

How Do I Use Media for Impact?



Discussion Starter



HOW DO I USE MEDIA FOR IMPACT? OVERVIEW

Gaining attention for your advocacy aims can amplify your efforts. This video offers tips for op-eds, letters to the editor, social media and attracting attention for an event.

GETTING CONVERSATION STARTED

- Reading a print or online news outlet, have you ever encountered an opinion piece or letter to the editor that expanded your appreciation of an issue? Has your church, pastor or local coalition tried these advocacy tools?
- Think of a social media site or influencer you like. How might using social media to advance a faith-based advocacy issue be similar or different from what they do?
- What measures do you take, if any, to determine the true origin of social media posts you “like” or otherwise react to online?
- The final speaker in session 3, the Rev. Dr. Leslie Copeland-Tune, draws a distinction between public witness and public spectacle. How would you contrast the two?

A REFLECTION FROM ELCA FOUNDATIONS

*“We are sent forth into the world to bear witness to God’s promised reign. The world is the whole household of God that economic life is intended to serve. The Spirit of God expands our vision and transforms our priorities. We realize that we do not eat alone; everyone needs to eat. ... Empowered by God, we continue to act, pray, and hope that through economic life there truly will be sufficient, sustainable livelihood for all.” —From the ELCA social statement *Sufficient, Sustainable Livelihood for All* (p. 18).*

MORE INFORMATION

As you plan your media engagement, check out "[Media Relations for Congregations](#)," an ELCA tool for congregational communications.

[Letter-writing tips](https://resources.elca.org/) can be found at <https://resources.elca.org/>.

TAKE ACTION

Be one of the thousands of people who act on their faith resourced with updates and invitations to use Action Alerts from the ELCA Advocacy Network.

Sign up at www.elca.org/advocacy/signup or use the QR code. Find us on social media @ELCAadvocacy.



View this session from ELCA Advocacy at [this link](#) or visit www.youtube.com/@ELCAadvocacy

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