

# 11 Reasons for Writers to Love Social Media

by Edie Melson



**1. It allows me to reach more people.** With the advent of the internet and specifically social media, I can connect with more people than I've ever been able to in the past. It's easy to overlook this advantage, but it's something that should keep us pushing forward when we get tired.

**2. I can help others without having to be in person or even on the telephone.** I can offer assistance through a comment, a prayer, or a practical link—many of the ways I could before, but without the barrier of location.

**3. It gives me a wider perspective.** I live in the south, in the United States. Without the benefit of social media, this would give me a fairly specific definition of what normal looks like. But now I have friends and connections all over the country and even the world. Those connections have broadened my horizons and influenced the way I see things.

**4. I can get my message out faster.** If I have something I want to share, I can do so almost immediately—with little or no time-lag.

**5. I can connect with others regardless of location.** I think we forget what a benefit this is. I know it's helped me reconnect with old friends, stay in touch with new ones, and even develop relationships with people whom I might never have met in person.

**6. It makes me deliberate about reaching out beyond my inner circle.** Social media is a world that grows with momentum. If I'm consistent and diligent about connecting every week, my circle widens. If I don't, it shrinks. This makes me conscious of the need to reach out. Since I'm an introvert, this is good for me. It's also an attitude that has bled over into my physical community.

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**7. I have learned to clarify and shorten my message.** There are good and bad things about living in a world of soundbites. One of the good things is that it has forced me to drill down to the core of who I am and how I want to present myself. This makes my presence on social media more effective, but it also makes my in-person presence better.

**8. I have a new skill set and it's made me more confident.** Doing social media well requires a big jump in skills. By learning all these things, I've proven to myself that I'm not too old—or stupid, or lazy, or \_\_\_\_\_—to grow as a person and as a writer.

**9. It has made me more respectful of others.** I'd like to think I was already respectful, but I know that wasn't true in every area of my life. By watching the negative behavior of others, it's made me more mindful that I need to follow the golden rule and treat others the way I'd like to be treated—online and off.

**10. My definition of community has grown.** I grew up believing that my community consisted of those who were physically nearby. Now I know better. My community consists of those with whom I share life, sometimes in person, sometimes online.

**11. I have found a new aspect of the ministry God has given me.** Many of us feel that God has whispered a unique purpose for our lives to us. With the advent of social media, that purpose has deepened. Where once He could use me to reach a small group in my community, now He can use me to reach the world. Yes, I know God could reach the world through one insignificant person without social media, but I also know that He's using it in a powerful way.