

Incarnation in the Digital World

NW Minnesota Synod Assembly 2026

Why Digital Ministry?

Establishing a baseline

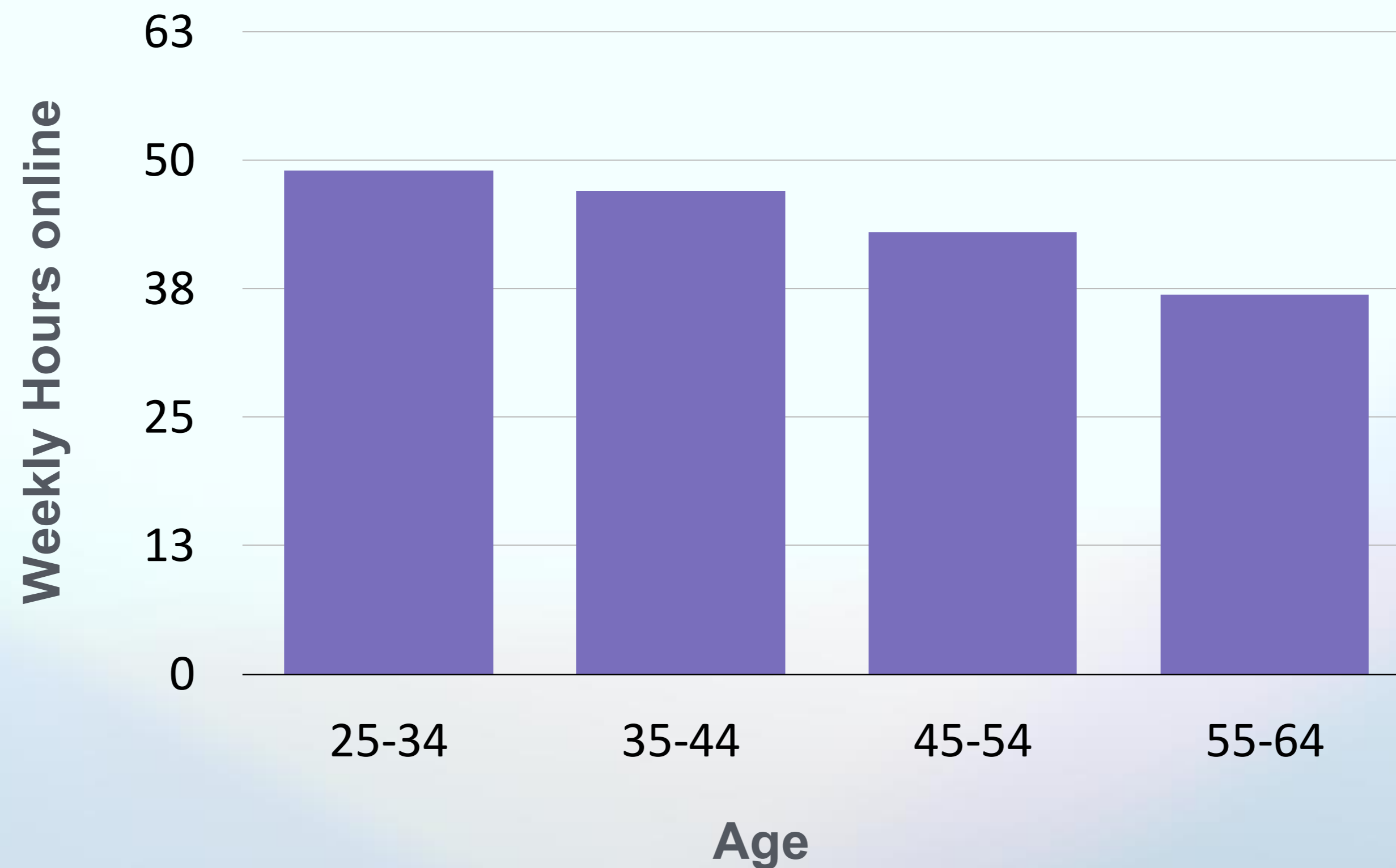
on average religiously affiliated adults
spend

2.1 Hours

per month in church

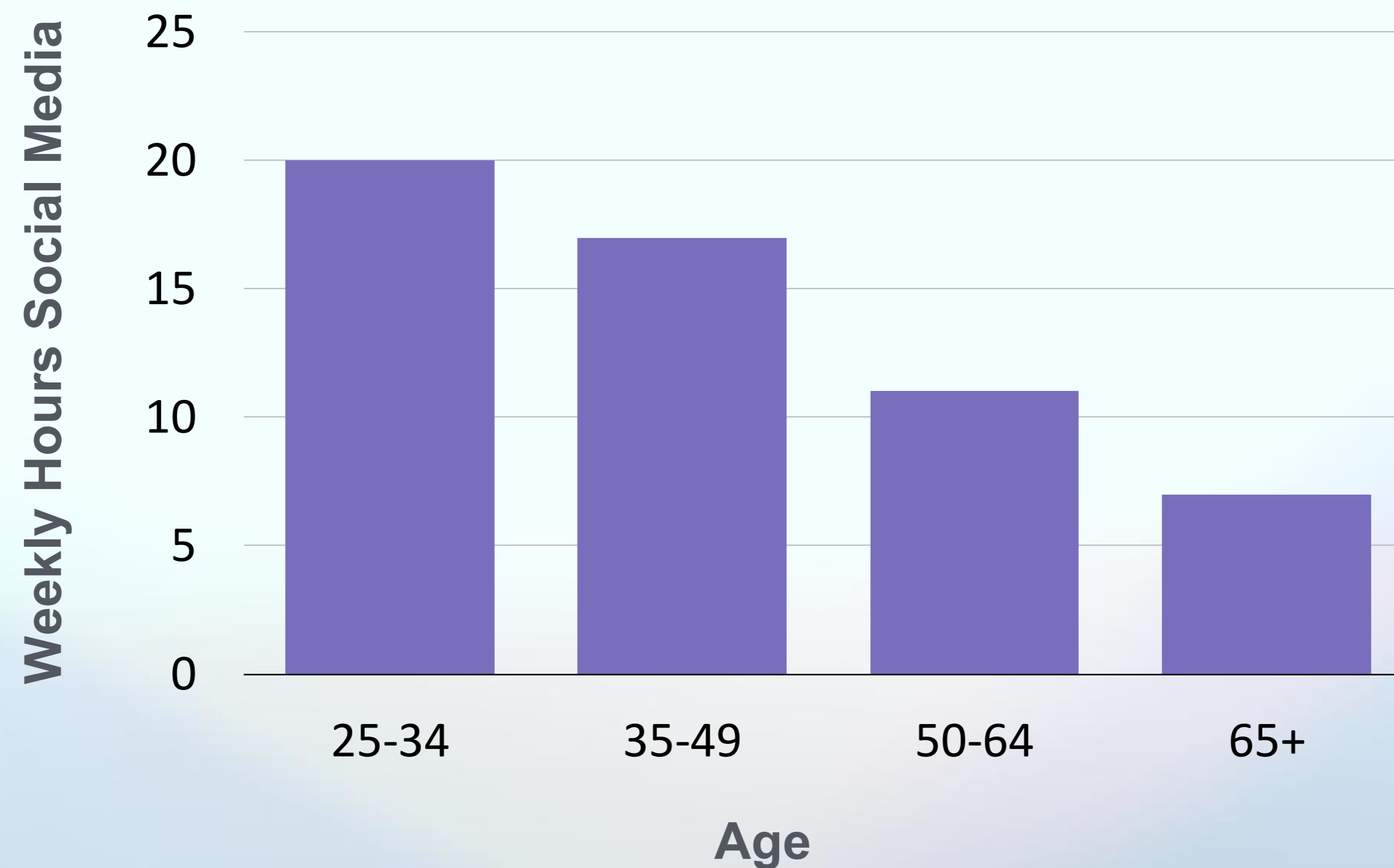
Why Digital Ministry?

People are There... A LOT



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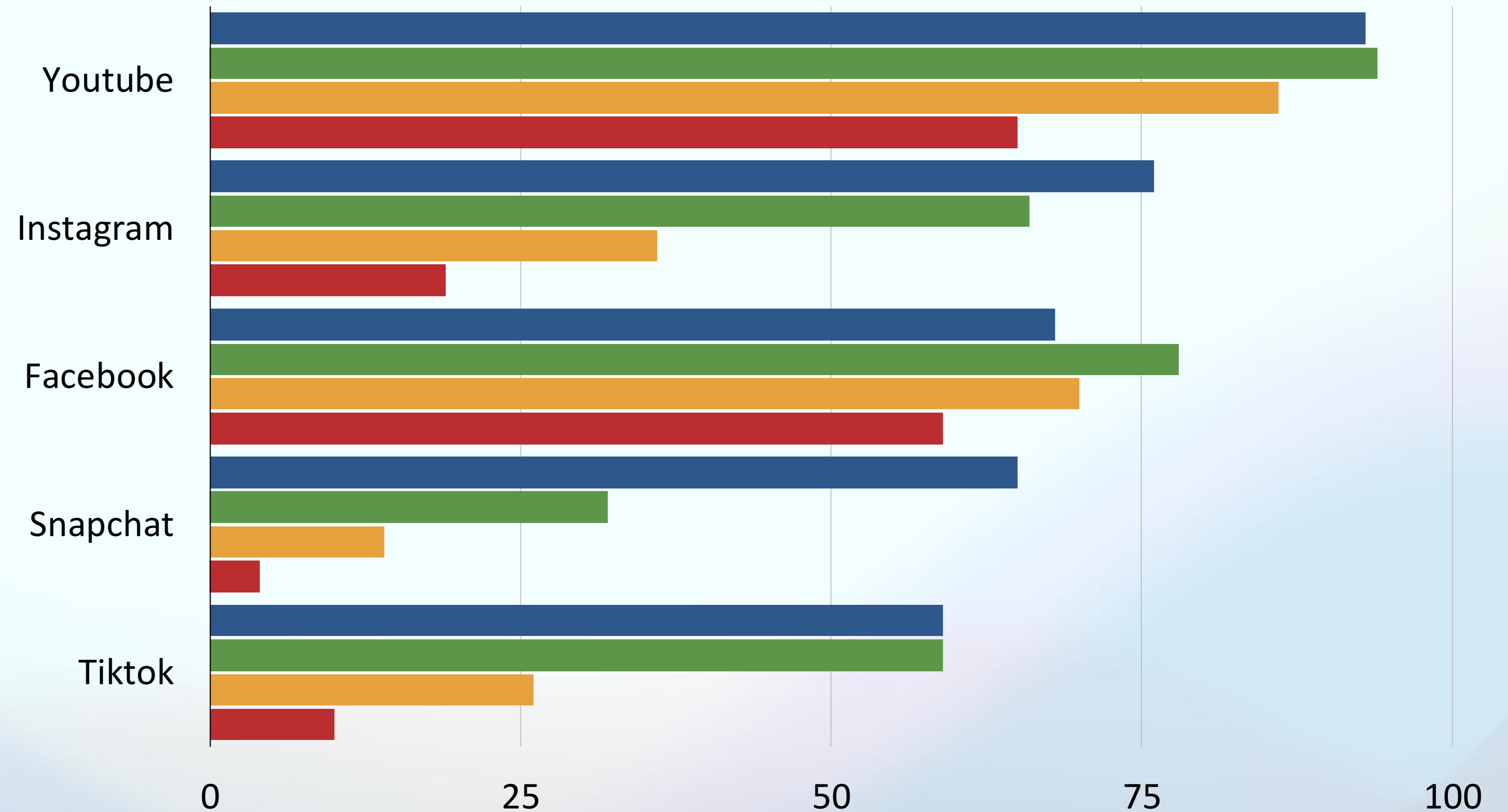


Where they are

■ 18-29 ■ 30-49 ■ 50-64 ■ 65+

**Where are
Your People?**

**Where are the
people who
are missing
from your
church?**



% of U.S. adults who say they use

Social Media MINISTRY

What it's NOT about

- Advertising Your Events
- Communicating Church Business to Members



Social Media MINISTRY

What it IS about

- Content: Ministry vs. Ads
- Ministering in Your Comments
- Ministering in THEIR Comments
- Ministering in Your DMs



Livestream MINISTRY

From passive viewers to community members

- Livestreams can be extra passive
- Relational connections - who is in both rooms?
 - Leader
 - Lobby?
- How are they welcomed/invited into the life of the church?



NOOMA COMMUNITY

insights from a digital community for people who don't church

- TikTok as a Ministry?
- I'm a deep skeptic, also a pastor
- The church has ruined church for people
- They still want to connect with God
- They still want a religious community

NOOMA COMMUNITY

a digital community for people who don't church

- Anyone can go viral
- Don't get distracted by content, healing happens in relationships
- People don't want a church, they want a pastor and community
- People want recognition, confession, and apology for harm
- People want vulnerability
- People want confusing things made clear (especially the ones television pastors make confusing)

NOOMA COMMUNITY

a digital community for people who don't church

- People aren't "unchurched," church membership isn't the goal
- I have a church filled with people who said they will never go back to your building
- Lead with empathy
- Validate their experience of God
- You don't need to make church more palatable; make your people more comfortable with faith outside the walls.

My Contact Information

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