

Social Media on the Docket

Over the past several months I have had the feeling that we should consider and study some social media ideas for our Association that may serve to enhance the communication efforts with our Pastors, Staffs, and Church Members.

Web-site: For years we have used the Paluxy Baptist Association website to post upcoming activities, as well as newsworthy events about our churches. We are going to look at ways to update and perhaps improve our website. This has been the primary communication vehicle for many years. We also use e-mails, and text messages, but the main line of getting the message across to our partners has been our website. Be on the lookout for minor changes and improvements in the very near future.

P.B.A. Partners Blog: We are studying the idea of preparing a regularly scheduled blog to be used on a reoccurring basis to introduce ministries and new emphasis. The idea of doing a blog, while not new to most of you; is very fresh to me, and I am having to rely on Pastor Troy Strickland from First Baptist Church of Lipan to take me to class on developing a blog. Hopefully, we will launch this new and improved means of communication during the month of January. We will use the blog to introduce new Pastors and Staff members to our Association family.

Facebook: I realize that Facebook has its pros and cons, as a matter of fact a lot of people I know will avoid Facebook at all costs. However, it is a very inexpensive means of communication between our churches, staffs, and our association. We launched our Paluxy Baptist Association Facebook page on November 15th. It is a slow “roll-out”, however we are using the feedback from Facebook to make the efforts of our churches and ministries known to members of our community.

Please pray about all three of these social media “tools”. Our prayer is that GOD will use them to enhance and improve the ways in which we share our ministries with one another.

Please enjoy and appreciate this special season of the year. It’s a time for all of us to express to our Father the feelings that often we keep in our hearts throughout the year.

GOD bless you, and please continue to pray for our churches, Pastors, Staff members and our association.

Boots Hubbard
Director of Missions
Paluxy Baptist Association