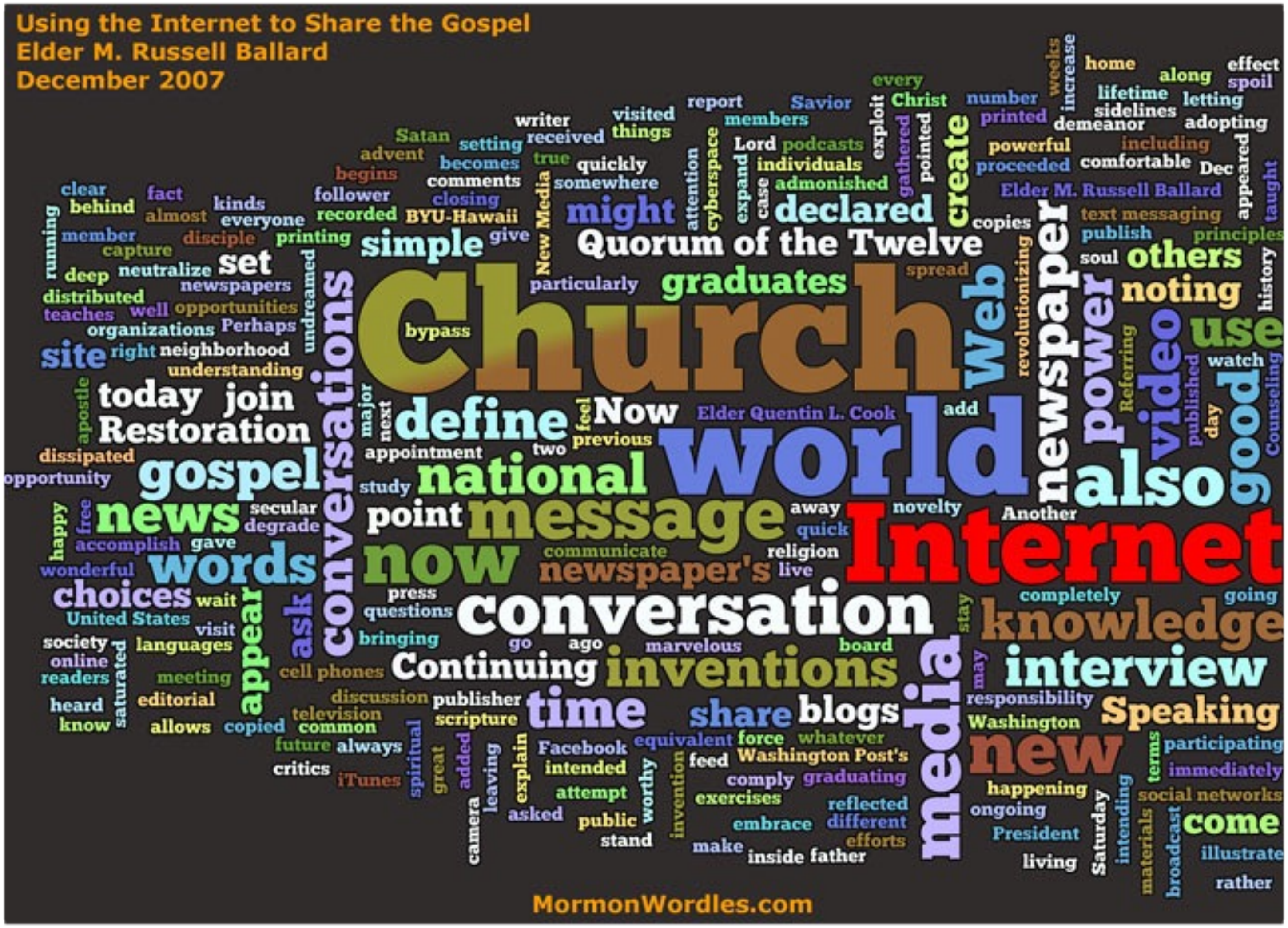

Using the Internet to Share the Gospel
Elder M. Russell Ballard
December 2007
Church
world
Internet
conversation
message
media
newspaper
conversations
knowledge
inventions
interview
national
define
gospel
news
words
now
new
time
also
good
video
power
Web
Quorum of the Twelve
declared
graduates
Restoration
Continuing
Speaking
blogs
share
choices
today
join
simple
might
create
others
noting
use
point
newspaper's
Elder Quentin L. Cook
Elder M. Russell Ballard
Washington Post's
MormonWordles.com

The most influential element driving purchase decisions today is

WORD OF MOUTH.

Credibility

Offline

of Americans believe offline (face-to-face or voice-to-voice) word of mouth to be highly credible.

Online

of Americans believe online word of mouth is highly credible.

Profitability

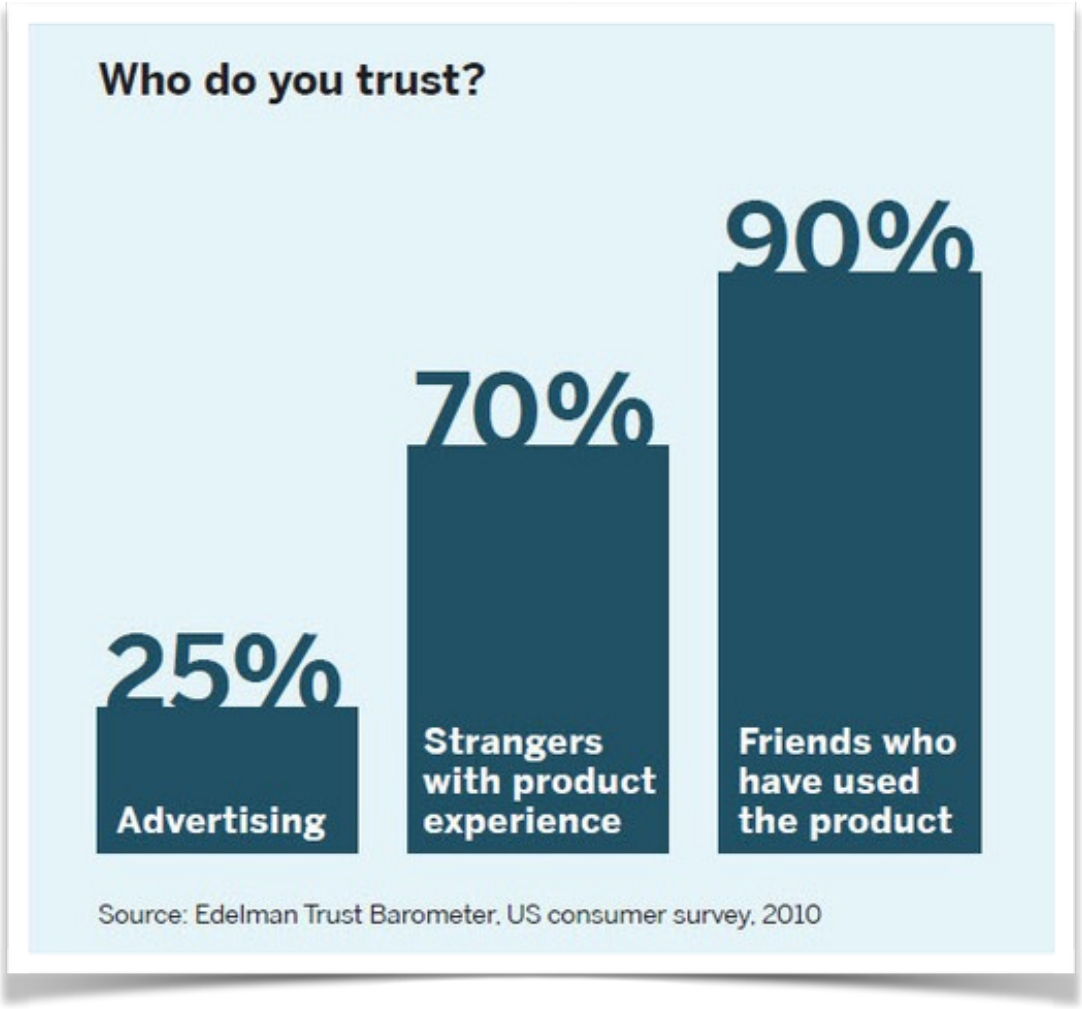
Service

of consumers recommend a company because of its customer service.

Experience

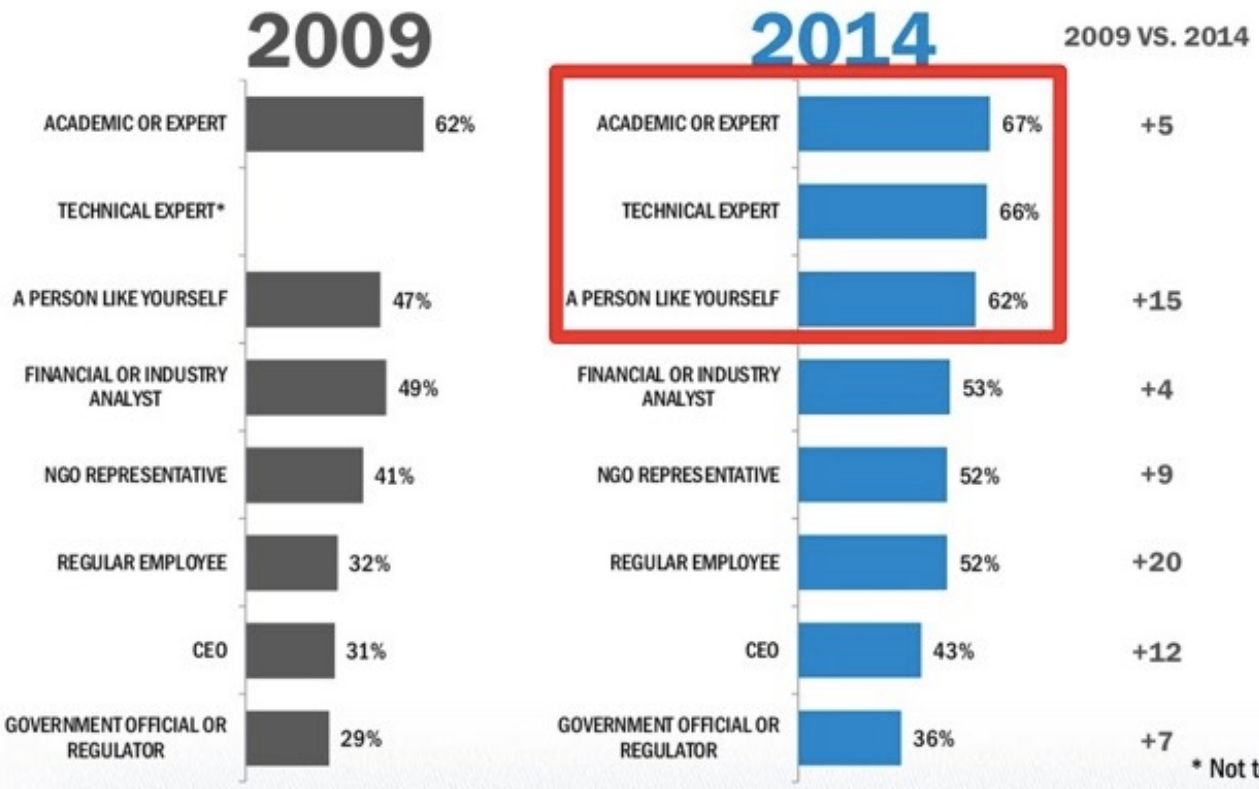
of consumers would pay 15% or more to receive a superior customer experience.

via mysocialpractice.com


Who do you trust?
25%
Advertising
70%
Strangers with product experience
90%
Friends who have used the product
Source: Edelman Trust Barometer, US consumer survey, 2010

FROM 2009 TO 2014, SIGNIFICANT GAINS FOR REGULAR EMPLOYEES, A PERSON LIKE YOURSELF. CEOS FLAT FROM 2013.

CREDIBILITY OF SPOKESPEOPLE



* Not tested in 2009

Q130-143. [TRACKING] Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be-extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) Informed Publics, 20-country global total.

Edelman trustbarometer 2014 ANNUAL GLOBAL STUDY

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Watch or Read Elder Bednar's Full Talk

#ShareGoodness

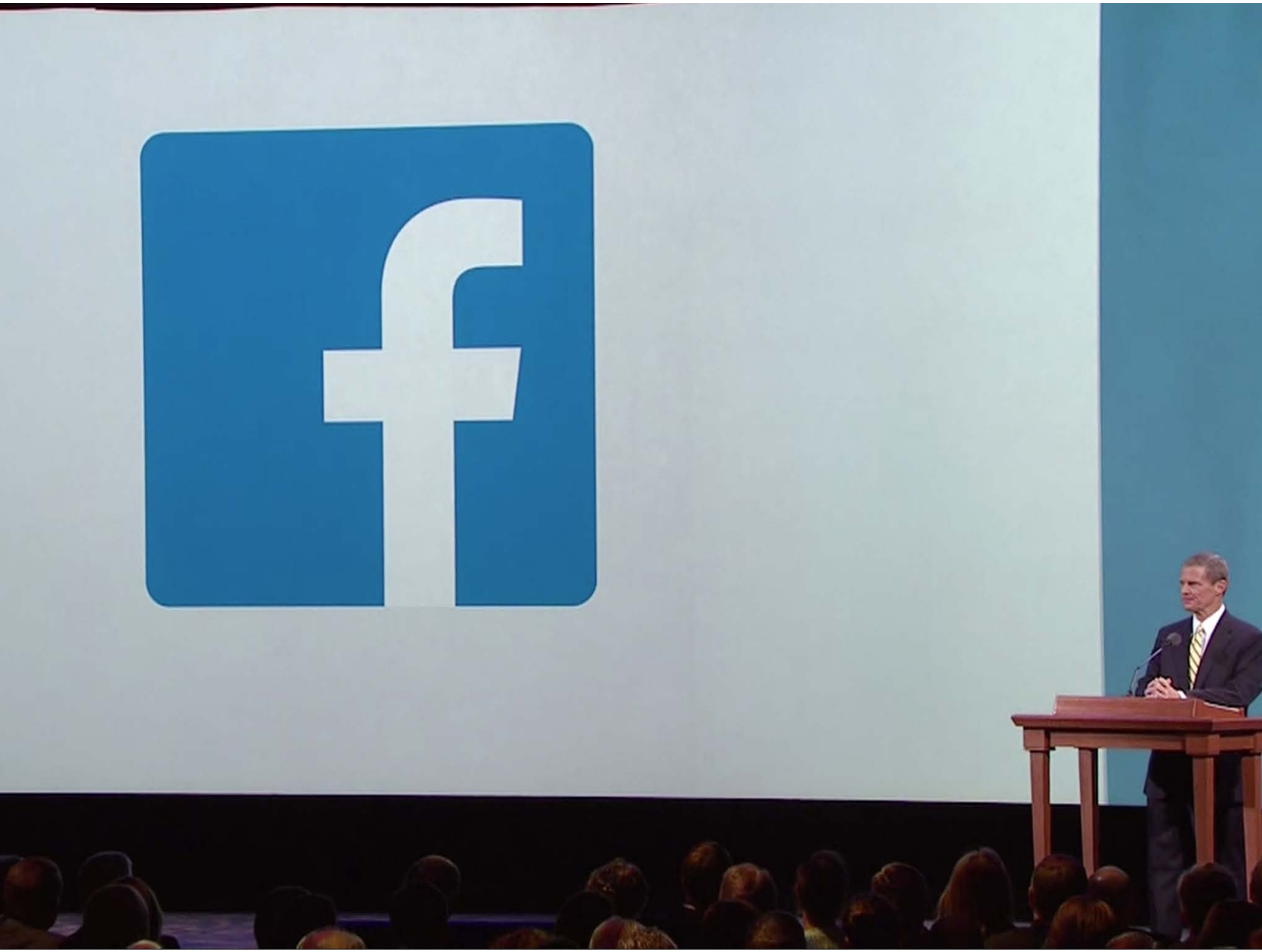
Christmas: Share the Gift

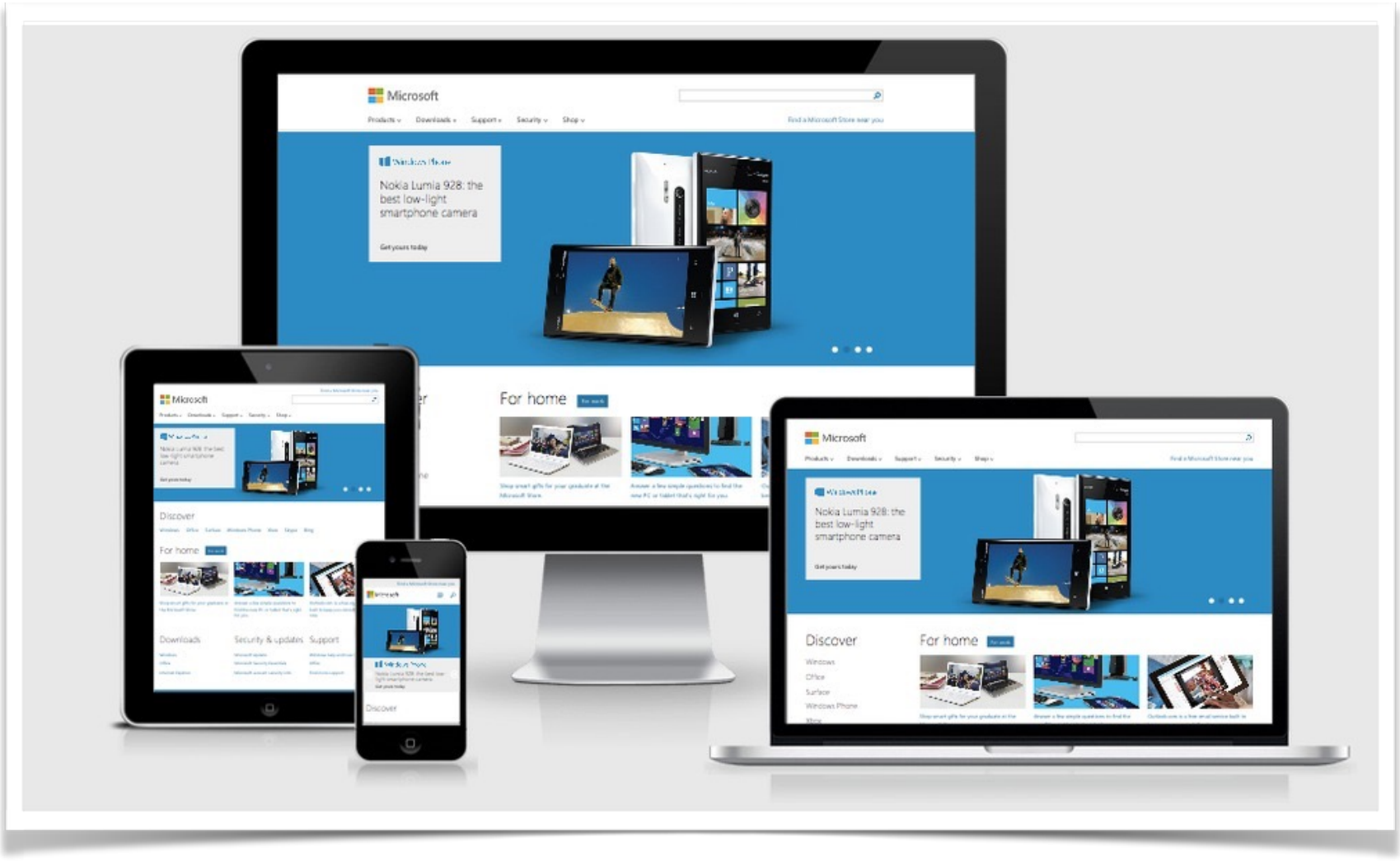
Social media gives us a way to share simple messages of goodness and truth.

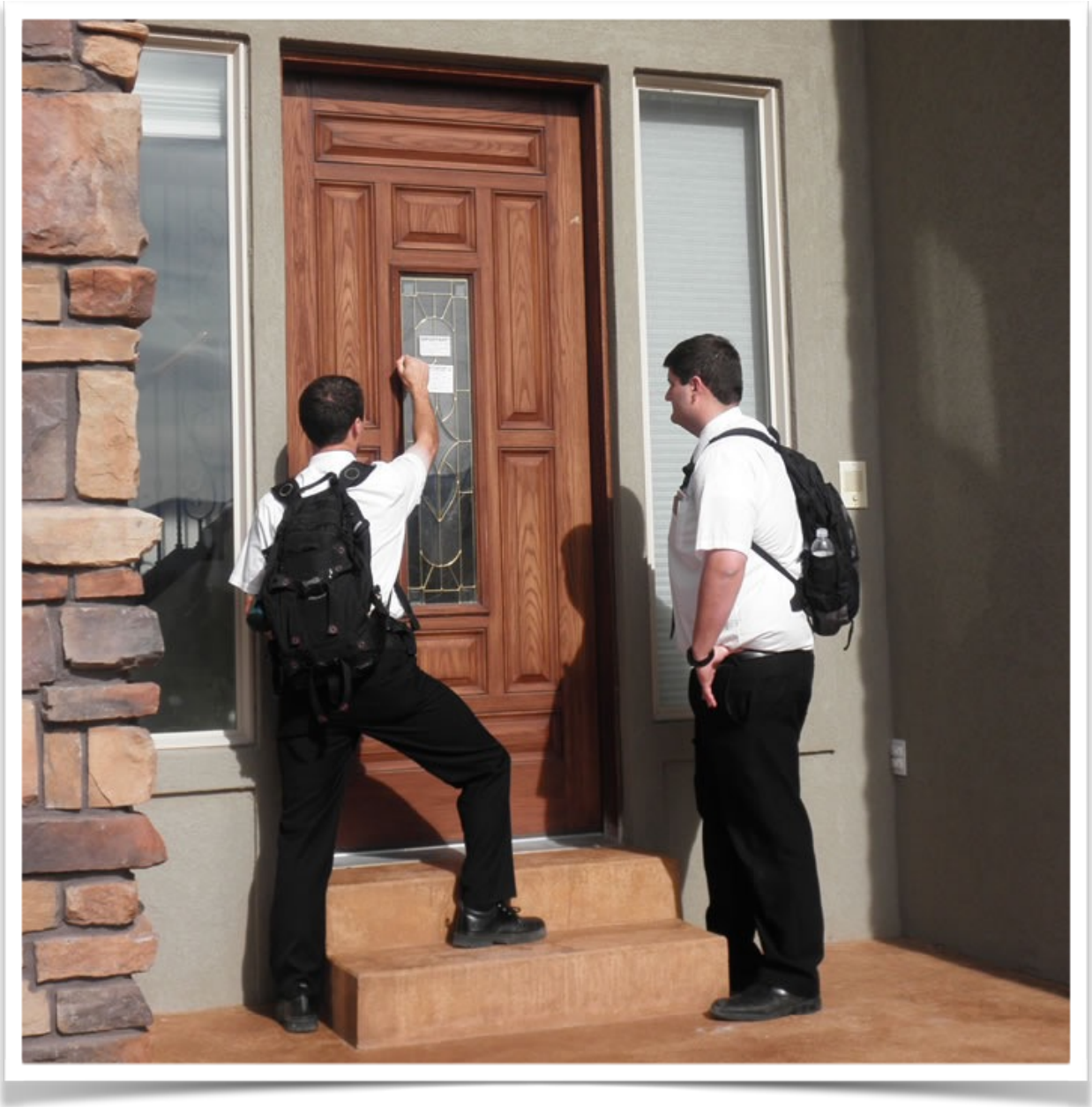
Go Post with #ShareGoodness

immortality

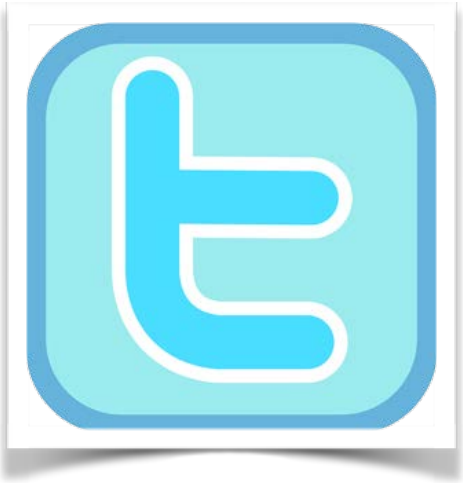
eternal life




Microsoft
Nokia Lumia 928: the best low-light smartphone camera
For home
Discover
Windows
Office
Surface
Windows Phone
Downloads
Security & updates
Support



Insta



You
Tube

Sharing the Gospel

- Centering on Christ
- Sharing via Social Media
- Sharing via Blogs
- Sharing via Mormon.org
- Refer a Friend to the Missionaries
- Hastening the Work of Salvation

SHARING THE GOSPEL / SHARING THE GOSPEL VIA SOCIAL MEDIA

Sharing via Social Media

"Sharing the good news of the gospel is easier and the effects more far-reaching than ever before. . . . Perhaps the Lord's encouragement to 'open [your] mouths' might today include 'use your hands' to blog and text message the gospel to all the world!" . . .

"With the blessings of modern technology, we can express gratitude and joy about God's great plan for His children in a way that can be heard . . . around the world. Sometimes a single phrase of testimony can set events in motion that affect someone's life for eternity." — President Dieter F. Uchtdorf (Ensign, May 2011, "Waiting on the Road to Damascus.")

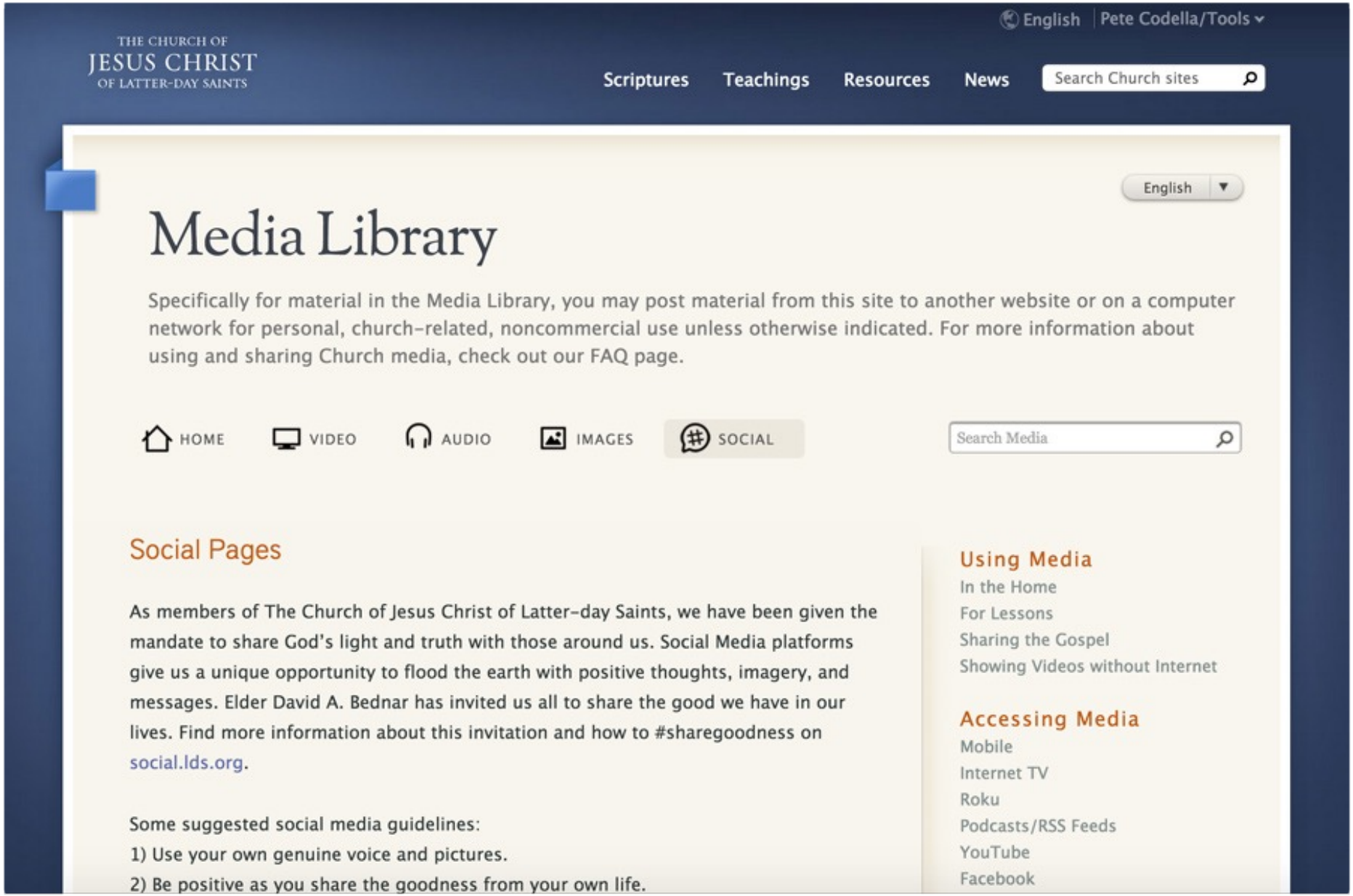
Sharing the gospel through social media can be easy and fun. As we create and share content online that reflects the gospel, we can help people come unto Christ. Take courage to share your beliefs via any of the following ways:

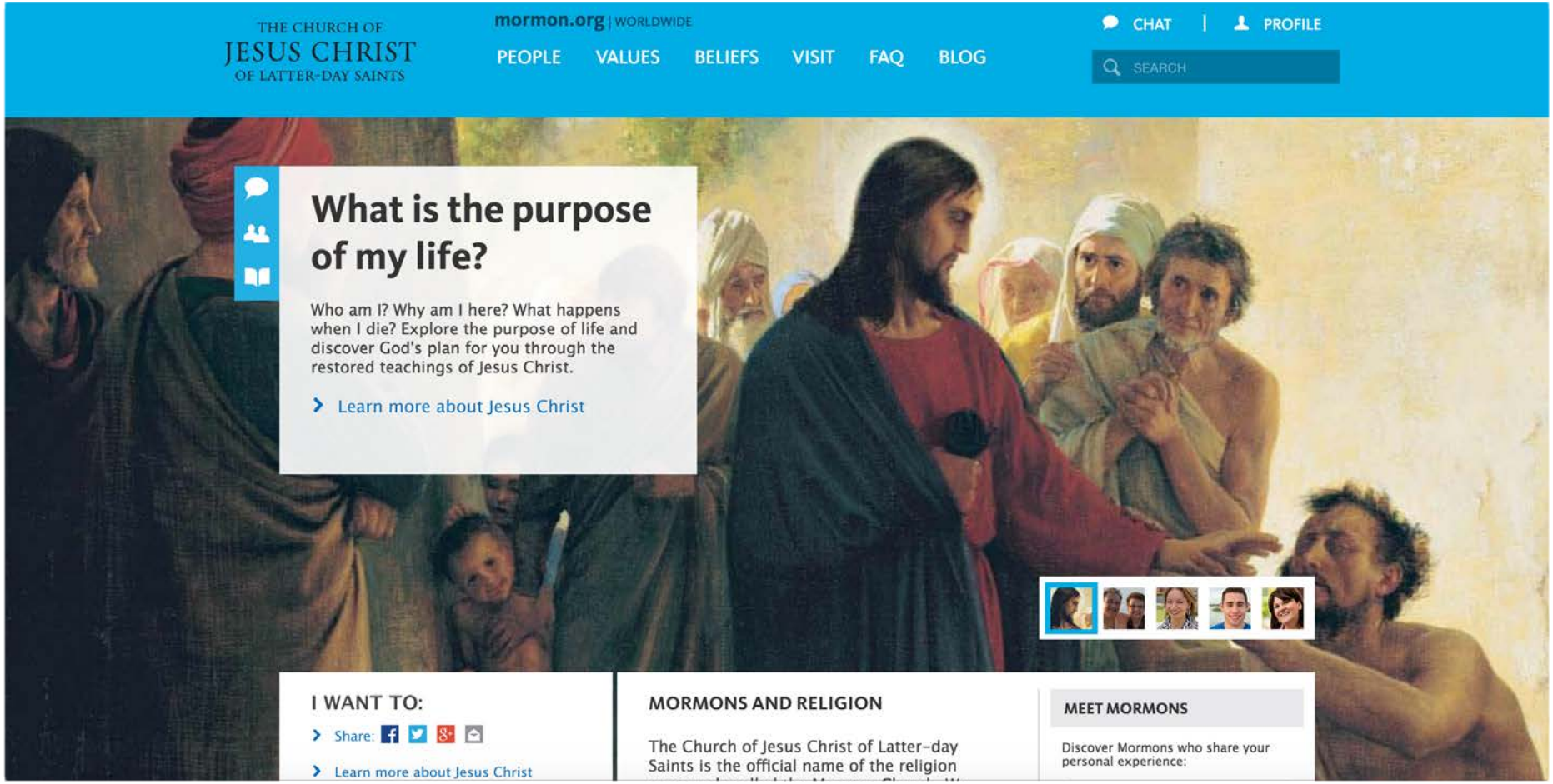
Print

Share

Like 219

English
Pete Codella/Tools
THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS
Scriptures
Teachings
Resources
News
Search Church sites
English
Media Library
Specifically for material in the Media Library, you may post material from this site to another website or on a computer network for personal, church-related, noncommercial use unless otherwise indicated. For more information about using and sharing Church media, check out our FAQ page.
HOME
VIDEO
AUDIO
IMAGES
SOCIAL
Search Media
Worldwide Devotional for Young Adults
New Testament
Ezra Taft Benson
Youth Theme
Ezra Taft Benson—Audiobook and E-Book
Review this year's Relief Society and priesthood lessons from this


English
Pete Codella/Tools
THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS
Scriptures
Teachings
Resources
News
Search Church sites
English
Media Library
Specifically for material in the Media Library, you may post material from this site to another website or on a computer network for personal, church-related, noncommercial use unless otherwise indicated. For more information about using and sharing Church media, check out our FAQ page.
HOME
VIDEO
AUDIO
IMAGES
SOCIAL
Search Media
Social Pages
As members of The Church of Jesus Christ of Latter-day Saints, we have been given the mandate to share God's light and truth with those around us. Social Media platforms give us a unique opportunity to flood the earth with positive thoughts, imagery, and messages. Elder David A. Bednar has invited us all to share the good we have in our lives. Find more information about this invitation and how to #sharegoodness on social.lds.org.
Some suggested social media guidelines:
1) Use your own genuine voice and pictures.
2) Be positive as you share the goodness from your own life.
Using Media
In the Home
For Lessons
Sharing the Gospel
Showing Videos without Internet
Accessing Media
Mobile
Internet TV
Roku
Podcasts/RSS Feeds
YouTube
Facebook


THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS
mormon.org | WORLDWIDE
PEOPLE
VALUES
BELIEFS
VISIT
FAQ
BLOG
CHAT
PROFILE
SEARCH
What is the purpose of my life?
Who am I? Why am I here? What happens when I die? Explore the purpose of life and discover God's plan for you through the restored teachings of Jesus Christ.
Learn more about Jesus Christ
I WANT TO:
Share:
Learn more about Jesus Christ
MORMONS AND RELIGION
The Church of Jesus Christ of Latter-day Saints is the official name of the religion
MEET MORMONS
Discover Mormons who share your personal experience:

Hi I'm Pete

I'm a fortunate husband and father, and member of the LDS Church.

About Me

I've lived in New York, Texas, Nevada, Idaho, Wyoming and Utah. I've traveled to four continents, shopped in Fez, parasailed in Tunisia, eaten caviar in Moscow and would love to visit my namesake and great-grandfather's stomping grounds in Italy.

I work in marketing and public relations and travel to consult and speak about corporate communications and social media. I have an MBA and am Accredited in public relations. I use Internet tools like websites and social media to engage in brand journalism.

I was in my first musical at age 5 and have loved musical theater ever since. In college I traveled and toured with a musical theater performing group for three wonderful years. I'm a former singing gondolier at The Venetian in Las Vegas and, when I can find the time, I continue to enjoy singing in church services and community theater.

I'm proud to be an Eagle Scout.

I love the outdoors, woodworking and staying active.

My awesome wife and I have two great kids who are full of life. We enjoy living in South Jordan, Utah.

Follow Me On:

Blog

View Other People:

MEET MORMONS

Discover Mormons who share your personal experience:

Select A Gender

Select Age

Just Pete

for family, fun and commentary

About Contact

Search...

Hi, I'm Pete. This is my personal blog where I write about family and faith, and a few other things. The content here is my own.

RECENT POSTS

The latest from the Pete and Vickey Codella family

MORE POSTS

Your friend the bishop

January 18, 2015

A talk by Pete Codella for high council speaking Sunday in January 2015 (learn more here). Many ideas and segments of this talk come from the resources on lds.org noted below. My purpose today is to help us better understand the duties and responsibilities of a bishop and

Happy New Year 2015

January 1, 2015

As the New Year begins, we look back at all that has happened in our family this past year. It's been a great year. We've been blessed. Here are just a few of the highlights: Dominic | age 9 Played baseball on a little league team this spring; a team that won league as well […]

Our experience performing in Savior of the World

December 30, 2014

In September 2014 my daughter, Eliana, and I auditioned to be part of the cast of the LDS Church's Conference Center musical theater production, Savior of the World. About 500 people auditioned. After a couple weeks of

River Ridge
STAKE NEWS

About News Contact LDS.org

Search...

South Jordan River Ridge Stake

This website features news and announcements from The Church of Jesus Christ of Latter-day Saints South Jordan Utah River Ridge Stake.

Protected: 2015 Stake Women's Conference

Posted on January 18, 2015 by River Ridge LDS Stakein Events

South Jordan Utah River Ridge LDS Stake

Pete | Home 20+

Page | Activity | Insights | Settings | Build Audience | Help

South Jordan Utah River Ridge LDS Stake

Christian Church

Create Call-to-Action | Liked | Message | •••

Timeline | About | Photos | Reviews | More

PEOPLE

42 likes
13 visits

Mark Seethaler, **Nathan Gleave** and **16 others** like this.

+13

Reach People Nearby

Status | Photo / Video | Event, Milestone +

What have you been up to?

South Jordan Utah River Ridge LDS Stake shared a link.
January 21

We recorded this month's Stake Women's Conference and have shared it on the stake news site for those of you unable to attend in person. The password to view the post and video is: silver. http://riverridgestakenews.org/2015-stake-

THIS WEEK

0 Page Likes

13 Post Reach

UNREAD

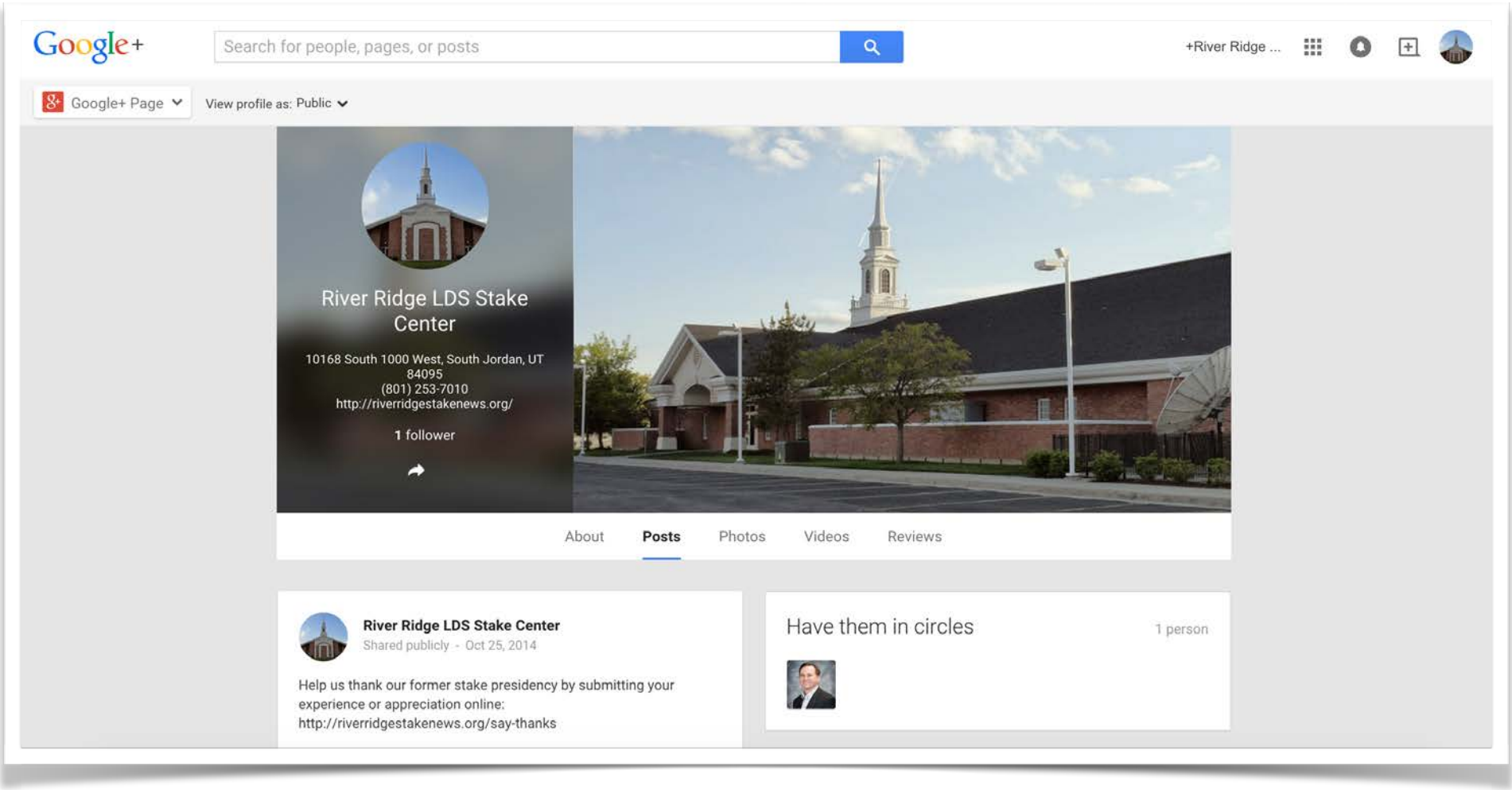
0 Notifications

0 Messages

Recent
2014

See Your Ad Here

South Jordan Utah River ...
In case you missed Sunday's young adult devotional, here it is on YouTube: https://www.you...


Google+
Search for people, pages, or posts
+River Ridge ...
Google+ Page
View profile as: Public
River Ridge LDS Stake Center
10168 South 1000 West, South Jordan, UT 84095
(801) 253-7010
http://riverridgestakenews.org/
1 follower
About
Posts
Photos
Videos
Reviews
River Ridge LDS Stake Center
Shared publicly - Oct 25, 2014
Help us thank our former stake presidency by submitting your experience or appreciation online:
http://riverridgestakenews.org/say-thanks
Have them in circles
1 person

Instagram

petecodella

Following

riverridgestake

River Ridge LDS Stake Instagram photo sharing by the South Jordan Utah River Ridge Stake of The Church of Jesus Christ of Latter-day Saints. #mormon
http://riverridgestakenews.org

4	2	0
posts	followers	following

January 2015

Instagram

Log in

Mormon Newsroom

Follow

mormonnewsroom

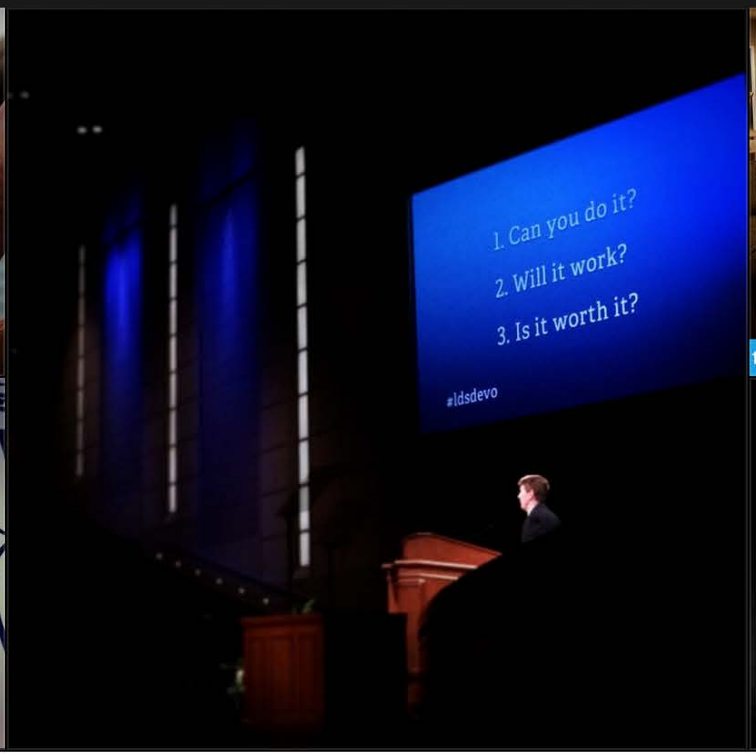
Mormon Newsroom The official Instagram of MormonNewsroom.org.
http://bit.ly/IndexingStory

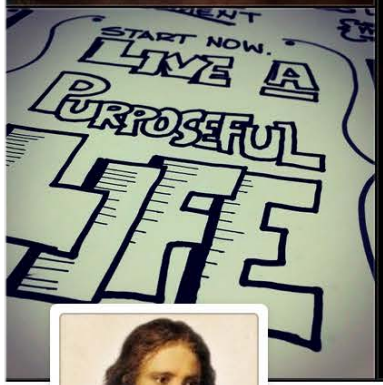
308	40.9k	5
posts	followers	following

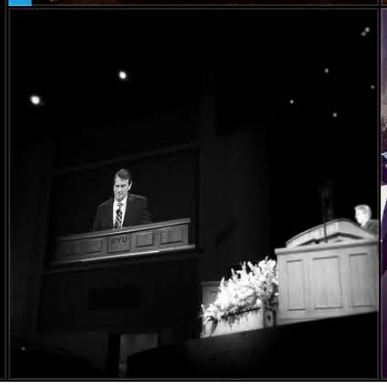
January 2015

Instagram

petecodella







Following

ldschurch

The LDS Church Strengthening Families. Seeking the Good. Following Jesus Christ. Official Instagram account of The Church of Jesus Christ of Latter-day Saints.
https://www.lds.org

114	64k	5
posts	followers	following

January 2015

Search

Pete 5

Unfollow

The Church of Jesus Christ of ...

Salt Lake City, UT · www.lds.org ·

Strengthening Families. Seeking the Good. Following Jesus Christ. Official Pinterest account of The Church of Jesus Christ of Latter-day Saints. www.lds.org

14	212	0	16616	1
Boards	Pins	Likes	Followers	Following

Love at Home

Unfollow

Family Conversations

Unfollow

Ready for Anything

Unfollow

Refrigerator Reminders

Unfollow

I'm a Mormon

Unfollow

Come, Follow Me

Teaching Children

Strengthening Youth

Making A Difference

Lift Where You Stand

TWEETS 6,868 | FOLLOWING 22 | FOLLOWERS 194K | FAVORITES 254

Following

The LDS Church
@LDSchurch

The authorized Twitter account for The Church of Jesus Christ of Latter-day Saints

lds.org
Joined April 2008

Tweet to The LDS Church

Tweets | Tweets & replies | Photos & videos

The LDS Church retweeted

Mormon Channel @mormonchannel · Jan 22

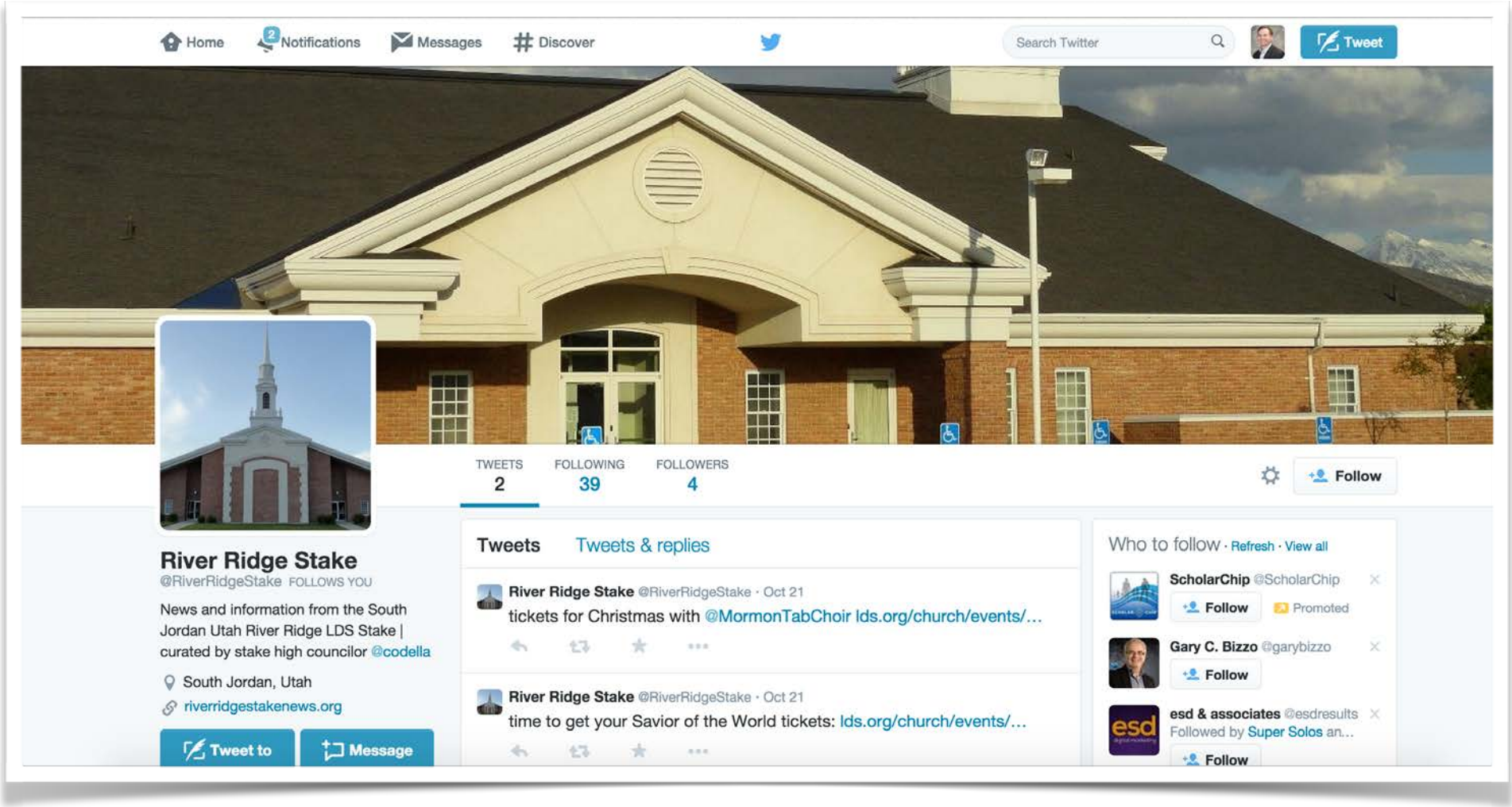
"How much of life do we miss by waiting to see the rainbow before thanking God that there is rain?" #PresUchtdorf

Who to follow · Refresh · View all

Lady Gaga @ladygaga
Follow

KATY PERRY @katyperry
Follow

PRSA Southeast Wis @PR...
Followed by PRSA North Pa...
Follow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tickets for Christmas with @MormonTabChoir lds.org/church/events/…
River Ridge Stake @RiverRidgeStake · Oct 21
time to get your Savior of the World tickets: lds.org/church/events/…
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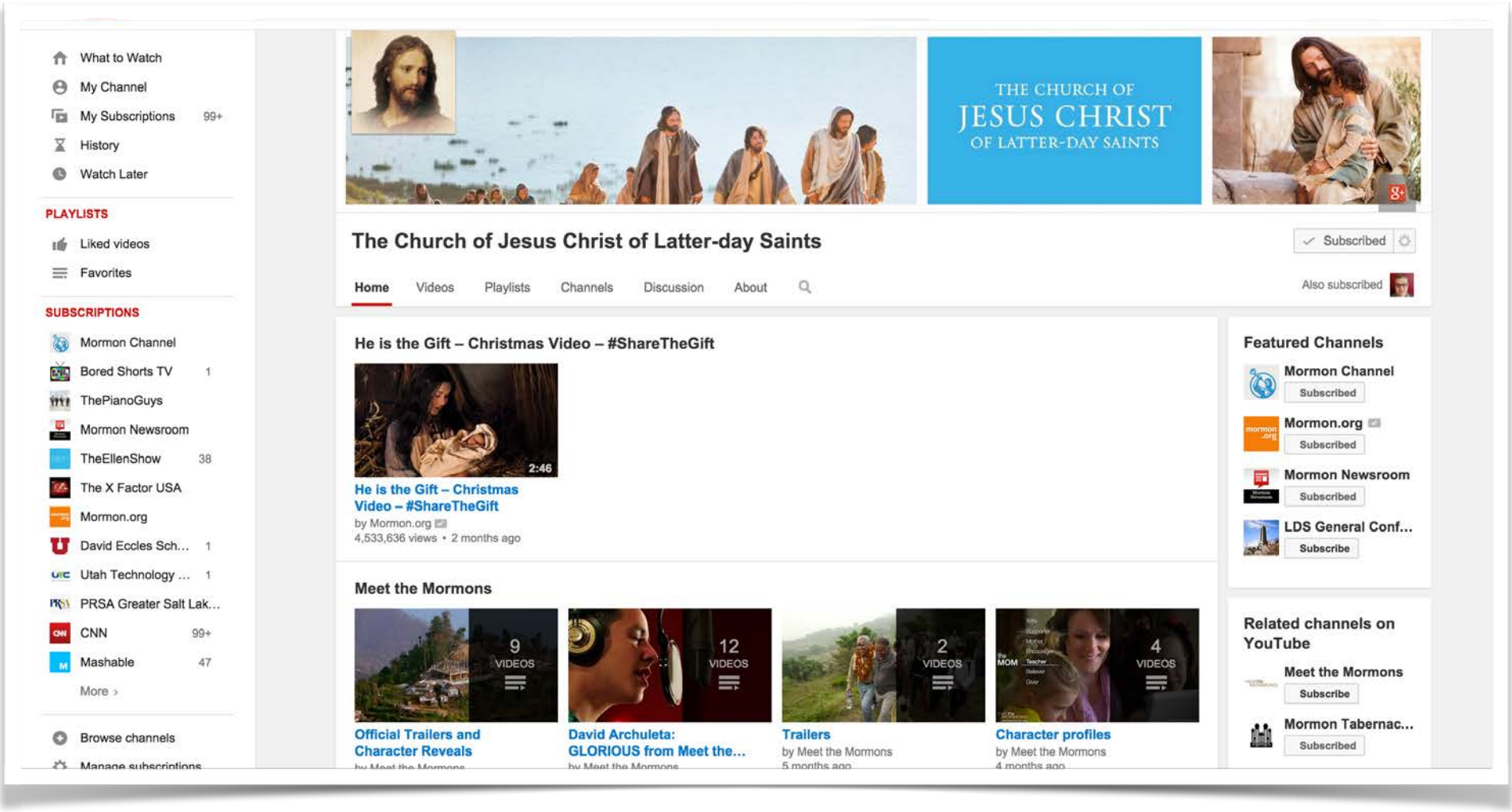
Follow
esd & associates @esdresults
Followed by Super Solos an…
Follow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Mormon.org
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Utah Technology ... 1
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by Mormon.org
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Official Trailers and Character Reveals
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David Archuleta: GLORIOUS from Meet the...
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by Meet the Mormons
5 months ago
4 VIDEOS
Character profiles
by Meet the Mormons
4 months ago
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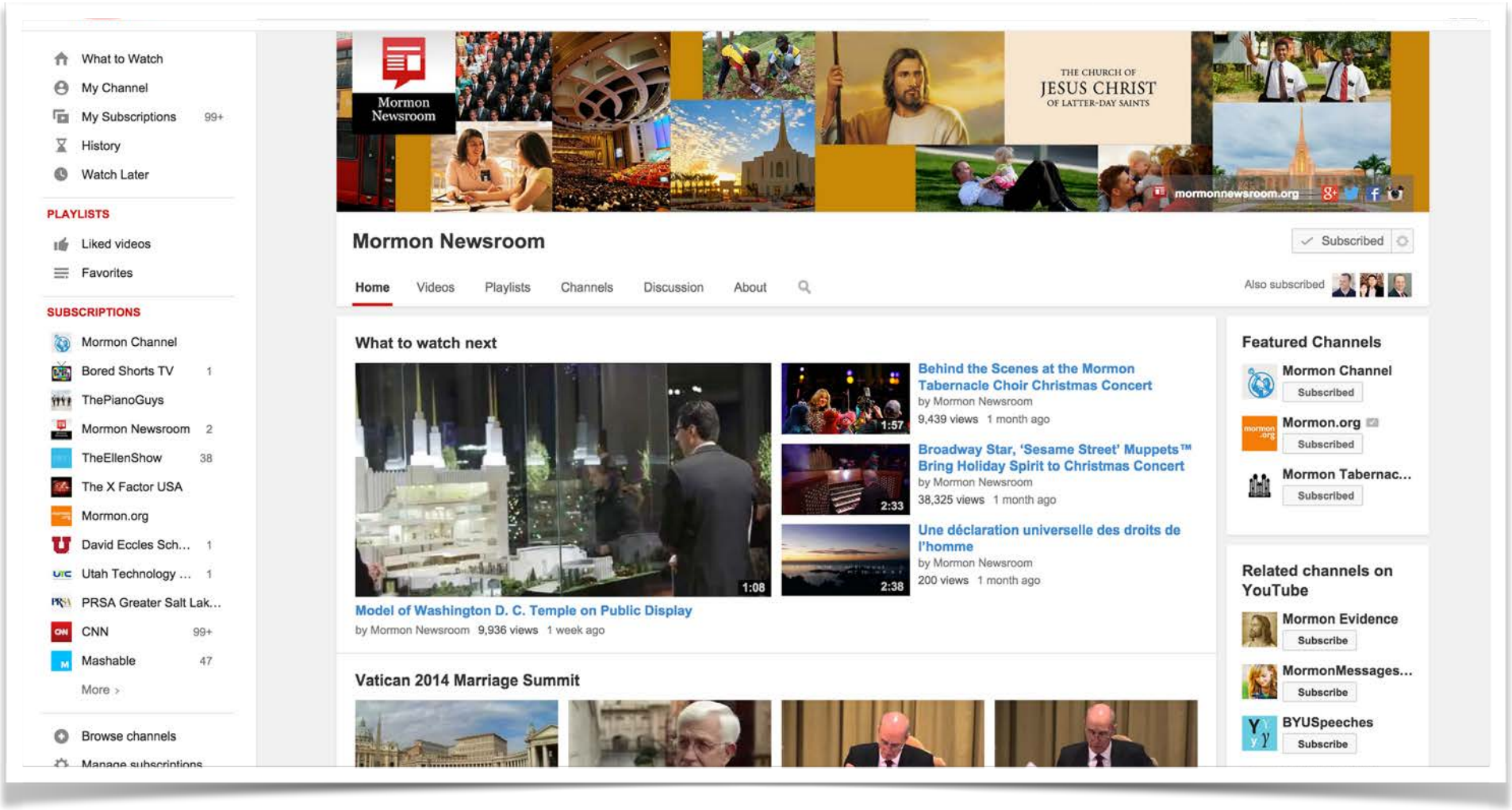
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by Mormon Newsroom
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Broadway Star, 'Sesame Street' Muppets™ Bring Holiday Spirit to Christmas Concert
by Mormon Newsroom
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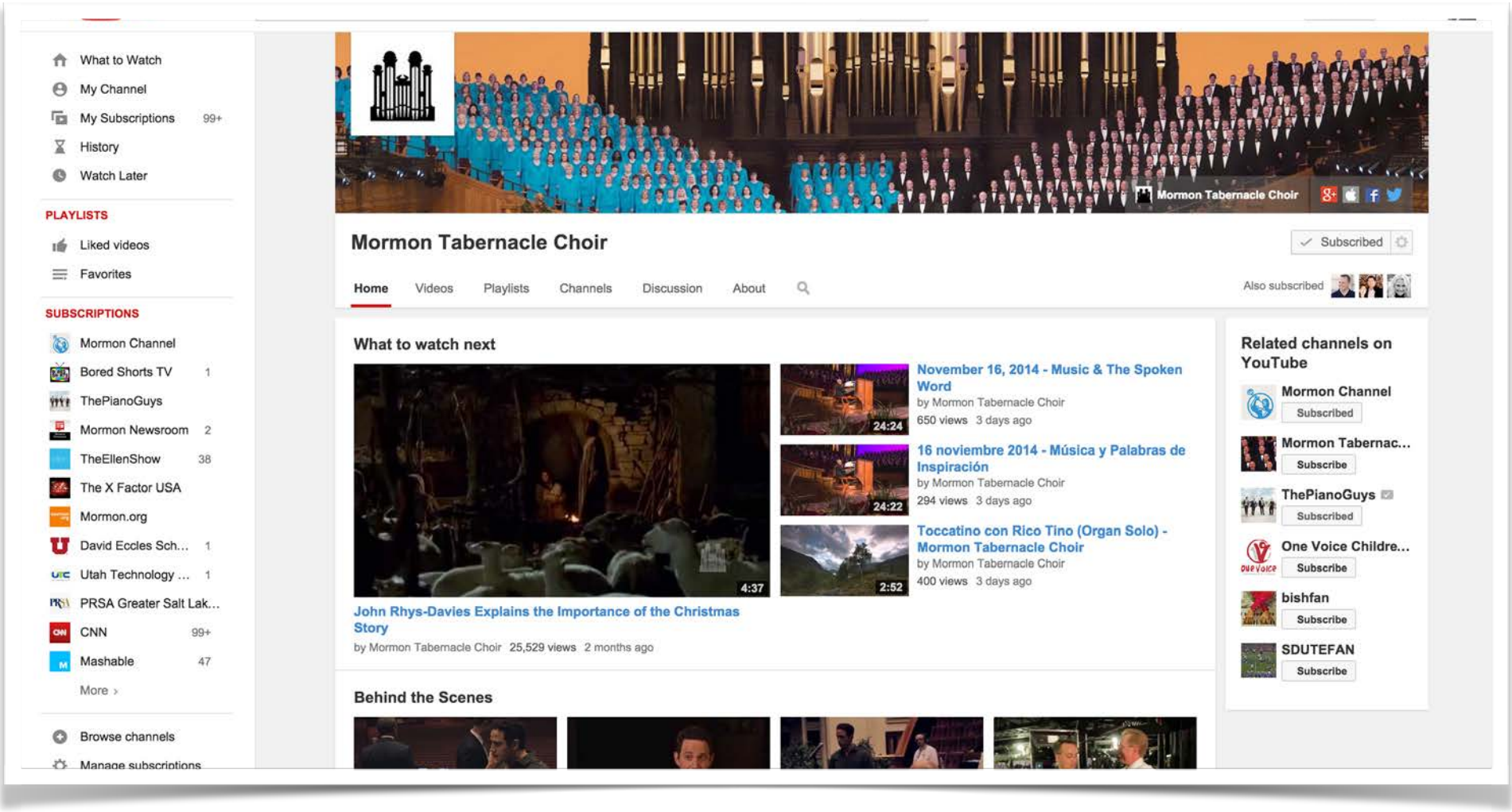
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TheEllenShow 38
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John Rhys-Davies Explains the Importance of the Christmas Story
by Mormon Tabernacle Choir 25,529 views 2 months ago
24:24
November 16, 2014 - Music & The Spoken Word
by Mormon Tabernacle Choir
650 views 3 days ago
24:22
16 noviembre 2014 - Música y Palabras de Inspiración
by Mormon Tabernacle Choir
294 views 3 days ago
2:52
Toccatino con Rico Tino (Organ Solo) - Mormon Tabernacle Choir
by Mormon Tabernacle Choir
400 views 3 days ago
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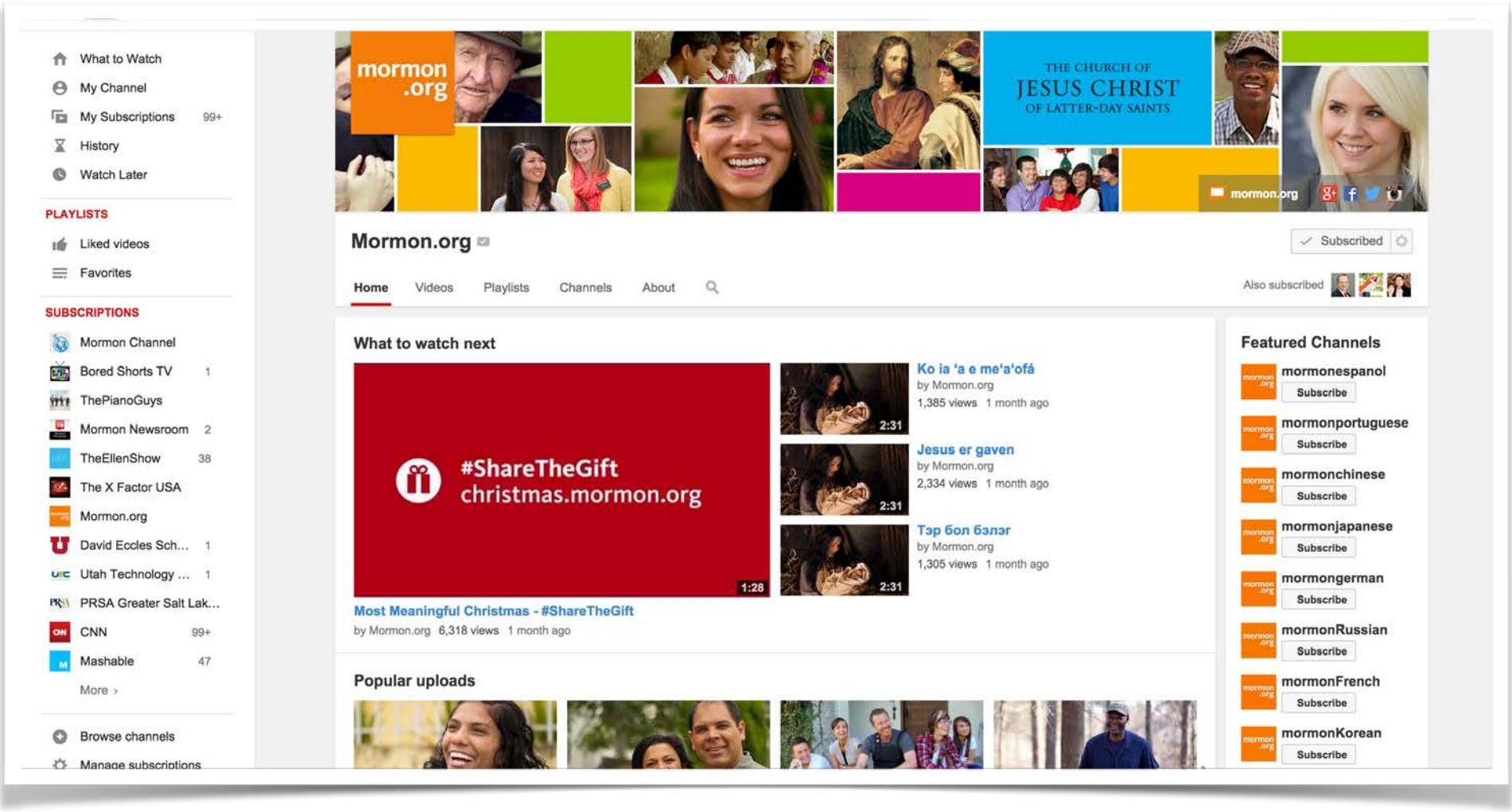
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by Mormon.org
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by Mormon.org
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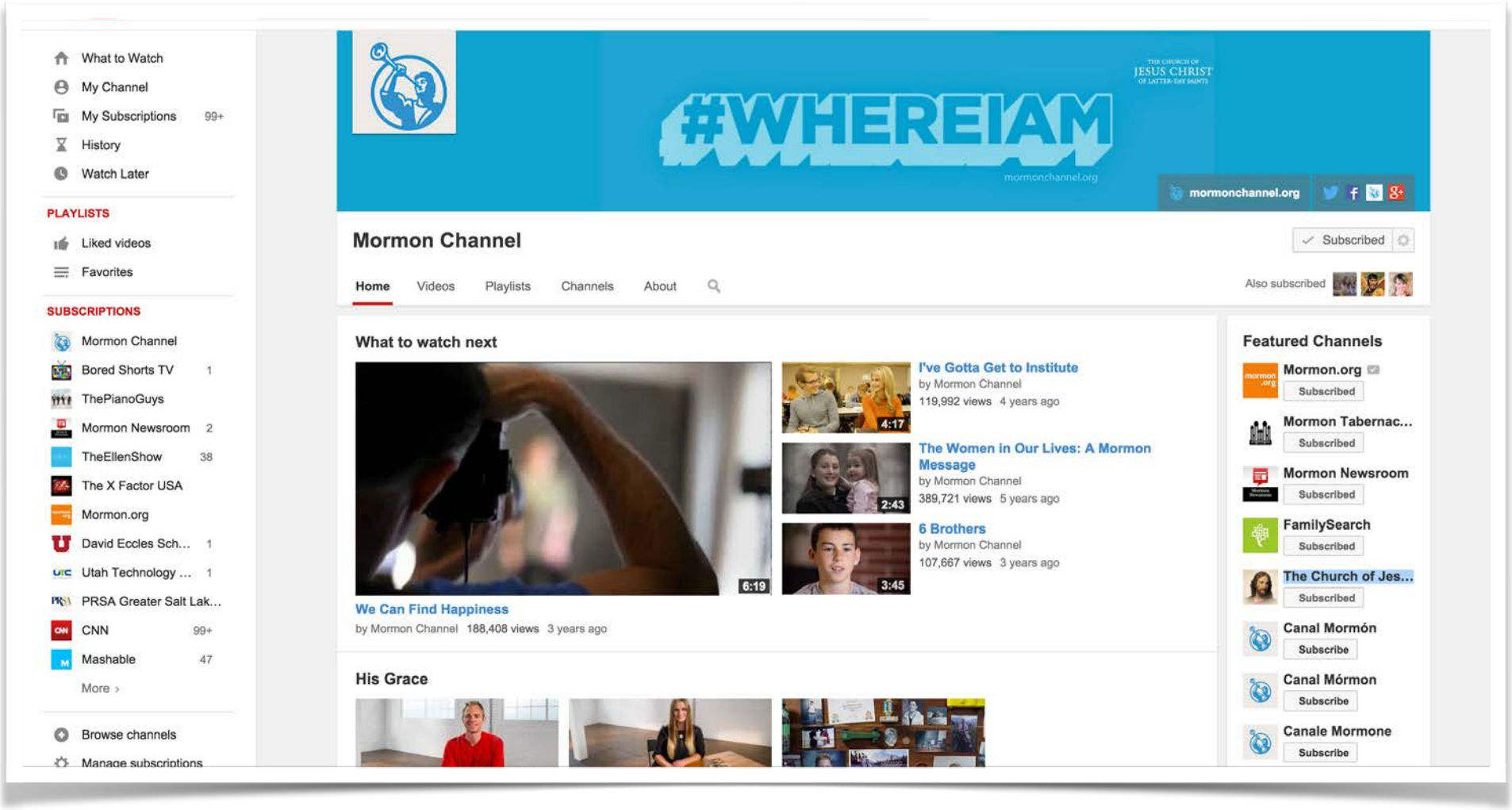
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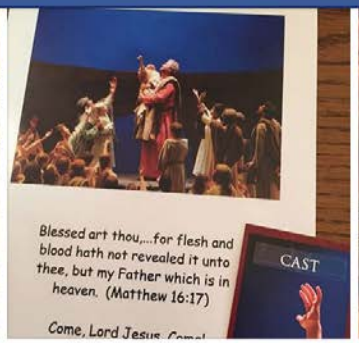

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Pete Codella I work in digital public relations - online marketing, social media; PRSA member, Univ. of Utah MBA graduate; fortunate husband and proud father
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FRIDAY, AUGUST 29, 2014

MMM Library: Choose Your Love, Love Your Choice

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by Pete Codella:

Something President Monson said in General Conference recently really stood out to me. He said: "Choose your love; love your choice."

He made this comment in regard to the concept and importance of marriage to members of the priesthood in the General Priesthood meeting. I have witnessed many different marriages and divorces - even subsequent marriages by those who have already 'been there and done that.' Sadly, we've heard much reported lately about married, powerful, well-known men who have had affairs and, as a result, caused all sorts of damage to their families and communities.

Rather than define marriage or discuss problems caused by infidelity, I'd like to share my personal experience with

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"There are new ways to invite others to 'come and see' [John 1:39]. Let's make sharing our faith online more a part of our daily life."

Elder Neil L. Andersen of the Quorum of the Twelve Apostles, "It's a Miracle," *Ensign,* May 2013, 79.

PHOTOGRAPH BY JOHN LUKE, PHOTO ILLUSTRATION BY NATE GINES