MISSION AGENCIES AND SOCIAL MEDIA: A REPORT

Posted on November 22, 2019 by Eddie

Mission agencies could do significantly more to harness the power of social media both to increase cooperation within the agency sector and, more importantly, to allow the voices of Christian partners around the world to be heard without the interpolation of an agency voice.

Category: Observations

A while ago, I published my initial observations on the way in which mission agencies are using social media. I've now published the full report and you can find it here. Unusually for me, I'm charging a nominal fee for this report. There are a few reasons for this, but basically, it all boils down to helping to defray the costs of the software needed to produce the report and the ongoing costs associated with Kouyanet. The report will set you back Â£2, or you can pay Â£6 and make as many copies as you would like for your own institution (you could just pay the Â£2 and make copies, but you wouldn't do that, would you?).

Unfortunately, I can only take payment via PayPal (any other system would cost me far more than I'm ever likely to make selling this). If you can't use PayPal but would still like to see the report, email me and we can work something out.

To whet your appetites, here is the abstract for the report.

An overview of social media use by evangelical mission agencies in the UK shows that the majority have some sort of social media presence. Those who use social media are most likely to make use of Facebook and Twitter, with YouTube and Instagram being the least popular. This is despite the fact that the generation that the agencies are seeking to mobilise are more likely to use Instagram.

Focusing on a sample of agencies shows them adopting two strategies; a minimum approach where social media is used to broadcast existing messages and a maximum strategy where the agency seeks to leverage the two-way communication potential of social media. The relative merits of these approaches are discussed.

The agencies could do significantly more to harness the power of social media both to increase cooperation within the agency sector and, more importantly, to allow the voices of Christian partners around the world to be heard without the interpolation of an agency voice.