

# Sacred Storying in a Digital Age:

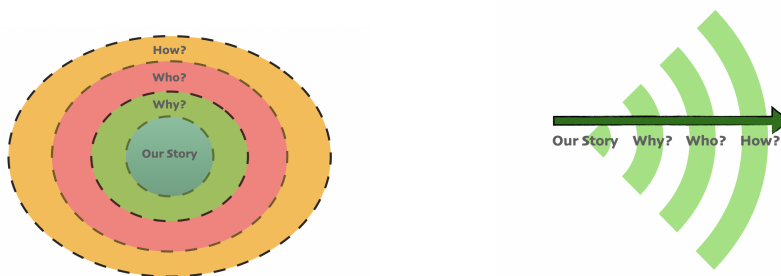
## A Means of Grace, Welcome, and Witness

### Guiding Questions for Digital Storying

*The focus on digital content best hinges on storying. A story is invitational and multi-layered, drawing viewers into something bigger than themselves and the essence of your community. When utilizing digital and online media platforms, avoid the temptation to use merely for one-dimensional posts that publish information as though a marketing pamphlet that defines your community by what you produce. These platforms are considered "social media" because they thrive in cultivating community connection and expansive relational intersections- they are to be engaged versus solely consumed. So consider these as guiding questions as you engage in digital storying and appropriate platforms:*

- What is the **story** you believe in and want to tell? (focus and fidelity to who you are as a community)
- **Why** do you want to share this story? (affects what you post; is it worth it? when do you share it? how often?)
- **Who** do you want to hear this story? (impacts content and language; is this insider speak or something someone would be willing to share and more so understood by those less familiar with your community; does it lead to a more expansive welcome?)
- **Who** do you want to join in sharing and adding to this story? Is it an open (invitational) or closed (consumed) narrative?
- **How** might this story be accessed? What platforms would be beneficial? (should be the last we ask, otherwise the story is driven by the platform and not the other way around)

Even informational content can be framed from the lens of storying and nurturing engagement and connection. *We also are to be cautious about the temptation to be on all platforms.* Discern the questions above and then consider the best platforms for your context and leverage the related platforms well (work from the center circle out versus the other way; see image below). In other words, just because Tik Tok is cool and trending doesn't mean every community must use it. This could actually have the opposite impact on your storying and dilute your energies, messaging, and impact.



### Thought to Ponder: Learning from Leaders Beyond the Church

“It is not a company or organization that decides what its symbols mean, it is the group outside the megaphone, in the chaotic marketplace, who decide. If, based on the things they see and hear, the outsiders can clearly and consistently report what an organization believes, then, and only then, can a symbol start to take meaning. It is the truest test of how effective a megaphone has been produced- when clarity is able to filter all the way through the organization and come to life in everything that comes out of it.”

Simon Sinek, *Start with Why: How Great Leaders Inspire Everyone to Take Action*, 163.

### Question to Consider

If you substitute the word company and/or organization for church, faith community, and/or ministry, what are some implications for digital and sacred storying? Consider both the ways this reference may parallel the call of the church *and* the ways this reference may depart from what it means to be the church.

Sarah Can add theological musings, questions, and anything from Doug...