A Reflection from The Rev. Ben Robertson / January 31, 2024

Social Media is a complicated place. On one hand, it is a great way to keep in touch with distant friends and relatives, connect with artists, or learn more about a hobby. I - much to my chagrin - celebrated a birthday the other week and am grateful for the birthday messages I received. On the other hand, social media can be unhealthy, an issue I am particularly cognizant of as a parent.

And on the other other hand, social media can be a great tool for evangelism. When people greet me after Sunday worship - especially visitors - folks often remark that they learned about All Saints or decided to join us in-person because of our posts. Many thanks to Winston for her good work on our social media. If you are on social media and don't like, follow, or subscribe, please do so (@AllSaintsRVA), and know that liking or sharing our posts helps spread the word about our excellent parish!

Particularly, many enjoy watching worship on YouTube or Facebook, and thanks to Scott, Sam, and our AV volunteers for their tireless efforts in keeping our video feed running smoothly. That feed is not only a place where visitors can learn more about All Saints - a certain candidate for Rector may have joined y'all for worship more than a few times via the YouTube - but current members often watch if they are out of town, ill, or unable to attend, folks who have drifted away from All Saints' community might reconnect, friends of the parish stop in from time to time, and it is a tremendous gift to those who can't attend a baptism, funeral, or wedding.

We learned a lot from the COVID pandemic, and one important lesson is the importance of electronic methods of connection. While being physically present is always best, whether we are celebrating the Eucharist, gathering for a meeting, or enjoying some fellowship, a virtual option can maintain or enhance our relationships. Social Media has its positives and negatives, but it is also a place we can be All Saints.

Keep the Faith,

Ben+