

The Role of Social Media Influencing Policy and Culture

We live in an era where digital communication has a huge role in shaping policy and culture. In this session we will explore the significant influence of social media in these areas, while also analysing the connection between social media and religious freedom. What are the challenges that Christians face in terms of digital communications? What are the opportunities that they have in using social media? The aim of this session is to provide answers to these questions and to stir reflection and good conversations.

Veronika Šumová is currently working for the European Commission as Information and Communication Officer. She leads communication campaigns related to the EU Internal Market as well as support available to small companies and startups in the EU. She has more than 11 years of experience on communications and social media and has managed several major international communication campaigns (28 countries/24 languages). She is very passionate about relational evangelism, discipleship, young professionals and the connection between faith and work.

I. Social Media and Society

- A. Why should we care? – the influence of social media

- B. How long are social media with us? (Timeline)

- C. What are the most popular social media platforms globally?

II. Social Media and Politics / Activism

- A. Democratization – and relativization

- B. Examples of movements fueled/enabled by social media

- C. Algorithms, echo-chambers and polarization

- D. Cambridge Analytica and other issues

E. Activism – and ‘slacktivism’

III. Social Media and Faith, Church, and Religious Freedom

A. Coronavirus lessons – is your church digital-ready?

B. Social media as an amplifier of culture

C. Religious freedom and social media (couple of case studies)