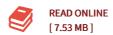




The Tweetable Pope : How Francis Shapes the Catholic Church 140 Characters at a Time

By OLoughlin Michael

Paperback. Book Condition: New. Not Signed; Description: How do you reinvigorate an institution that prides itself on preserving two thousand years of history? That is the challenge Jorge Mario Bergoglio faced when he became Pope Francis in March 2013. From the beginning, with his commitment to "remember the poor," Francis embarked on a mission to "rebrand" the Church so that it better reflected its founder, Jesus Christ, instead of preserving institutional power and prestige. Amid surprising pronouncements and reforms and a humble and humorous approach to his office, Francis's most surprising strategy may be his decision to leverage a modern innovation that his predecessor, Pope Benedict XVI, had begun to use: a Twitter account with which, for the first time in history, the pope can communicate directly with his global flock. With more than 21 million followers reading Tweets in 9 languages, Francis regularly posts his 140-character (or less) sermons a few times each week. The Boston Globe and Crux journalist Michael O'Loughlin argues that Pope Francis's social media output reveals the secret to his popularity and provides a window into his priorities, passions, and exciting and revolutionary vision for the Church. With chapters on the primary themes used in...



Reviews

An exceptional publication as well as the font applied was intriguing to learn. It usually does not charge an excessive amount of. Its been designed in an exceedingly basic way and it is just after i finished reading through this book through which in fact altered me, modify the way in my opinion.

-- Haylee Hackett

It in a of the best ebook. It generally is not going to expense excessive. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Ara Williamson

Other eBooks



Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird

Paperback. Book Condition: New. Not Signed; This is a Tinga Tinga tale inspired by traditional stories from Africa. Lion is king of Tinga Tinga but he can't roar! Can his friend Flea help Lion to find his roar and behave more like...



Fifty Years Hence, or What May Be in

Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Fifty Years Hence is a quasi-fictional work by Robert Grimshaw, a professional engineer, with the intent of making a...



The Princess and the Frog - Read it Yourself with Ladybird

Paperback. Book Condition: New. Not Signed; A kind frog helps a princess and she makes him a promise. What happens when the king tells her that she has keep her promise? Read it yourself with Ladybird is one of Ladybird's best-selling reading...



NIV Soul Survivor New Testament in One

Year

Paperback. Book Condition: New. Not Signed; 'The whole Bible, in just one year? You've got to be kidding.' Don't panic! How about just the New Testament to start off with? Take thousands of young people all committed to reading the word together...



The Sheikh s Pregnant Prisoner

Harlequin, United States, 2016. Paperback. Book Condition: New. Not for Online.. 168 x 104 mm. Language: English . Brand New Book. You re not going anywhere, not until you give birth to my child. For Zafir Al Masood, the new sheikh of...



Readers Clubhouse Set B What Do You

Say

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Ann Losa (illustrator). 142 x 13 mm. Language: English . Brand New Book. This is volume six, Reading Level 2, in a comprehensive program (Reading Levels 1 and 2) for beginning readers. Two...