

Would Jesus Tweet?

Technology has shifted yet again—this time advancing from “communication” technology to “connection” technology.

- Technology 1 is *industrial* technology—mass production, systems, processes.
- Technology 2 is *information* technology—computers, copy machines.
- Technology 3 is *communication* technology—fax, overnight, email, the Internet.
- Technology 4 is *connection* technology—Facebook, Twitter, Caring Bridge, Instagram, etc.

Of course, former technologies don’t go away. Instead, like amoebas, they divide and expand. While not every man will be drawn to technology at all, much less the “connections” of Technology 4, many men tilt in that direction, and especially younger men. In fact, it’s hard to imagine being thought of as relevant by younger men if you are technology resistant.

In the end, people, churches, denominations and ministries that fail to make a place for connection technologies will be marginalized (e.g., think about the “old time” Christian radio shows that seem stuck in a time warp).

The first step is always to understand. Personally, I decided to spend 2009 to understand more about Facebook and Twitter—enough to get involved. Now I love both. They’re each a tremendous ministry resource and free.

About the only technology Jesus and His disciples had to use were roads. But they did use them. And every generation of Christians since has worked hard to fully exploit the best technologies available—the printing press, the telephone, radio, television, airplanes, computers, the Internet ... you name it!

So, would Jesus tweet and post on Facebook? Isn't it obvious? While there are many penultimate purposes, the ultimate purpose of technology is to fulfill the Great Commission. And I have no doubt Jesus would make the most of every connection technology He could.

Come to think of it, some of the best tweets I've seen merely quote Jesus!

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