

Meredith Gould: Social Media Gospel

By [Carol Howard Merritt](#)

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I always savor the chance to speak with [Dr. Meredith Gould](#). She is a sociologist who has written nine books. She is also deeply in love with the church. We used to live in the same general area (before I moved to Chattanooga), so I would drive to her apartment for home-made soup and advice. We would also finagle chances to speak at events together.

Thankfully, since she's so enmeshed with social media, I don't have to feel far away. She frequently gives help for church leaders to navigate their digital strategies and she started a Twitter-based ecumenical [social media chat](#), so that people can share wisdom with one another.

Last week, her insightful and practical book, [The Social Media Gospel: Sharing the Good News in New Ways](#), came out, so Derrick Weston and I had a chance to talk with her on [God Complex Radio](#).

You can listen to the interview here, or [download it on iTunes](#).