

Social Media, Influencers and Brand Marketing

Matthew 23

Sermon Discussion Questions

April 14, 2024

1. Consider what kind of influence you have. Why might God have given you that influence? How do you steward that influence well?
2. What is the main problem with how the world uses social media, influencers, and brand marketing? What are the dangers for us if we engage the same way as the world does? How does God want us to engage with these things?
3. How do we build good character? What might it look for you to put that into practice this week?
4. Jesus' three critiques of culture in this passage are: being too focused on fame, perception and reputation, overvaluing money and possessions, over-emphasizing metrics, measurables and success. Which of Jesus' critiques of the social media, influencer, and brand marketing culture do you fall into most often?
5. What are some unimportant things you see the world overvaluing? How has this made its way into the church and believers' lives?