

Nuns using social media for social good

Sr. Rose Pacatte | Feb. 15, 2011 NCR Today

The online version of Advertising Age has an article by Bernhard Warner, an expert on social media influence: [What Nuns, Yes Nuns, Can Teach You About Social Media](#) [1].

He talks about values, ethics, and the power of listening in the world of tweeting and goes on to praise charities, NGOs and especially women's religious communities for "the genuineness of their approach and their creativity ... To lay out tough messages -- sacrifice, vocation, mercy and charity" through a medium filled with endless distractions.

Warner only mentions a couple of religious communities of sisters, but asks that if you know more who are using social media, to let him know.

Source URL (retrieved on 01/27/2015 - 18:47): <http://ncronline.org/blogs/ncr-today/nuns-using-social-media-social-good>

Links:

[1] http://adage.com/digitalnext/post?article_id=148790