We exist to **challenge** and **encourage** you to explore how **web technology** is changing **ministry**.

RECENT EXPLORATIONS:

Seth Godin Needs to Drink His Own Medicine

Seth's blog post today about 'Demonization' is pretty ironic and somewhat comical since the very thing he is suggesting to the thousands (if not millions) of people that read his material is something that **he isn't really doing**.

I think it is punctuated even more since the very vehicle through and by which he is pontificating from is the very vehicle in which he has disabled that which he is preaching today:

> So, if you want to not be hated, open up. Let people in. Engage. Interact.

Perhaps, dearest Seth, you should make it so that people can better "engage" and "interact" with you by letting them connect and communicate with you directly…? How about "letting us in?"
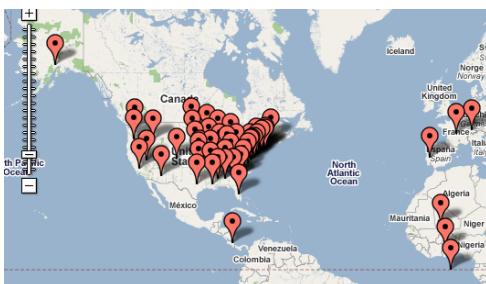
How about **turning on those comments**… hmmm?

I personally don't *demonize* you, but I know many who do.

On a sidenote… do you know of any Pastors that don't have comments turned on?

[Image from ThomasThomas]

By John | Mar 13, 2009 | Categories: Community | Tags: comments, medicine, sethgodin | Comments

TwitterAnalyzer - Best Twitter Analytics Service or Another Vanity Tool?

I "knew" I had followers that spanned the globe, but it makes a huge difference the moment you "see" it.

And thanks to TwitterAnalyzer, the most comprehensive analytics and metrics service that I've ever encountered (someone prove me wrong), I now feel more *intelligent* about my followers, myself, and how I use Twitter.

Perhaps the best thing about the service is the fact that I don't actually have to give them my **password**.

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whew

I think we've had enough of those types of scares, right?

But here's the big question for all of us to consider: Is it just enough to "know" about our Twitter-usage and Twitter-community? What's really the point to all of this data?

Have you used your metrics/analytics of your Twitter-usage to your advantage? Data and research is only as good, generally speaking, as the intended and practical use of it, or it just ends up being another vanity-tool.

Thoughts?

By **John** | Mar 13, 2009 | Categories: Web Tools | Tags: analytics , metrics , research , twitter , twitteranalyzer | Comments

What Would Jesus Twitter? - A Web 2.0 Expo Story…

Bruce Reyes-Chow, the Blogging Moderator for the PCUSA Church, is leading an open discussion during the "unconference" portion of the Web 2.0 Expo.

Sounds like mega fun.

For those that aren't familiar, the Web 2.0 Expo is one of the biggest conferences and gatherings (sponsored by O'Reilly) during the year:

> Web 2.0 Expo, co-produced by O'Reilly Media, Inc. and TechWeb, showcases the latest Web 2.0 business models, development paradigms and design strategies for the builders of the next-generation Web.

> This annual multi-track conference brings together people, ideas, connections, contacts, products, and companies to foster stronger Web 2.0 communities.

> Web 2.0 Expo events occur in San Francisco and New York and feature influential keynotes and speakers, detailed workshops, a Launch Pad start-up program, an Expo show floor, a Web2Open unconference, and rich networking events.

Yeah. I've been dying to go, and I'll have to miss it yet again.

So, what's the point of this post? It's a plea to find someone that's going and make sure they Liveblog the Web 2.0 Expo and especially duck into Reyes-Chow's open discussion.

Let me know if you're going, and I hope Reyes-Chow bangs out some darn good notes. Here's his coverage:

(more…)

By **John** | Mar 13, 2009 | Categories: Community | Tags: brucereyeschow , conference , jesus , oreilly , twitter , unconference , web20 , web2open | Comments

Hacking Into Your Social Media Ministry

Sometimes the best way to do things is by going "under the radar" and doing a little "black boxing." In other words, sometimes you just need

to just **do it** and be the change-maker that God needs you to be.

Sometimes, "hacking" your ministry is just what needs to be done; sometimes it's just what *has* to happen to get people's attention, get things moving, and motivate people to action.

In terms of web technology it's become easier and easier to do just that. For example:

Do you just **know** that you ministry needs a blog? Lay leaders are asking for it, the congregation has explicitly expressed the need, you've done your due-diligence in terms of educating, motivating, and encouraging the Senior Pastor that this is exactly what needs to be done, but nothing's moving forward?

Hack it.

(more…)

By **John** | Mar 13, 2009 | Categories: **Strategy** | Tags: **bbc**, **groundswell**, **hacking**, **social media** | **Comments**

Friday 5 - Matt Knisely

I've never met Matt, but I'm definitely planning on it.

Some of you may have heard of Matt in terms of what he's been able to accomplish; and there is plenty that Matt could say that he's accomplished.

God's been obviously really good. I mean, when you've got a Wikipedia entry, it pretty much means that you've made it, right?

But there's much more to Matt than just glitz and glamour; take a look beneath the hood and you'll see some amazing talent with video. I think it's pretty dope that God has him on His team now.

Word up.

(more…)

By **John** | Mar 13, 2009 | Categories: **Community** | Tags: **friday5**, **mattknisely**, **wikipedia** | **Comments**

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We are a technology blog covering any and every form of web technology as it relates to businesses, ministries, marketing, trends, products, services, news, strategy, research, and anything that is (or may prove to be) effectual in sharing the knowledge of Jesus Christ in the online space.

Our desire is to **challenge** and **encourage** you to explore how web technology is changing the face of ministry and how we engage redemptively in an exciting online landscape and culture.

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