

Elizabeth Drescher and Keith Anderson. *Click 2 Save: The Digital Ministry Bible*. New York, NY: Morehouse, 2012. 192 pages. \$14.66.

As digital media becomes a more entrenched part of everyday life, it is also making a significant impact on the work of the church. Some fear this as an encroachment of the secular world on the sacred spaces of the church. Others see this as a new method of spreading the gospel and making ministry more relevant in the 21st century.

Elizabeth Drescher and Keith Anderson have written *Click 2 Save: The Digital Ministry Bible* as a practical guide for all of those in ministry who want to engage the possibilities offered by digital and social media. This book is a helpful guide for incorporating digital media into the life of the church in a number of areas. The first thing necessary is a definition of digital media, which they provide.

Digital media is the set of practices that extend spiritual care, formation, prayer, evangelism, and other manifestations of grace into online spaces like Facebook, Twitter, and YouTube, where more and more people gather to nurture, explore, and share their faith today (1). Their definition also includes how both online and offline digital media can enhance ministry for the church.

The next area of insight they offer is a chapter on how social media is transforming the landscape of our culture in order for them to lay the groundwork for how digital media can impact ministry. Laying out the “Typical US Social Networking Participant” in an accessible graphic, with additional graphics for the typical Facebook and Twitter participants, allows congregations to better understand how they might understand the range of digital media users likely in our contexts (23-25). Chapter one ends with a social media ministry survey that would be helpful for pastors, preachers, and churches alike (29-31). One of the most helpful elements of this book is the addition of definitions and sidebars that offer supportive information to the reader. While a few times, I wanted more time spent on these comments and facts, they added greatly to the effectiveness of the book.

Chapter two looks at the issue of real presence on social media platforms and developing an authentic voice on those media sites. One of the ideas discussed repeatedly in the 21st century is authenticity. This chapter helps those involved in digital media to determine how best to articulate their faith and ministry in a consistent and authentic manner. An excellent additional piece in this chapter is the wisdom from several digital media users about how they utilize media and how they found their own voice.

Chapter three is a primer on the different social media platforms available today. The variety of platforms and the ways those platforms can be incorporated into one’s ministry is an important discussion to have. The authors provide guidance on this point that is both helpful and informative. Included in this discussion are the benefits and limitations of several platforms, including Facebook, Twitter, LinkedIn, Blogs, YouTube, and Foursquare (60, 75, 86, 93, 104, 115). While there are additional platforms that are being used by ministry teams—Pinterest, to search for creative images and ideas, and Instagram, for posting photos of worship or group settings, to name just two—the list and information the authors provide is exhaustive enough for most communities of faith.

Chapter four provides a glimpse into how digital sources and helpful guides for providing hospitality and welcome can enhance ministry and create digital sacred space. Leading users of digital media to create “liminal space” through their interactions online is an important part of

this book (138). Providing opportunities for pastoral care, holding persons in prayer, creating moments to affirm the ordinary, and guiding persons into disciplined living are helpful options provided by the authors (139-143). As a preaching professor, I appreciated the short section on making proclamation participatory through the use of digital ministry (147-151). As I read this section I wanted even more, but it is a great preliminary analysis of how preaching can be impacted by social media interactions. Expanding the community in conversation about preaching and proclamation is a 21st century reality that the authors and others believe cannot be ignored. Throughout this chapter, Drescher and Anderson provide examples of preachers, advocates, and pastors who utilize digital media in profound ways to augment their ministry. In the concluding chapter, the reader is provided a synopsis of how digital media provides an additional opportunity for incarnational ministry along a number of planes of existence—in person, online, and others. They also provide some necessary cautions.

This book is an excellent resource for engaging in digital ministry; however there are some weaknesses in the book. One is that its usefulness is limited to those for whom digital ministry is a newer process. Writing for all levels of digital experience would be problematic; therefore these authors chose to provide a resource that would be most beneficial for people needing an entry point into digital media. That makes sense in so many ways, but it also means that for those with more digital expertise there are portions of the book that are less useful. Overall, this is an intriguing book with insights and insider information about platforms and ideas essential for persons wishing to engage digital ministry in the 21st century.

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