



**muusja.org**

**Minnesota  
United  
University  
Social  
Alliance**

**Check in:**  
**Name, Leadership Role,**  
**Congregation**

# **Social Media & Justice Making:**

**Leveraging Your Congregation's Use of  
Technology to Change the World**

# The State of Social Media



# Social Media is Big

## WORLD POPULATIONS

**WE DON'T  
HAVE A CHOICE**

ON WHETHER WE DO  
SOCIAL & MOBILE

**THE CHOICE**

IS HOW WELL WE DO IT  
-ERIK QUALMAN

-  1. FACEBOOK
-  2. CHINA
-  3. INDIA
-  4. TENCENT
-  5. WHATSAPP
-  6. GOOGLE+
-  7. LINKEDIN
-  8. UNITED STATES
-  9. INSTAGRAM
-  10. TWITTER

# Social Media is Everywhere



MOBILE  
& SOCIAL  
AREN'T  
EMERGING,



THEY  
MER  
ARE  
GING



# Social Media is Intergenerational

OVER  
50%  
OF THE WORLDS  
POPULATION  
IS UNDER  
30 YEARS OLD



GRANDPARENTS  
ARE THE FASTEST GROWING  
DEMOGRAPHIC  
ON TWITTER

#SENIORSROCK

#AARP



# Social Media in Congregations

HELLO 4 C'S  
OF DIGITAL:

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CREATING  
CURRATING  
CONNECTING  
CULTURE



# Where to focus?



# Places to start



# Justice on Facebook



**First Universalist Church of Minneapolis**

April 14 at 1:00pm · 🌐

This groundbreaking film features stories from white men and women on overcoming unconscious racism and entitlement.

Join us for a viewing and discussion about the first half of "Mirrors of Privilege: Making Whiteness Visible" on Monday, April 18 at 6:30 p.m.



First Universalist Church of Minneapolis » "Mirrors of Privilege" Viewing and Discussion Part 1

"Mirrors of Privilege" Viewing and Discussion Part 1...

[FIRSTUNIVERSALISTCHURCH.ORG](http://FIRSTUNIVERSALISTCHURCH.ORG)

👍 Like

💬 Comment

➦ Share



# Justice on Facebook



First Universalist Church of Minneapolis shared their event.

April 8 at 7:04pm · 🌐

Join us tomorrow at 10 a.m. for the next in an exciting series of community conversations around Bde/Mde Maka Ska (Lake Calhoun).



APR

9

**Bde/Mde Maka Ska: Inspired Action an...**

Sat 10 AM · First Universalist Church of Minneap...

36 people interested · 22 people going

★ Interested



Like



Comment



Share



First Universalist Church of Minneapolis shared Lena K. Gardner's event.

April 6 at 1:14pm · 🌐

This evening at church, join Lena K. Gardner and Caitlin Breedlove from the Standing on the Side of Love campaign in a real world discussion about the new political spaces opened up by the movement for Black lives.

We'll talk about how we as people of faith can take risks to birth more justice into the world in political spaces that make sense for our various social and political identities, and how to stay accountable.



APR

6

**Beyond Banners: Engaging Political S...**

Wed 6:30 PM · First Universalist Church of Minn...

377 people interested · 66 people going

★ Interested



Like



Comment



Share







## First Universalist

@FirstUniv FOLLOWS YOU

First Universalist Church of Minneapolis. In the Universalist spirit of love and hope, we give, receive and grow. We are a welcoming congregation! #UU

3400 Dupont Ave S, MPLS, MN

[firstuniversalistchurch.org/newcomer](http://firstuniversalistchurch.org/newcomer)

TWEETS 1,467  
FOLLOWING 172  
FOLLOWERS 397  
LIKES 85  
LISTS 5



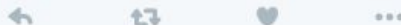
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Tweets Tweets & replies Media



First Universalist @FirstUniv · 24h

Every year Youth Sunday proves to be enlivening, provocative, and moving. Sunday, April 24 at 9:30 and 11:15am:  
[firstuniversalistchurch.org/sermon/the-sac...](http://firstuniversalistchurch.org/sermon/the-sac...) #UU



First Universalist @FirstUniv · Apr 14

4 000SE Classroom Space Approved For Education & Daycare -

Who to follow · Refresh · View all



Paul X. McCarthy @paulxmc..

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Promoted



LeVar Burton @levarburton

Follow



Digg @digg

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# Justice on Twitter



First Universalist Retweeted



**Nancy Sims** @CopyrightLibn · Mar 12

Yes, we -are- hippy-dippy, but mostly in good ways. @FirstUniv







**First Universalist**

@FirstUniv · FOLLOWS YOU

TWEETS

1,467

FOLLOWING

172

FOLLOWERS

397

LIKES

85

LISTS

5



Following



**First Universalist** @FirstUniv · Feb 22

Miss Sunday worship yesterday? Listen to the Call to Worship & @RevJustin1stU's sermon, "Sacred Promises," online:  
[firstuniversalistchurch.org/sermon/sacred-...](http://firstuniversalistchurch.org/sermon/sacred-...)



1



1



**First Universalist** @FirstUniv · Feb 22

Do you know about the \$15/hr minimum wage Campaign Launch Event in Minneapolis on Saturday, Feb. 27?  
[facebook.com/events/9320076...](https://facebook.com/events/9320076...)



**First Universalist** @FirstUniv · Feb 22

Join us to learn about the @15NowMN campaign this Sunday (12:45pm) after our second service! Details:  
[firstuniversalistchurch.org/event/15-now-m...](http://firstuniversalistchurch.org/event/15-now-m...) #15forMpls



**First Universalist** @FirstUniv · Feb 22

This Sunday, guest preacher Rev. Meg Riley wraps up February with a sermon titled, "We All Come From Broken Homes."  
[firstuniversalistchurch.org/sermon/we-all-...](http://firstuniversalistchurch.org/sermon/we-all-...)



First Universalist Retweeted



Lena @LenaKGardner · Apr 11

#faithppl4BlackLives #Justice4Jamar



13



5



First Universalist @FirstUniv · Apr 11

A good-sized group of folks from First U were part of the [#faithppl4BlackLives](#) [#justice4Jamar](#) action in Mpls today.





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## Standing On The Side of Love

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Standing on the Side of Love Video Submissions



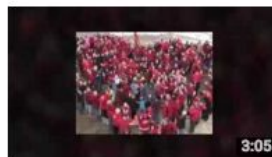
**S-Comm Panel in Arlington, VA**  
by uucavavideos  
178 views • 4 years ago



**Rachel Gardiner + Nicki Drumb interview just before Marriage**  
by NickiDrumb  
110 views • 5 years ago



**Rev. Kathryn Schmitz talks about UUA's Nat'l Standing on the**  
by NickiDrumb  
79 views • 5 years ago



**Giant Human Valentine for Marriage Equality**  
by HotHouseDesign  
3,779 views • 5 years ago

### Popular channels



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TestTube News

# Justice on YouTube







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Info



Welcome!

Our service will  
begin streaming  
soon.



Youth Service - 2016

Sun 4/17/2016 1:02:50



Rev. Bill Sinkford -  
"Those Were the Days"

Sun 4/10/2016 0:20:39



Rev. Bill Sinkford -  
"Prophethood of all"

Sun 4/3/2016 0:20:22



Rev. Bill Sinkford - "A  
Rebirth of Wonder"

Sun 3/27/2016 0:20:25

Sermons and Podcasts



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date



## Those Were the Days

Sun, Apr 10, 2016

by [Rev. Bill Sinkford](#) | Duration: 20 mins 40 secs



Audio: [listen](#) | [download](#) | [Text: read](#)



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Click Here for  
Live Stream  
Sunday Service  
9:15am (PT)

Visit our video  
library for past services.



# Can Social Media Create Change?



# Orgs to Follow & Model



STANDING ON THE SIDE OF

LOVE



**UUSC**



UNITARIAN  
UNIVERSALIST  
ASSOCIATION

# Resources

- <http://firstuniversalistchurch.org/>
- <http://www.uua.org/communications>
- <http://www.firstunitarianportland.org/sermons-new/sermons-and-podcasts>
- <http://www.standingonthesideoflove.org/>
- <http://www.uusc.org/>

# Discussion