



MAKING ADJUSTMENTS IN A SOCIAL MEDIA AGE

WM Sermon Preparation

Baptist Ministers of Houston and Vicinity

President: Max A. Miller Chairman of the J.J. Roberson Institute: Reverend J.R. Parker

Presenter: Reverend Yuri Solomon

Teaching today in the broader viewership of social media, calls for us to adjust our preparation. We gone from books to radio to TV to websites to and social media screaming and each medium have demanded its own adjustment. Society just advances. One of the worst things you could do in former times was get on TV not adjust to some degree. Social Media is here to stay. You are now on "TV" without the expense. A so it demands our careful adjustment for an efficient, God pleasing presentation of the glorious Gospel of Jesus Christ. I want to give a few helpful hints this morning as we prepare anew to preach to a broader audience than we have before.

- 1) **PRAY FOR GREATER REACH** in a greater audience (prayerful expectation)
 - a. Trust God to use social media beyond your thoughts and imagination

NOTE: Pray that God will utilize some of your young people to enhance your media presentation. (George Hill's Musician/Technology challenged)

- 2) **GIVE ATTENTION THE EXPANED AUDIENCE**

- a. Be evangelistic
- b. Think in broader applications

- 3) **BE CAREFUL IN ASSUMPTION OF FAMILIAR**

- a. Define terms and concepts may already know (Catholic church)

- 4) **BE CONSCIOUS THAT YOU ARE BEFORE MORE THAN YOUR HOUSEHOLD**

- a. Ethic Culture
- b. Church Culture

- 5) **COUNT UP THE COST** of being more public and recorded.

- a. Cost of standing on the word
- b. Cost of saying something you should not say

- 6) **BE YOURSELF**

- a. Work within your comfort zone (*People are more comfortable when you a confidence.*)

THINK YOURSELF EMPTY, READ YOURSELF FULL, WRITE YOURSELF CLEAR, PRAY YOURSELF HOT AND GO PREACH JESUS



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b. Be creative

7) REMEMBER YOUR RESPONSIBILITY IS TO FEED YOUR FLOCK

“The danger of social media for the preacher is the disastrous desire to grow a platform. Modern society shepherds us to believe that influence and acceptance are earned in likes, follows, friends, and re-tweets. The desire to grow a platform is actually a great temptation. It is the temptation for the preacher to elevate social media platform over the pulpit audience. It is the temptation to be “tweetable” that often trumps the desire to be faithful and clear in the exposition of the Word of God. It is the temptation to preach for the masses instead of preaching to the people God has given you to lead. It is the temptation to use your pulpit and platform for your opinions that fall well beyond the scope of your ministry. It is the temptation to preach sermons that earn likes but fail to make the difference in the way anyone lives.”