

Salvation Army wins Christian New Media award

Worldwide Prayer Meeting recognized for creative use of social media.

The Salvation Army International Headquarters' website won the Christian New Media Accessibility Award for its commitment to clear design, navigation and language.

Among hundreds of entries, salvationarmy.org was also shortlisted in the final six websites in the prestigious People's Choice category, and The Salvation Army was nominated for Most Creative Use of Social Media.

Although the Worldwide Prayer Meeting invites people to pray between 5 a.m. and 8 a.m. each Thursday, the online activity covers a full 24 hours to ensure that each time zone is covered. Individuals may share prayers, prayer requests, Bible verses and encouragement online at the website (sar.my/wwpm), or on Facebook (sar.my/facebook) or Twitter using the hashtag #WWPM.

Prayers are pinned onto a virtual map, demonstrating the global nature of this weekly endeavor. The 3,000 individuals who registered their commitment to pray represent 135 countries—more than have an official Salvation Army presence.

A delegation from The Salvation Army's International Headquarters communications team attended the Christian New Media Conference in London, which featured a host of expert speakers, including Rev. Richard Chartres, Dr. Bex Lewis and Katharine Welby.

