

You Won't Believe What This Blog Says About What You Share on Facebook

Share

What do you typically share on Facebook?

I'm not asking about your status updates about being stuck in traffic or photos of what you ate for lunch. I'm referring to the websites, blogs, or posts that inspire you to hit the SHARE button.

- Kitten videos
- The latest "news" release revealing why President Trump is the greatest president since Martin Sheen on *West Wing*.
- The latest "news" release revealing why President Trump is the spawn of Satan.
- What color is the dress? (*Remember this from February 2015?*)



It's fascinating how some things go viral, spreading like digital wildfire in a landscape already riddled with kitten videos and Trump memes. But folks who study these things identify two traits that explain why we share certain pictures or stories we see on the Internet.

1. We share those things that make a statement about us.

- We share those things that reflect what we believe in.
- We share about causes we align with.
- We share things we love. (That explains why a lot of people post kitten videos—but I don't.)

2. We share what elicits a strong emotional response from us.

- Anything that pushes our political buttons—either showing how absolutely correct we are or how the other side is full of morons.
- Uplifting human interest stories.

I haven't shared anything profound, have I? It's like those "click-bait" headlines:

I seriously can't believe what I just saw. This is UNREAL!



When You Find Out What These Kids Are Jumping Into, Your Jaw Will Drop!
This is unbelievable! I have NEVER seen anything like THIS in my entire life! Wow.
SFGLOBE.COM

When you click through, you find these kids are jumping into nothing more than a swimming pool.

So the bottom line is we share those things that move us emotionally and express what is truly important to us. Yup, that's profound.

Where does Jesus Christ fall in the things we share? Nothing should move us more—or be more important—than knowing we have eternal life because of the resurrection of Christ.

The earliest disciples had never heard of viral messages, but what they knew went viral in the first century: Jesus had risen from the dead after suffering and dying in our place. On the first day after His resurrection, Jesus told them:

"This is what is written: The Messiah would suffer and rise from the dead the third day, and repentance for forgiveness of sins would be proclaimed in His name to all the nations, beginning at Jerusalem. You are witnesses of these things" (Luke 24:46-48).

They knew what they saw and experienced—and they shared it.

Better than the latest secret to healthy skin, unbelievable sports video, or yet another kitten video is what Jesus Christ has done for us. The latest silly photo may be worth sharing for a momentary LOL, but the message of Christ's love and grace impacts eternity.

Share that.