

SOCIAL MEDIA AND MINISTRY



Pittsburgh Theological Seminary will present “Building Faith Online: Using Social Media in

Ministry” Jan. 13, 20, 27, and Feb. 3, 2012 from 10:00 a.m.- 12:15 p.m. The Rev. Dr. Deirdre King Hainsworth, assistant professor of Ethics and director of the Center for Business, Religion and Public Life at PTS, will lead the discussion.

The Internet has been available publicly for 20 years, and since its beginning, denominations and congregations have been working on ways to use it well. During this course, participants will examine the use of social media in the church, how it works, and what emerging trends are shaping where the technology is heading. The group will consider what happens to the Christian message when using social media to share the story of God’s work.

Topics to be discussed include “Social Media Basics” Jan. 13, “Can the Gospel be Tweeted?” Jan. 20, “The Church in Cyberspace” Jan. 27, and “Best Practices for Social Media in Ministry” Feb. 3.

Hainsworth earned her AB from Harvard and Radcliffe Colleges, and M.Div. and Ph.D. in Christian social ethics from Princeton Theological Seminary. A former church educator and pastor, Hainsworth is ordained as a Minister of Word and Sacrament in the United Church of Christ, serves on the UCC’s Science and Technology Network, and frequently teaches on technology and ethics in church and denominational settings. Her research focuses on the impact of computing on Christian practices and ethical responsibility, and the role of the church in ethical formation for work and community development. Her most recent book, co-edited with Scott Paeth, is *Public Theology for a Global Society* (Eerdmans, 2010).

Contact the Office of Continuing Education at 412-924-1345 or ConEd@pts.edu for information. Learn more [online](#).

Pittsburgh Theological Seminary is a graduate professional institution of the Presbyterian Church (U.S.A). Founded in 1794, the Seminary is located in Pittsburgh, Pa. and approximately 310 students are enrolled yearly in the degree programs. The Seminary prepares leaders who proclaim with great joy God’s message of good news in both word and deed. PTS is rooted in the Reformed history of faithfulness to Scripture and commitment to the Gospel of Jesus Christ.

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Pittsburgh Theological Seminary
616 North Highland Avenue
Pittsburgh, PA 15206
Phone: 412-362-5610



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