



1

---

---

---

---

---

---

---

---



2

---

---

---

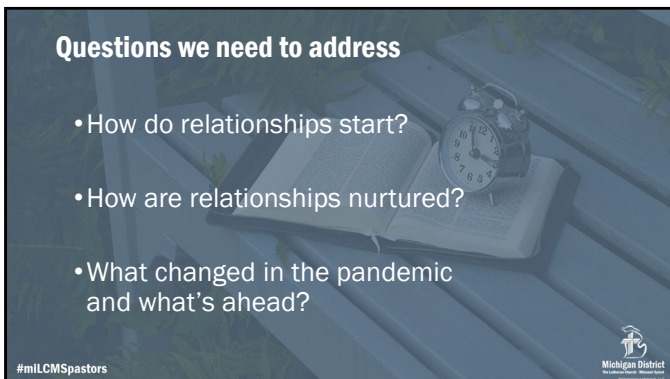
---

---

---

---

---



3

---

---

---

---

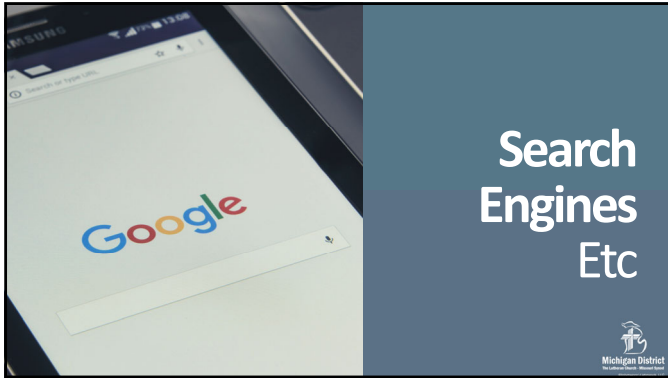
---

---

---

---





7

---

---

---

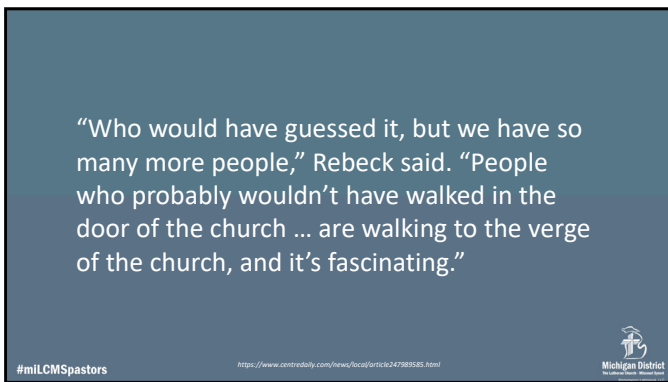
---

---

---

---

---



8

---

---

---

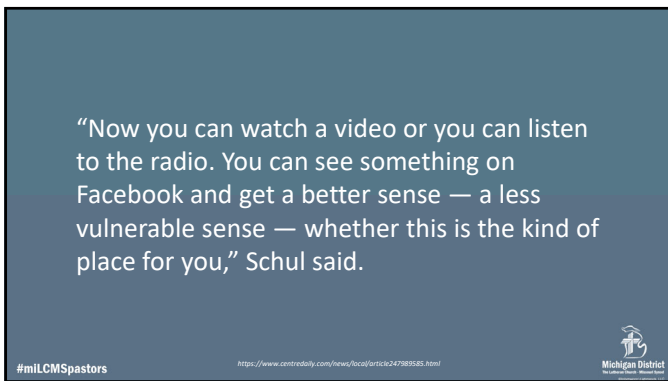
---

---

---

---

---



9

---

---

---

---

---

---

---

---



10

---

---

---

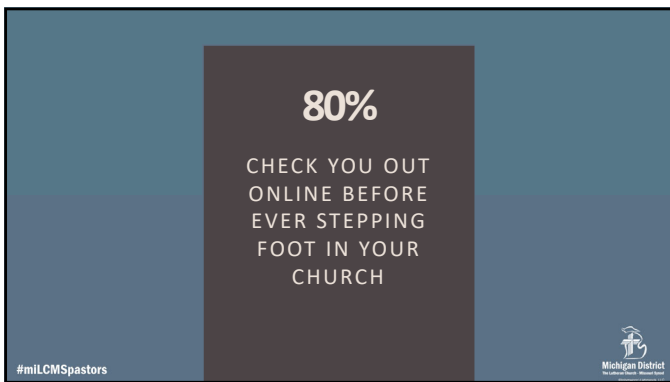
---

---

---

---

---



11

---

---

---

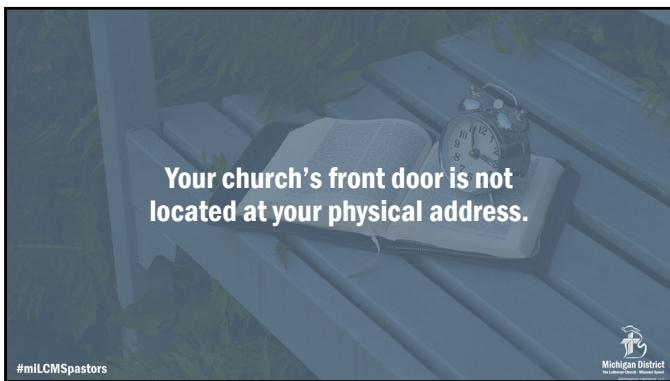
---

---

---

---

---



12

---

---

---

---

---

---

---

---

**The Trajectory of Engagement**  
for relationship that originate on social media

Social Media Interactions    Email Exchanges    Phone Conversations    Face-to Face Meeting

How quickly individuals move along the trajectory and meet in person depends mostly on geography and ability to travel.

#mILCMSpastors    Gould, Meredith. *The Social Media Gospel: Sharing the Good News in New Ways*. N.p.: Liturgical, 2013. Print.    Michigan District

13

---

---

---

---

---

---

---

---

---

---

**The Trajectory of Engagement**  
for relationship that originate on social media

Digital Engagement    Direct Messages    Video Chat    Face-to Face Meeting

How quickly individuals move along the trajectory and meet in person depends mostly on geography and ability to travel.

#mILCMSpastors    Gould, Meredith. *The Social Media Gospel: Sharing the Good News in New Ways*. N.p.: Liturgical, 2013. Print.    Michigan District

14

---

---

---

---

---

---

---

---

---

---

**Zero Moment of Truth**  
When the Google Search happens...

#mILCMSpastors    Michigan District

15

---

---

---

---

---

---

---

---

---

---



16

---

---

---

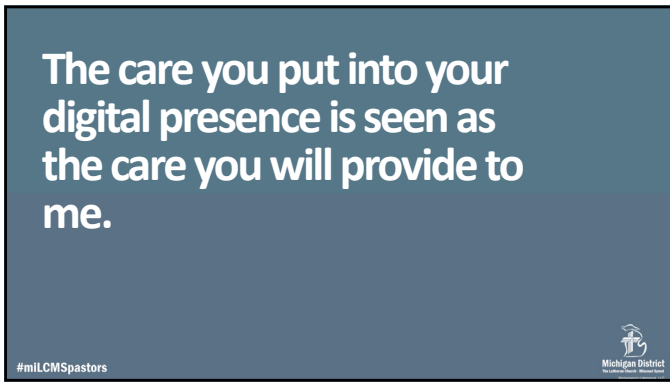
---

---

---

---

---



17

---

---

---

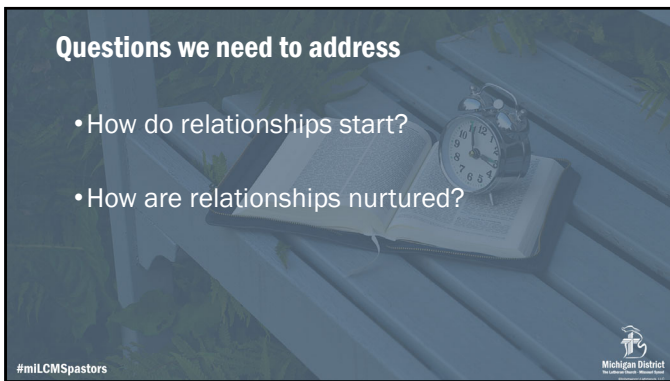
---

---

---

---

---



18

---

---

---

---

---

---

---

---