

Christian Tweets More Popular than Lady Gaga

Christian leaders leave some of the most popular messages on Twitter, even outshining tweets by celebrities like Lady Gaga.

The New York Times reported this week that a Twitter staff member set out to discover why some tweets are more popular than others.

It turns out, some of the most successful and influential tweets found came from Christian leaders like **Joyce Meyer**, **Max Lucado** and **T.D. Jakes**.

They had built “loyal ranks of followers well beyond their social networks,” the report said.

A tweet by Bishop T.D. Jakes that read, “Your words will tell others what you think. Your actions will tell them what you believe,” was retweeted 2,490 times.

Compare that to one tweet by pop singer Katy Perry that was forwarded 2,491 times. Although she beat Jakes by one tweet, she has 20 million followers on Twitter while Jakes has only 450,000 followers.

Groups are reaching out to pastors and other Christian leaders who aren’t as familiar with Twitter to help them learn how to use the social networking site to reach others.