



## Ministry Pivot “The Calling” with Nona Jones

**Description:** During this special episode, Russell St. Bernard speaks with Nona Jones. They discuss digital ministry and the importance of it for the Church and community. Listen to the conversation, download the resources, and discuss it with your team and staff.

Nona Jones Ministries → <https://www.nonajones.com/>

### Takeaways:

- Nona started in ministry at 17 years of age.
- Nona has been able to balance working in the marketplace and learning from the church world.
- For years, Nona had been leading and teaching on the importance of digital discipleship, and it took the pandemic for several people and leaders to see her ideas and thoughts as a valid way forward.
- Some key takeaways now that Nona sees Churches identifying are:
  - The fundamental importance of Church online being real church and not fake church.
  - There are more hours in the week than just on Sunday, and Churches can use this to lean into reaching more people. Everyone is using their phones now, so the critical opportunity is to be accessible online.
  - The understanding that connection online is more than just people looking, but it is the engagement with the content and the people. Churches should look to pivot toward higher engagement over higher viewership.
- Nona reminds us that in the Gospels, Jesus tells the disciples that He will make us fishers of men. We will have to do the work for the fish to come in; they won't just jump on the boat.
- From *Social Media to Social Ministry* is the new book from Nona explaining and walking us through how to disciple those who following us. Get the book here <https://www.nonajones.com/socialministry>

### Resources

- *Success From The Inside Out* <https://www.nonajones.com/success>
- *Social Media to Social Ministry* [Click Here](#)
- The Facebook for Faith Page [Click Here](#)
- Facebook Blueprint [Click Here](#)

### **Final Takeaway:**

- Your online ministry is about more than viewership, it's about discipleship.

### **Discussion Questions: (Ask yourself and a friend these questions and answer honestly)**

- How have you involved discipleship with your online ministry?
- Who on your ministry team is owning the responsibility of this online discipleship model?
- What ways are you ensuring that your in-person worship experience addresses the needs of those in the building and those online?

### **Podcast Resources**

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