

ADVANTAGES OF USING SOCIAL MEDIA IN ARCHDIOCESE OF LAHORE

In our daily lives especially in this present times or the so called “Modern Generation”, social communications or the media is getting more high-tech than in the past centuries. Through the use of these gadgets such as cell phones and computers we become more acquainted with one another. Through this, we become aware and we were able to gather information about the events that are happening in our society. Therefore it is very important to use the media and social networks in the diocese to approach the faithful. This is how media works. They are beneficial to us.

Decree on the media of social communications *Inter Mirifica* number 16 says: “Since the proper use of the media of social communications which are available to audiences of different cultural backgrounds and ages, calls for instruction proper to their needs, programs which are suitable for the purpose—especially where they are designed for young people—should be encouraged, increased in numbers and organized according to Christian moral principles. This should be done in Catholic schools at every level, in seminaries and in lay apostolate groups. To speed this along catechetical manuals should present and explain Catholic teaching and regulations on this matter”.

Pope Francis, in his message for the 48th World Communications Day said, “Let us boldly become citizens of the digital world. The Church needs to be concerned for, and present in, the world of communication, in order to dialogue with people today and to help them encounter Christ.” The policies and recommendations above are written to help us utilize the power of electronic media to evangelize in today’s world, in ways

that are safe, responsible, and reflective of Catholic values. Let us continue then to “Go therefore, and make disciples of all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Spirit, teaching them to observe all that I have commanded you” (Matt. 28:19-20).

Advantages of Using Social Media

From the perspective of the Church, a major goal of engagement with social media is to create a vibrant social networking experience, keeping in mind the very real human relationship involved, that leads people to more engagement with their faith and moves them to action in the real world. With this in mind, there are both advantages and limitations to social media. The following is a short list that is by no means all-inclusive:

There are many advantages for Catholic groups to be using social media.

1. The use of social media provides groups with new channels to communicate with members, potential members, donors and the wider community. It helps us to get the word out.
2. The use of social media makes groups accessible to people who are looking on the Internet for what these groups have to offer. It makes us available to “seekers.”
3. A virtually limitless number of people can be reached: The number of people that can be reached and ministered to through a social media presence is far greater than would otherwise be possible through traditional means of communication. The potential audience is limited only by the number of members on the social media site.
4. Easy dissemination of information: A social media presence makes it very easy to publicize information to an already engaged group since followers would likely already be interested in the content and subject matter

of that page.

5. No geographical or time constraints on content: The information, content, and conversations that take place on the page can be accessed and engaged with from anywhere at any time. Conversations and discussions can take place with people from across the parish, archdiocese, state, country or the world on their own schedules.
6. Pages are always available: Successful social media pages will generate conversations and create their own “virtual communities” that will provide a forum for questions and answers even if the moderator of the page is not available.

Conclusion

As a conclusion in this short reflection I want to say that the proper use of media is very important to us as a follower of Christ and as Christian as well. We should be united in proclaiming His wonderful deeds through the use of social communication. For without Him social communication doesn't exist in our society today. He is the key of a good relationship through the use of social communication process. Jesus Christ is the perfect communicator and communication of God.