


# NEW MEDIA RESISTANCE TO CHANGE

## Pros & Cons for using New Media (NM)



PROS	CONS
<p>✓ <b>Builds connections &amp; relationships</b> (NM doesn't substitute for face to face but can enhance faith connections and help to bring more and more people into life-giving relationships within the parish. Relationships are at the heart of our faith &amp; NM <b>mediates</b> relationships with others through which we can express and receive God's love in both communal and personal ways).</p>  <p>✓ <b>Provides a wider/broader range of connection</b> (NM provides the ability to be present at the same time on a number of platforms).</p> <p>✓ <b>Enables a faster means to share media</b></p> <p>✓ <b>Increases exposure &amp; visibility</b> (To have a relevant voice among faithful today, the Church needs to become part of online conversation).</p> <p>✓ <b>Promotes evangelization and outreach</b> (A website &amp; social media give a 'face' to the parish/diocese and can be a place where people can: 'meet' church for the first time; find out about an event or a particular ministry relevant to what they are experiencing at a particular time in their life; sign up, listen to a video, a podcast view photos which show a side that is real and full of life in the Church).</p> <p>✓ <b>Generates interaction</b> (NM opens discussion on important topics and fosters development of trust, relationship, loyalty).</p> <p>✓ <b>Brings new energy to parish/diocesan activities</b> (NM can rally enthusiasm and excitement around certain activities; raise participation; create and reinforce community building e.g. for religious education classes, youth activities and other ministries).</p>	<p>❖ <b>Time</b> (There is 'not enough time'; it's 'not the right time'. NM tools are only as good as the effort put into them otherwise one doesn't reap the benefits).</p> <p>❖ <b>Learning</b></p> <p>❖ <b>Equipment</b></p> <p>❖ <b>IT (internet technology) support</b></p> <p>❖ <b>Finances</b></p> <p>❖ <b>Negative users</b> (rude or controversial comments posted on the parish/diocese Social Media).</p> <p>❖ <b>Security breaches</b></p> <p>❖ <b>Vulnerability to 'image shaming'.</b></p> <p style="text-align: center;"><b>Resistance</b></p> <p>❖ <b>Main reason: parish culture mindset</b> (The mindset is preoccupied with maintenance/survival, where the target audience is the current parishioners as opposed to having a mindset which is to outreach and foster spiritual growth for all those in the parish (old and new) and therefore to grow disciples who are growing disciples).</p> <p><b>New media is fundamentally a mission activity.</b></p> <p>✓ <b>Being content</b> with the current way of doing things</p> <p>✓ <b>Fear of loss</b> (loss of what?)</p>

- ✓ **Extends parish life past the physical boundaries and schedules** (*Parish activity & conversation for e.g. on Sunday mornings or taking place during the week can continue beyond the physical doors of the Church and parish halls. Participants can share their experiences with those who are online. The Good News spreads.*)
- ✓ **Is low cost effective** (*Almost all social media platforms are free to use.*)
- ✓ **Facilitates collaboration between parishes** (*NM helps people dialogue, brainstorm, share & initiatives.*)
- ✓ **Sustains ministries** (*NM provides networking ability to share resources; upload documents and photos; participate in online meetings; videos; broadcast webinars...*)
- ✓ **Builds community** (*Online collaboration helps people keep touch and feel like they are working together and it makes the geographical distance become smaller.*)
- ✓ **Is measurable and provides insight about the audience** (*NM allows parish/diocese to listen and respond to what people are saying, their interests, what is relevant to them and therefore provide better service. NM also provides statistics to measure audience participation, frequency, growth, engagement, etc.*)
- ✓ **Helps promote publicity and fundraising** (*NM is cheap advertising, it gives more exposure becomes a recruiting tool).*)



**Pope Francis, World Communications Day - January 24, 2014**

*We cannot keep ourselves shut up in parishes, in our communities, when so many people are waiting for the Gospel. The church needs to be concerned for, and present in, the world of communications, in order to dialogue with people today and to help them encounter Christ. She needs to be a Church at the side of others... The revolution taking place in communications media and in information technologies represents a great and thrilling challenge; may we respond to that challenge with fresh energy and imagination as we seek to share with others the beauty of God.*