Abstract

Social media has increasingly come to play an important role in the various ways human communities interact, communicate and understand themselves. Despite this, relatively little research has been done to understand the role of social media in the life of religious communities, specifically how social media is used by churches in connecting to their congregations, parishes and broader communities. This presentation will report on the results of a survey sent to more than five thousand mainline, Protestant churches across the Middle West (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin) that provides a comprehensive picture of the uses of social media in the life of church communities across the Middle West.

keywords: social media, religious communities, information