice of faith and the nurturing of community by believers and seekers of all stripes around the globe. Others, such as the restructuring of concepts of privacy, self-presentation, and relationship that seem to undermine notions of interpersonal, communal, and spiritual intimacy that are at the heart of much Christian practice, feel more troubling. Threatening, even.”

“The counter-intuitive reality is that without digital social media, it would be impossible... for leaders in ministry to so richly witness to the significance of face-to-face relationship and grounded spiritual presence.”

www.elizabethdrescher.net

REGISTRATION INFORMATION

Name _____
 Address _____

 City, State, Zip _____
 Phone or email _____
 Church or Org _____

You may share this contact information with other conference attendees

- Registration due 5 PM, Friday, Sept. 23, 2011.
- Full refund with notice by 5 PM, Friday, Sept. 23.
- This workshop is open to 50 participants.
- Please enclose a check for \$50 payable to the Episcopal Diocese of Missouri/CommConf. Mail or drop off registrations: Episcopal Diocese of Missouri, 1210 Locust St., St. Louis, MO 63103. 314-231-1220.
- More information from Beth Felice, Director of Communications, bfelice@diocesemo.org, 314-255-1387.

LUNCH SELECTION

Choose one

- Chicken Salad on Croissant
- Smoked Ham & Swiss on Wheat
- Mesquite Turkey & Gouda on Croissant
- Beef with Swiss Cheese on soft Italian Baguette
- Combo: turkey, ham, gouda & swiss on Baguette
- Veggie Sandwich: fresh veg & two cheeses on Wheat
- Chef's Salad (turkey, ham, gouda, swiss, onions, & veg)
Salad dressing served on the side, choose one:
 Ranch Italian

Choose one side (except Chef's Salad)

- Coleslaw with vinegar & oil
- Creamy red potato salad

Choose one dessert

- Choc. Chip Brownie
- Goopy Butter Crumb
- Lemon Cake