

GOING INTO SOCIAL MEDIA

Definition of Social Media

Social media is understood as the different forms of online communication used by people to create networks, communities, and collectives to share information, ideas, messages, and other content, such as videos.



When did it all begin?

It probably began when the first person shared a juicy bit of gossip to another and it spread into the neighbourhood or office network. However, the Social Media we refer to today had its official beginning on **May 24, 1844**, with a series of electronic dots and dashes tapped out by hand on a telegraph machine. The first electronic message proved Samuel Morse understood the historic ramifications of his scientific achievement: "What hath God wrought?" he wrote.



What has been will be again, what has been done will be done again; there is nothing new under the sun.
Ecclesiastes 1:9

The Negatives of Social Media

Research shows that there is a strong association between social-media use and depression, so that those who use social media more are more likely to suffer from depression. Similarly, increased social-media use is also associated with other negative factors, such as low self-esteem.

Using social media can

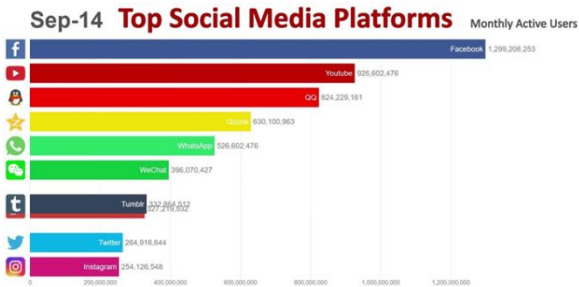
- increase feelings of anxiety.
- increase feelings of envy.
- cause emotional exhaustion.
- increase stress levels.
- cause sleep issues and reduce sleep quality.
- get in the way of important obligations, such as schoolwork.

Experts have suggested that using social media exposes kids to cyberbullying, soaring standards of beauty and performance, and peer pressure possibly leading to suicide.

So also the tongue is a small part of the body, and yet it boasts of great things. See how great a forest is set aflame by such a small fire! James 3:5

The reach of Social Media

Social media reach refers to the number of users who have come across a particular content on a social platform. From the chart below, it can be seen that Facebook is on the top of the list.



Today, social media have become primary sources of information. (They are also vehicles for fake news and disinformation.) In this COVID situation the many funny videos about how people creatively deal with the circuit breaker, the live

streaming of church services which keep the people connected to JCC and ZOOM which allow for live CG sessions is social media in its core and at its best.

For God does speak--now one way, now another-- though no one perceives it. Job 33:14

Why go into the Social Media?

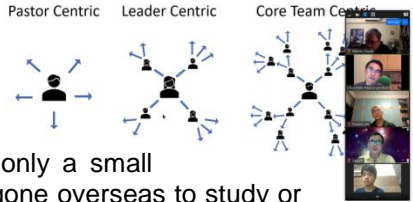
The question often comes up, why didn't Jesus come at a time that perhaps could have been better suited to spread the message, like now when there is widespread Social Media?

Our current situation due to COVID-19 opened our eyes to the need of the hour, ZOOM, YouTube, WhatsApp and other media to keep JCC connected to its members and the world. Many activities will now happen on Live Streaming rather than being physically present at the event. Flights to many countries have been suspended and for us to fulfil the Great Commission, we need to travel through the airwaves or microwaves via Social Media.

Church Services or Weddings by Live



Streaming and meetings with Zewen in Cambodia and CGs by ZOOM are the norm. There is no denying that JCC needs to get on the bandwidth wagon to reach out to the people in our neighbourhoods and the world.



When The Vine went out by email, it was only a small attempt to reach out to members who have gone overseas to study or work. Later we had the JCC website which led a number of people to Tah Ching Road. As we progress with the times, The Vine will undergo another transformation. It will be turned into The WinePress very soon. Look out for it.

But when the fullness of time had come, God sent forth his Son, born of woman, born under the law, to redeem those who were under the law, so that we might receive adoption as sons. Galatians 4:4

MMM needs you get into Social Media

When the church decided to get into Social Media, the Multi-Media Ministry is the team to take up this challenge.

Anyway, if you are reading this article, we need the following people to help the team bring JCC into the Social Media world:

- | | |
|--|---|
| <input type="checkbox"/> Writers/Editors | <input type="checkbox"/> Photo/Videographers |
| <input type="checkbox"/> Editorial layout designer | <input type="checkbox"/> Graphic Artist/Illustrator |
| <input type="checkbox"/> Voice-over talent | <input type="checkbox"/> Live Streaming technicians |
| <input type="checkbox"/> Web Master/Designer | <input type="checkbox"/> 2D Digital Animator |
| <input type="checkbox"/> Narrative Script Writers | |

Sign up in the Stewardship Form for 2021 and beyond to bring JCC forward into the realm of Social Media, where we have never been before. Just as God provided Moses with the skilled workers to build the tabernacle and the tent of meeting, I pray that God will provide IT trained members to support the MMM in this Social Media thrust.

And behold, I Myself have appointed with him Oholiab, the son of Ahisamach, of the tribe of Dan; and in the hearts of all who are skillful I have put skill, that they may make all that I have commanded you. Exodus 31:6

COVID-19 locks you in your house but Social Media opens the whole world to you.

Martin Cheah