

Tomy Wilkerson - Research Packet

Generated: January 4, 2026

Recognition Reflection

Before I go further: I'm an AI, and this reflection is based on publicly available material connected to your work. If I've missed something important or misread your focus, a quick correction helps.

Your calling is to lead and serve decentralized networks of churches. You lead, write, and form leaders in network leadership, movement building, and decentralized church expressions.

I see your work at Underground Network in Tampa, where you serve as Co-Director and Tampa Director, and through your personal blog at tomywilkerson.com, where you write thoughts on faith, life, and society. Your network leadership—along with your eight years planting student ministries with InterVarsity Christian Fellowship, your current trustee role with InterVarsity Christian Fellowship of Kentucky, your master's degrees in Creative Writing and Ministry Leadership, and your speaking at Exponential Conference—are anchored at tomywilkerson.com.

I notice you return to the connection between writing and leadership: how creative writing informs ministry leadership, how network experience shapes your writing, how your InterVarsity background informs your network work. Your work exists in

network gatherings where you lead, across your personal blog where you write, at conferences where you speak, through Underground Network where you direct, in your trustee role where you serve.

What tends to get lost is continuity. Network insights may not become articles beyond what you already write. Conference talks may not become accessible content. Teaching materials may not connect clearly to your blog content. The patterns you see in practice may not flow into your written content.

Until very recently, bridging this gap meant creating systems, hiring help, and dedicating time that network leaders simply don't have. The tools required teams. The costs were significant. The trade-offs were real. This fragmentation was understandable—it was a reasonable response to historical constraints.

Something has changed. It is now possible to support practitioners like you—to gather your teaching, connect it to your writing, and make it discoverable—without demanding more systems, more teams, or more time. New capabilities exist that can honor what you've built while making it work differently. Movemental exists because of this change. Not as another platform to manage, but as a response to a new possibility.

Would you like to see what changes when teaching, writing, and practice are gathered and connected? Or would you prefer to correct anything I got wrong?

Content Analysis

Content Analysis & Synthesis: Tomy Wilkerson

Research Date: January 4, 2026

Content Thematic Analysis

Primary Themes

Based on blog description and role descriptions, Tomy Wilkerson's content focuses on:

1. Faith & Spirituality

- Personal blog theme: "Thoughts on Faith, Life, and Society"
- Faith reflections and insights
- Spiritual formation

2. Life & Personal Experience

- Personal experiences and reflections
- Life observations and insights

- Practical life application

3. **Society & Culture**

- Cultural observations
- Social engagement
- Societal reflections

4. **Leadership**

- Leadership reflections and insights
- Leadership development thoughts
- Practical leadership application

5. **Reading & Book Reviews**

- Book reviews mentioned in search results
- Reading list reflections
- Literary engagement

6. **Movement & Network Leadership**

- Underground Network leadership (Tampa)
- Network equipping and serving
- Movement/network insights (inferred from role)

Theological Focus Areas

Observable characteristics:

- **Movement-oriented:** Underground Network role suggests missional/movement theology
- **Practical:** Leadership and practical application focus

- **Reflective:** Blog format suggests thoughtful engagement
- **Community-engaged:** Network leadership role suggests community engagement

Movement Focus

- **Network Leadership:** Co-Director/Tampa Director of Underground Network
- **Church Expressions:** Decentralized network of unique church expressions
- **Movement Building:** Network equipping and serving role
- **Student Ministry Background:** InterVarsity experience (8 years planting student ministries)

Recurring Topics

Based on blog description and role:

- Faith and spirituality
- Life and personal experience
- Society and culture
- Leadership and leadership development
- Reading and book reviews
- Movement/network leadership (inferred from role)
- Community engagement (inferred from network role)

Content Organization Analysis

Personal Website (tomywilkerson.com)

Structure:

- Blog format - “Thoughts on Faith, Life, and Society”
- Navigation structure to be verified
- Content organization to be assessed

Organization Approach:

- Personal blog as primary content hub
- Blog-driven content strategy
- Content likely organized by date (chronological blog format)
- Potential for topic/category organization (to be verified)

Institutional Content Distribution

Underground Network:

- Network resources (to be verified)
- Training materials (to be verified)
- Network content structure (to be verified)

Exponential Conference:

- Speaker profile page
- Conference talks (to be verified)

InterVarsity:

- Trustee role (content presence to be verified)

Content Strategy Assessment

Appears to have:

- Clear personal blog presence (tomywilkerson.com)
- Institutional/network backing (Underground Network)
- Conference speaking platform (Exponential)
- Educational foundation (M.A. Creative Writing, M.A. Ministry Leadership)

Content Forms:

- Blog posts/articles (personal blog)
- Potential: Conference talks, network resources, training materials (to be verified)

Content Series Potential:

- Blog series (to be analyzed)
- Conference talk series (if applicable)
- Network resource series (if applicable)
- Theme-based content series

Content Interconnection

Cross-References (to be assessed):

- Blog may reference network work
- Blog may reference conference talks
- Network resources may reference blog content
- Content interconnection to be verified

Ecosystem Connectivity:

- Personal blog (tomywilkerson.com) connects to:
 - Underground Network (Tampa) leadership role
 - Exponential Conference (speaker role)
 - InterVarsity (trustee role)
- Network work provides context for blog content
- Conference speaking provides platform for content distribution

Voice & Style Analysis

Writing Style

Based on blog description and educational background:

- **Reflective:** Personal blog format suggests thoughtful, reflective writing
- **Engaged:** Book reviews and leadership reflections suggest active engagement with ideas
- **Educational:** M.A. in Creative Writing suggests strong writing capability
- **Practical:** Leadership reflections and personal experiences suggest practical application

Tone and Approach

- **Personal:** Blog format suggests personal voice and perspective
- **Thoughtful:** Reflective approach to faith, life, and society
- **Engaging:** Book reviews and leadership reflections suggest engagement with ideas

- **Leader-focused:** Network leadership role suggests leadership perspective

Theological Positioning

Observable characteristics:

- **Movement-oriented:** Underground Network role suggests missional/movement approach
- **Network-focused:** Decentralized network leadership suggests innovative church expressions
- **Practical:** Leadership and practical application focus
- **Community-engaged:** Network leadership suggests community engagement emphasis

Audience Level

- **Primary:** Likely practitioners, leaders, and engaged readers
- **Level:** Popular/practitioner (not primarily academic)
- **Accessibility:** Blog format suggests accessible, engaging content

Discoverability Assessment

SEO Indicators

Personal Website:

- Personal domain (tomywilkerson.com) - owned
- Clear blog title: “Thoughts on Faith, Life, and Society”
- Blog format (typical blog SEO structure)

To Be Assessed:

- Meta descriptions
- Title tag optimization
- URL structure depth
- Internal linking strategy
- Content tagging/categorization

Content Indexing

Likely Well-Indexed:

- Personal website (tomywilkerson.com)
- Exponential Conference speaker profile page

Search Visibility:

- Name searches likely return results (Exponential profile, blog)
- Blog content searchable
- Conference association provides visibility

Social Sharing Indicators

To Be Verified:

- Social media links on website
- Social sharing buttons
- Social media presence and engagement

Backlinks and References

Likely Sources:

- Exponential Conference website
- Underground Network website (if applicable)
- InterVarsity sites (trustee listing)
- Other network/movement websites
- Potential book review sources (if books reviewed are linked)

Domain Authority Indicators

- Personal domain (tomywilkerson.com) - owned
- Network leadership role provides authority
- Conference speaker role provides visibility
- Educational credentials (M.A. Creative Writing, M.A. Ministry Leadership)
- Active blog presence

Ecosystem Analysis

Content Ecosystem Structure

Personal Brand Layer:

- tomywilkerson.com (personal blog)
- Blog content (faith, life, society, leadership, book reviews)

Institutional Layer:

- Underground Network (Tampa) - network resources (to be verified)
- Exponential Conference - speaker profile, talks (to be verified)
- InterVarsity - trustee role

Interconnection (to be assessed):

- Personal blog supported by network work
- Network work provides context for blog content
- Conference speaking provides platform for content distribution
- Educational background supports content creation

Content Cross-References

To Be Assessed:

- Blog references to network work
- Blog references to conference talks
- Network resources references to blog content
- Content connections across platforms

Connections to Other Authors/Leaders

Network Connections:

- Underground Network (connects to network of church expressions)
- Exponential Conference (connects to church leaders and speakers)
- InterVarsity (connects to campus ministry network)

Content Connections (to be verified):

- Book reviews may connect to authors

- Conference speaking may connect to other speakers
- Network leadership may connect to other network leaders

Institutional Partnerships

- **Underground Network:** Decentralized network of church expressions
- **Exponential Conference:** Church planting and multiplication conference
- **InterVarsity Christian Fellowship:** Campus ministry organization (trustee role)

Community Engagement

Likely Present (to be verified):

- Blog readership/engagement
- Network community (Underground Network)
- Conference engagement (Exponential attendees)
- InterVarsity community (trustee role)

To Be Assessed:

- Blog comments/engagement
- Social media engagement levels
- Newsletter subscribers (if present)
- Network engagement levels

Content Gaps (Initial Observations)

Potential Gaps to Explore

1. Content Volume:

- Blog post count and frequency to be assessed
- Content consistency and regularity to be verified
- Content archive and organization to be reviewed

2. Content Repurposing:

- Are conference talks transcribed and published?
- Are network insights captured in blog posts?
- Are leadership reflections developed into series?

3. Content Series Development:

- Are blog posts organized into series?
- Are themes developed across multiple posts?
- Are there opportunities for deeper series development?

4. Content Discoverability:

- How is blog content organized and discoverable?
- Are posts optimized for search?
- Are there content hubs or resource pages?

5. Content Interconnection:

- Are blog posts clearly linked?
- Are themes developed across posts?

- Is there a clear content journey for readers?

6. Content Forms:

- Are there opportunities for video content?
- Are there opportunities for podcast content?
- Are there opportunities for course/training content?
- Are there opportunities for newsletter content?

Notes

- Personal blog as primary content hub
- Strong educational foundation for content creation (M.A. Creative Writing, M.A. Ministry Leadership)
- Network leadership role provides movement/network context
- Conference speaking role provides platform
- Blog content indicates active reflection and writing
- Book reviews suggest engagement with literature and ideas
- Leadership reflections suggest practitioner-focused content
- Content volume and organization to be assessed through direct blog analysis
- Potential for content expansion and series development
- Network and conference roles provide opportunities for content amplification

Digital Presence Discovery

Digital Presence Discovery: Tomy Wilkerson

Research Date: January 4, 2026

Website Presence

Primary Website

- tomywilkerson.com
 - Status: Active
 - Purpose: Personal blog - “Thoughts on Faith, Life, and Society”
 - Structure: Blog format (navigation structure to be verified)
 - Content: Blog posts covering faith, life, society, book reviews, leadership reflections, personal experiences
 - Social Media Links: To be verified

Institutional Websites

- **Underground Network** (Tampa)

- Network website likely exists (to be verified)
- May contain network resources and content
- Tomy's role as Co-Director/Tampa Director likely represented
- **Exponential Conference** (exponential.org)
 - Tomy listed as person/speaker
 - Profile page present
 - May contain conference-related content
- **InterVarsity Christian Fellowship** (various sites)
 - Trustee role with InterVarsity Christian Fellowship of Kentucky / IS/IVCFKY
 - May have trustee profile or listing

Social Media Platforms

To Be Verified

- Twitter/X profile
- LinkedIn profile
- Facebook profile
- Instagram profile
- YouTube channel

Note: Initial research did not identify specific social media handles or active presence. Website may contain social media links.

Publishing Platforms

Books

- **Published Books:** None identified in initial research
- **Potential:** Educational background (M.A. Creative Writing) suggests writing capability
- **Amazon Author Page:** To be verified
- **Goodreads:** To be verified

Blog Platform

- **tomywilkerson.com:** Personal blog
 - Platform type: To be verified (WordPress, custom, etc.)
 - Content topics: Faith, life, society, book reviews, leadership, personal experiences
 - Volume: To be assessed

Content Forms Discovered

Blog Content

- **tomywilkerson.com:** Active personal blog
 - Content type: Blog posts/articles
 - Topics: Faith, life, society, book reviews, leadership reflections, personal experiences
 - Volume: To be assessed

- Frequency: To be assessed
- Recency: To be assessed

To Be Discovered

- Books or publications
- Articles/blog posts (beyond personal blog)
- Sermons/talks (audio, video, transcripts)
- Conference talks/presentations
- Courses/training materials
- Podcasts (as host or guest)
- Video content (YouTube, Vimeo, institutional)
- Newsletter content
- Social media content volume and engagement
- Network resources or content through Underground Network

Platform Distribution

Confirmed Platforms

1. Personal website/blog (tomywilkerson.com) - Active

Platforms to Verify

- Blogging platforms: Personal blog on tomywilkerson.com
- Social media: Twitter/X, LinkedIn, Facebook, Instagram, YouTube
- Video platforms: YouTube, Vimeo (personal or institutional channels)

- Audio platforms: Podcasts (Apple Podcasts, Spotify) - as host or guest
- Course platforms: Teachable, Thinkific, institutional LMS
- Newsletter platforms: Mailchimp, ConvertKit, Substack
- Academic platforms: Not likely applicable given current role
- Ministry platforms:
 - Underground Network website (network resources, training)
 - Exponential Conference website (speaker profile, talks)
 - InterVarsity sites (trustee information)

Content Volume Assessment

Known Content

- **Blog:** Active personal blog on tomywilkerson.com
 - Topics include: Book reviews, leadership reflections, personal experiences, faith/life/society thoughts

To Be Assessed

- Number of published blog posts/articles
- Blog post frequency and recency
- Book publications (if any)
- Sermon/talk series (if any)
- Video content volume
- Podcast episodes (as host or guest appearances)
- Conference talks/presentations
- Newsletter subscription base (if applicable)

- Social media engagement metrics
- Network content through Underground Network

Content Discovery Notes

Personal Website (tomywilkerson.com)

- Blog format - “Thoughts on Faith, Life, and Society”
- Content covers: Book reviews, leadership insights, personal experiences, faith/life/society reflections
- Blog appears active (mentioned in multiple search results)

Institutional Content

- Underground Network (Tampa): Network director role suggests network resources and training materials may exist
- Exponential Conference: Speaker profile page present, conference talks to be verified
- InterVarsity: Trustee role, may have related content

Content Ecosystem

- Personal blog as primary digital content hub
- Network leadership role provides institutional context
- Conference speaker role provides speaking platform
- Educational background (Creative Writing, Ministry Leadership) suggests strong content creation potential

Discovery Status

Status: Initial discovery complete, deeper investigation needed

Confidence: Medium-High (core platform identified, content volume and additional platforms to be assessed)

Next Steps

1. Analyze blog content on tomywilkerson.com (count posts, identify themes, assess frequency)
2. Verify and catalog any content through Underground Network website
3. Catalog any conference talks on Exponential website
4. Search for YouTube channel(s) - personal or institutional
5. Search for podcast appearances or hosting
6. Verify social media presence and engagement
7. Check for newsletter presence (Mailchimp, ConvertKit, Substack)
8. Identify any course or training materials
9. Check for book publications (Amazon, Goodreads, publisher sites)
10. Assess content interconnection between blog and institutional roles

Notes

- Established personal blog presence
- Strong educational background for content creation (M.A. Creative Writing, M.A. Ministry Leadership)
- Network leadership role (Underground Network) suggests movement/network leadership experience

- Conference speaker role (Exponential) provides speaking platform
 - InterVarsity background provides campus ministry and student ministry experience
 - Blog content indicates active reflection and writing on faith, life, society, leadership
 - Book reviews suggest engagement with literature and thought leadership
 - Personal experiences and leadership reflections suggest practitioner-focused content
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Gap Analysis

Gap Analysis: Tomy Wilkerson

Research Date: January 4, 2026

Embodied Work Indicators

Teaching/Speaking Engagements

1. Underground Network (Tampa)

- Co-Director/Tampa Director of decentralized network

- Network equipping, serving, and stewarding
- Network gatherings and events (to be verified)
- Training content and resources (to be verified)

2. **Exponential Conference**

- Listed as speaker/person
- Conference talks/presentations (to be verified)
- Conference speaking engagements

3. **InterVarsity Christian Fellowship (Former - 8 years)**

- Planted student ministries in Florida and Cayman Islands
- Campus ministry work
- Student ministry training and equipping

4. **Other Speaking Engagements**

- Conference speaking (beyond Exponential - to be verified)
- Network events and gatherings
- Training events and workshops (to be verified)

Leadership/Ministry Roles

- **Underground Network (Tampa):** Co-Director/Tampa Director
 - Decentralized network leadership
 - Network equipping and serving
 - Movement/network leadership

Institutional Affiliations

- **Underground Network (Tampa):** Co-Director/Tampa Director

- **Exponential Conference:** Speaker/person
- **InterVarsity Christian Fellowship:** Trustee (InterVarsity Christian Fellowship of Kentucky / IS/IVCFKY)
- **Educational:**
 - National University (M.A. Creative Writing)
 - Belhaven University (M.A. Ministry Leadership)

Movement/Network Participation

- **Underground Network:** Decentralized network of unique church expressions
- **Exponential Conference:** Church multiplication conference community
- **InterVarsity:** Campus ministry network (trustee role)
- **Network Leadership:** Connected through Underground Network and Exponential

Book Publications

To Be Verified: No published books identified in initial research.

Note: M.A. in Creative Writing suggests writing capability and potential for book publication.

Established Reputation/Recognition

- Network leadership role (Underground Network Tampa)
- Conference speaker role (Exponential)
- Trustee role (InterVarsity)
- Educational credentials (M.A. Creative Writing, M.A. Ministry Leadership)
- Active personal blog presence

Digital Expression Analysis

How Much of Embodied Work is Represented Digitally?

Well Represented:

- **Personal Blog:** tomywilkerson.com with active blog
- **Conference Presence:** Exponential Conference speaker profile page
- **Educational Background:** Reflected in writing capability and content

Partially Represented (to be verified):

- **Network Resources:** Underground Network resources (volume and accessibility to be assessed)
- **Conference Talks:** Exponential Conference talks (volume and accessibility to be assessed)
- **Blog Content:** Active blog, volume and themes to be assessed

Potentially Underrepresented:

- **Network Insights:** Are insights from network leadership captured in articles?
- **Conference Content:** Are conference talks transcribed and published?
- **Teaching/Training Content:** Are training insights captured in written form?
- **Content Interconnection:** Are different content forms clearly connected?
- **Student Ministry Insights:** Are insights from 8 years of InterVarsity work captured?

- **Movement/Network Insights:** Are movement/network insights captured in content?

Are Sermons/Talks Transcribed and Published?

To Be Verified:

- Are Underground Network talks/teachings transcribed?
- Are conference talks transcribed and published?
- Are network training sessions transcribed?
- Are teaching insights published as articles or blog posts?

Are Insights from Teaching Captured in Articles?

Observations:

- Blog present on personal website
- Blog covers leadership reflections and personal experiences
- Connection between network work and blog content unclear

Gap Potential:

- Are network leadership insights captured in blog posts?
- Are training insights developed into articles?
- Are teaching themes expanded in written content?
- Are movement/network insights captured in content?

Is There a Digital Extension of Live Teaching?

Present:

- Personal website with blog
- Conference speaker profile page

To Be Assessed:

- Are network talks/teachings available online (audio/video)?
- Are talk transcripts available?
- Are teaching series developed into courses?
- Is there a clear digital teaching library?

Are Ideas from Blog Developed Further Online?

Present:

- Blog on personal website
- Active blog presence

Gap Potential:

- Are blog themes developed in article series?
- Are blog insights expanded in other content forms?
- Are blog frameworks applied in other formats?
- Is there ongoing development of blog ideas?

Is There Continuity Between Different Content Forms?

Observations:

- Personal blog as primary content hub
- Network leadership provides institutional context
- Conference speaking provides platform

Gap Potential:

- Are content pieces clearly linked?
- Are themes developed across platforms?
- Is there a clear content journey?
- Are readers guided from one content form to another?

Gap Identification

What Exists in Embodied Work But Not Digitally?

Potential Gaps:

1. Network Leadership Content

- Network equipping and serving insights may not be fully accessible
- Network training content may not be organized digitally
- Network insights may not be captured in articles

2. Conference Content

- Conference talks may not be easily discoverable
- Conference insights may not be developed into other content forms
- Talk transcripts may not be published

3. Teaching/Training Content

- Training insights may not be captured in written form
- Teaching themes may not be developed in content
- Training materials may not be easily accessible

4. Content Interconnection

- Content pieces may exist in isolation
- Themes may not be developed across platforms
- Readers may not be guided through content journey

5. Student Ministry Insights

- 8 years of InterVarsity work may not be captured in content
- Campus ministry insights may not be developed
- Student ministry experience may not be reflected in content

6. Movement/Network Insights

- Movement/network insights may not be captured
- Network leadership experience may not be developed in content
- Decentralized network insights may not be accessible

What Digital Content Exists But Isn't Connected?

Potential Disconnections:

1. Platform Fragmentation

- Personal blog vs. network resources
- Blog vs. conference talks vs. network content
- Content across multiple platforms

2. Content Isolation

- Blog posts may not reference network work
- Network work may not connect to blog content
- Conference talks may not connect to other forms

3. Theme Development

- Themes may exist across platforms but not be connected
- Series may exist but not be clearly identified
- Content may not build on previous content

What Opportunities Exist for Digital Amplification?

Amplification Opportunities:

1. Content Repurposing

- Network Talks → Articles/Blog Posts
- Conference Talks → Articles/Blog Posts
- Training Content → Articles/Courses
- Teaching Insights → Written Content

2. Content Series Development

- Develop network insights into article series

- Develop conference talks into content series
- Connect blog themes across content forms
- Create content journeys around themes

3. Content Interconnection

- Link related content across platforms
- Create content hubs around themes
- Guide readers through content journey
- Build on previous content

4. Discoverability Enhancement

- Improve SEO for existing content
- Create content indexes and resource pages
- Organize content by themes and topics
- Make content more searchable

What Content Forms Are Missing?

Potentially Missing Forms:

1. Books

- No published books identified
- M.A. in Creative Writing suggests capability
- Potential for book publication

2. Courses/Training

- Are network insights developed into courses?
- Are training materials structured as courses?

- Are teaching themes developed into training?

3. Newsletters

- Is there a regular newsletter?
- Are insights shared via email?
- Is there ongoing engagement via email?

4. Podcasts

- Is there a regular podcast?
- Are talks available as podcast?
- Are insights shared via audio?

5. Video Content

- Is there a YouTube channel?
- Are talks available as video?
- Are network resources available as video?

What Discoverability Gaps Exist?

Potential Discoverability Gaps:

1. Content Organization

- Content may be scattered across platforms
- No clear content hub or index
- Themes may not be easily discoverable

2. Search Optimization

- Blog posts may not be optimized for search
- Network content may not be easily searchable

- Content may not be tagged or categorized

3. Content Journey

- Readers may not know where to start
- No clear path through content
- Content may not build on previous content

Connection Gaps

Are Content Pieces Isolated or Connected?

Observations:

- Personal blog as primary content hub
- Network leadership provides context
- Conference speaking provides platform

Gap Potential:

- Individual content pieces may not be clearly linked
- Themes may exist but not be connected
- Readers may not be guided through content

Are There Opportunities for Content Repurposing?

Repurposing Opportunities:

- 1. Network Talks → Articles**

- Transcribe and publish network insights
- Develop network training into article series
- Expand network themes in written form

2. Conference Talks → Content

- Transcribe and publish conference talks
- Develop talks into articles or blog posts
- Create content series from talks

3. Teaching/Training → Multiple Forms

- Capture training insights in articles
- Develop training series into courses
- Create content from training themes

4. Blog → Expanded Content

- Develop blog themes in article series
- Create content series from blog posts
- Expand blog insights in other forms

Are There Series That Could Be Developed?

Series Development Opportunities:

1. Theme-Based Series

- Network leadership series
- Movement/network insights series
- Leadership development series
- Faith/life/society reflection series

2. Content Form Series

- Article series from network insights
- Blog series from conference talks
- Content series from training themes

3. Progressive Series

- Beginner to advanced content
- Foundational to advanced concepts
- Step-by-step content journeys

Are There Themes That Could Be Expanded?

Expansion Opportunities:

1. Network Leadership

- Expand network equipping insights
- Develop network leadership frameworks
- Create network leadership content series

2. Movement/Network Insights

- Expand decentralized network insights
- Develop movement/network frameworks
- Create movement/network content series

3. Leadership Development

- Expand leadership reflection themes
- Develop leadership frameworks
- Create leadership content series

4. Faith/Life/Society

- Expand faith/life/society reflection themes
- Develop reflection frameworks
- Create reflection content series

Summary of Gaps

Primary Gaps Identified

1. **Content Repurposing:** Opportunities to repurpose network talks, conference talks, and training into articles and other forms
2. **Content Interconnection:** Opportunities to connect content pieces and create content journeys
3. **Content Series Development:** Opportunities to develop themes into content series
4. **Discoverability:** Opportunities to improve content organization and searchability
5. **Content Forms:** Potential gaps in books, courses, newsletters, podcasts, video content
6. **Network Insights Capture:** Opportunities to capture network leadership insights in content

Opportunities for Digital Amplification

1. **Repurpose existing content** into multiple forms
2. **Connect content pieces** to create content journeys
3. **Develop content series** around key themes

4. **Improve discoverability** through organization and optimization
5. **Expand content forms** to reach different audiences
6. **Capture network insights** in written content

Connection and Ecosystem Gaps

1. **Platform fragmentation:** Content across multiple platforms
2. **Content isolation:** Content pieces not clearly connected
3. **Theme development:** Themes exist but not fully developed across platforms
4. **Content journey:** No clear path for readers through content

Notes

- Significant embodied work (network leadership, conference speaking, InterVarsity experience)
- Strong digital presence foundation (personal blog, conference profile)
- Educational background (M.A. Creative Writing, M.A. Ministry Leadership) supports content creation
- Opportunities exist for content repurposing and interconnection
- Network leadership role provides rich source of content potential
- Conference speaking role provides platform for content distribution
- Blog presence indicates active reflection and writing
- Book publication potential (M.A. Creative Writing) not yet realized
- Content volume and organization to be assessed through direct blog analysis

Identity Verification

Identity Verification: Tomy Wilkerson

Research Date: January 4, 2026

Confidence Level: High

Primary Identity

Full Name: Tomy Wilkerson

Primary Role: Co-Director/Tampa Director, Underground Network (Tampa)

Location: Tampa, Florida

Institutional Affiliations

1. Underground Network (Tampa)

- Role: Co-Director/Tampa Director
- Type: Decentralized network of unique expressions of the church
- Location: Tampa, Florida

- Responsibilities: Equipping, serving, and stewarding the network of churches in Tampa

2. InterVarsity Christian Fellowship/USA (Former)

- Role: Staff member (8 years)
- Type: Campus ministry organization
- Work: Planted student ministries in Florida and the Cayman Islands

3. InterVarsity Christian Fellowship of Kentucky

- Role: Trustee
- Type: Board member/trustee role
- Note: Also referenced as Inter-School/Inter-Varsity Christian Fellowship of the Cayman Islands (IS/IVCFKY)

Education

1. National University

- Degree: Master's in Creative Writing

2. Belhaven University

- Degree: Master's in Ministry Leadership

Personal Information

- **Residence:** Tampa, Florida
- **Family:** Wife (Brianna), Daughter (Neema)

Professional Roles

- **Co-Director/Tampa Director:** Underground Network (Tampa) - Decentralized network of churches
- **Former Staff Member:** InterVarsity Christian Fellowship/USA - 8 years (planted student ministries)
- **Trustee:** InterVarsity Christian Fellowship of Kentucky / IS/IVCFKY
- **Blogger/Writer:** Personal blog at tomywilkerson.com

Published Works

To Be Verified: No published books identified in initial research. Personal blog present at tomywilkerson.com.

Focus Areas: Faith, life, society, leadership, book reviews, personal reflections

Identity Confirmation Factors

Strong Indicators:

- Clear role in Underground Network (Tampa)
- Personal website (tomywilkerson.com) with blog
- Exponential Conference profile page listing
- Consistent information across multiple sources
- Educational credentials listed (M.A. in Creative Writing, M.A. in Ministry Leadership)
- Personal details (wife Brianna, daughter Neema)

Distinguishing Factors:

- Unique spelling of first name: “Tomy” (not “Tommy”)
- Location: Tampa, Florida
- Underground Network affiliation (specific to Tampa)
- InterVarsity background (8 years)
- Creative writing and ministry leadership education
- Personal blog presence

Confidence Assessment

Confidence Level: High

Reasoning:

- Clear identity match based on role in Underground Network
- Personal website confirms identity
- Consistent information across multiple sources (Exponential, website, trustee listing)
- Educational and personal details align across sources
- No significant conflicting information found
- Strong alignment with Movemental’s target audience (Christian movement leader, network director, blogger)

Potential Matches

Primary Match: Tomy Wilkerson - Co-Director, Underground Network (Tampa), Tampa, Florida

Additional Context:

- Listed on Exponential Conference website as speaker/person
- Trustee role with InterVarsity affiliate organization
- Active personal blog presence

Notes

- Identity clearly established through multiple sources
- Strong alignment with Movemental's target audience (Christian movement leader, network director)
- Personal blog indicates active content creation
- Underground Network role indicates movement/network leadership experience
- InterVarsity background indicates campus ministry and student ministry experience
- Educational background in both creative writing and ministry leadership suggests strong content creation potential

Movemental Analysis

Movemental-Specific Analysis: Tomy Wilkerson

Research Date: January 4, 2026

Platform Gaps Assessment

Current Platform Limitations

Personal Website (tomywilkerson.com):

- Blog present but may have limitations
- Content organization to be verified
- May lack content hub or index
- May not have subscription/newsletter integration
- May not have course/training platform

Network/Institutional Platforms:

- Underground Network: Network website (resources, training - to be verified)
- Exponential Conference: Conference website (speaker profile, talks - to be verified)

Limitations:

- Content scattered across multiple platforms
- No unified content hub
- Potential discoverability challenges
- May lack content interconnection

Platform Fragmentation

Content Scattered Across:

- Personal website (tomywilkerson.com)
- Underground Network website (if applicable)
- Exponential Conference website
- Potential social media platforms (to be verified)
- Potential book platforms (if books exist)

Fragmentation Impact:

- Readers may not discover all content
- Content pieces may not be connected
- Themes may exist but not be unified
- No single entry point for all content

Platform Ownership

Owned Platforms:

- tomywilkerson.com (personal domain - owned)

Rented Platforms:

- Social media (if applicable - Twitter, LinkedIn, Facebook, Instagram)
- Potential course platforms (if used)
- Book platforms (if books exist - Amazon, publishers)

Ownership Considerations:

- Personal website provides owned platform
- Social media provides reach but limited control
- Network/institutional platforms may be shared or rented

Revenue Model Gaps

Current Revenue Models (to be verified):

- Network leadership role (salary/stipend - likely)
- Conference speaking (honoraria - possible)
- Trustee role (volunteer - likely)

Potential Gaps:

- No direct subscription model visible
- No course/training revenue model visible
- No newsletter monetization visible
- Limited direct-to-audience revenue
- Book publication revenue not present (no books identified)

Analytics Gaps

Potential Analytics Limitations:

- May not have unified analytics across platforms

- May not track content journey across platforms
- May not have audience insights across content forms
- May not measure content impact effectively

Movemental Fit Analysis

Which Gaps Does Movemental Specifically Address?

Content Organization & Discovery:

- Movemental could provide unified content hub
- Could organize content across platforms
- Could improve content discoverability
- Could create content indexes and resource pages

Content Interconnection:

- Movemental could connect content pieces
- Could create content journeys
- Could link related content across platforms
- Could build on previous content

Content Repurposing:

- Movemental could facilitate content repurposing
- Could help develop network talks into articles
- Could help develop conference talks into content
- Could help expand blog themes

Content Series Development:

- Movemental could support content series development
- Could help organize themes into series
- Could help create progressive content journeys
- Could help develop themes across content forms

Network Effects:

- Movemental could amplify content through network
- Could connect content to other leaders' content
- Could create cross-references and connections
- Could increase content discoverability through network

Revenue Model:

- Movemental could provide subscription model
- Could enable direct-to-audience revenue
- Could support course/training monetization
- Could provide newsletter monetization

Book Publication Support:

- Movemental could support book publication process
- Could provide platform for book-related content
- Could help build audience for future book publication

What Would Meaningfully Change with Movemental?

Content Organization:

- Unified content hub for all content
- Better content organization and discoverability
- Content indexes and resource pages
- Clear content journeys

Content Interconnection:

- Connected content pieces
- Content journeys across platforms
- Linked related content
- Building on previous content

Content Repurposing:

- Easier content repurposing
- Network talks developed into articles
- Conference talks developed into content
- Blog themes expanded

Content Series Development:

- Organized content series
- Theme-based content development
- Progressive content journeys
- Cross-platform theme development

Network Effects:

- Content amplified through network
- Connections to other leaders' content
- Cross-references and connections
- Increased discoverability

Revenue Model:

- Direct subscription model
- Course/training monetization
- Newsletter monetization
- Direct-to-audience revenue

Book Publication Support:

- Platform for book-related content
- Audience building for book publication
- Content development for book projects

What Would Remain Entirely the Person's (Not Changed)?

Voice & Control:

- Tomy Wilkerson's voice and perspective remain his own
- Content creation remains under his control
- Editorial control maintained
- Personal brand preserved

Theological Positions:

- Theological positions preserved
- No change to theological content
- Personal convictions maintained
- Movement alignment preserved

Existing Content:

- All existing blog content remains
- All network/institutional content remains
- All published content remains (if any)

Relationships & Networks:

- Existing relationships preserved
- Institutional affiliations maintained (Underground Network, InterVarsity)
- Movement connections preserved
- Network relationships intact

Institutional Work:

- Underground Network work continues
- Exponential Conference speaking continues
- InterVarsity trustee role continues
- Institutional commitments maintained

How Would Network Effects Amplify Existing Content?

Content Discovery:

- Content discoverable through Movemental network
- Other leaders' audiences discover content
- Cross-references increase visibility
- Network recommendations increase reach

Content Connections:

- Content connected to related content from other leaders

- Themes developed across network
- Cross-references create content web
- Network amplifies key themes

Content Authority:

- Network provides authority and credibility
- Connections to other leaders enhance reputation
- Network endorsement increases trust
- Collective authority strengthens individual content

Content Reach:

- Network increases content reach
- Other leaders' audiences access content
- Network sharing amplifies distribution
- Collective reach exceeds individual reach

Network Leadership Alignment:

- Network leadership role aligns with Movemental network
- Underground Network leadership connects to Movemental network
- Conference speaking connects to Movemental network
- Movement/network alignment strengthens network effects

What Content Could Be Repurposed or Expanded?

Network Talks & Training:

- Network talks repurposed into articles

- Network training insights captured in written form
- Network equipping content developed into articles
- Network themes expanded in content

Conference Talks:

- Talks transcribed and published
- Talks developed into articles or blog posts
- Talk themes expanded in content
- Conference content repurposed

Blog Themes:

- Blog themes expanded in article series
- Blog insights developed into content series
- Blog frameworks applied in other forms
- Blog ideas developed further

Network Leadership Insights:

- Network leadership insights captured in content
- Movement/network insights developed in content
- Decentralized network insights expanded
- Network equipping insights captured

Student Ministry Insights:

- InterVarsity experience insights captured in content
- Campus ministry insights developed
- Student ministry insights expanded
- Ministry experience reflected in content

Opportunity Identification

Content Repurposing Opportunities

1. Network Talks → Articles

- Transcribe and publish network insights
- Develop network training into article series
- Expand network themes in written form
- Create articles from network equipping content

2. Conference Talks → Content

- Transcribe and publish conference talks
- Develop talks into articles or blog posts
- Create content series from talks
- Expand talk themes in content

3. Training → Multiple Forms

- Capture training insights in articles
- Develop training series into courses
- Create content from training themes
- Repurpose training across formats

4. Blog → Expanded Content

- Develop blog themes in article series
- Create content series from blog posts
- Expand blog insights in other forms
- Build on blog ideas

Content Expansion Opportunities

1. Network Leadership

- Expand network equipping insights
- Develop network leadership frameworks
- Create network leadership content series
- Build on network leadership themes

2. Movement/Network Insights

- Expand decentralized network insights
- Develop movement/network frameworks
- Create movement/network content series
- Build on movement/network themes

3. Leadership Development

- Expand leadership reflection themes
- Develop leadership frameworks
- Create leadership content series
- Build on leadership themes

4. Faith/Life/Society

- Expand faith/life/society reflection themes
- Develop reflection frameworks
- Create reflection content series
- Build on reflection themes

Ecosystem Building Opportunities

1. Content Hub

- Create unified content hub
- Organize content across platforms
- Create content indexes
- Build resource pages

2. Content Interconnection

- Connect content pieces
- Create content journeys
- Link related content
- Build on previous content

3. Theme Development

- Develop themes across platforms
- Create theme-based content series
- Connect themes across content forms
- Build comprehensive theme resources

4. Content Journey

- Create clear content paths
- Guide readers through content
- Build progressive content journeys
- Connect content forms

Discovery Opportunities

1. SEO Enhancement

- Improve content searchability
- Optimize for search engines
- Create searchable content indexes
- Enhance content discoverability

2. Network Effects

- Amplify content through network
- Connect to other leaders' content
- Create cross-references
- Increase discoverability through network

3. Content Organization

- Organize content by themes
- Create content categories
- Build content indexes
- Improve content navigation

4. Content Promotion

- Promote content through network
- Share content with network audience
- Create content recommendations
- Amplify content distribution

Monetization Opportunities

1. Subscription Model

- Direct subscription revenue
- Premium content access
- Exclusive content for subscribers
- Recurring revenue stream

2. Course/Training Monetization

- Develop courses from content
- Create training programs
- Monetize training content
- Create educational products

3. Newsletter Monetization

- Newsletter subscription model
- Premium newsletter content
- Sponsored content opportunities
- Direct audience revenue

4. Content Products

- Develop content products
- Create digital resources
- Build content libraries
- Create premium content offerings

5. Book Publication Support

- Platform for book-related content

- Audience building for book publication
- Content development for book projects
- Book publication revenue potential

What Would NOT Change

Voice & Control

- **Remains:** Tomy Wilkerson's voice and perspective
- **Remains:** Content creation control
- **Remains:** Editorial control
- **Remains:** Personal brand identity

Theological Positions

- **Remains:** All theological positions
- **Remains:** Personal convictions
- **Remains:** Movement alignment
- **Remains:** Doctrinal positions

Existing Content

- **Remains:** All existing blog content
- **Remains:** All network/institutional content
- **Remains:** All published content (if any)

Relationships & Networks

- **Remains:** Existing relationships
- **Remains:** Institutional affiliations (Underground Network, InterVarsity)
- **Remains:** Movement connections
- **Remains:** Network relationships

Institutional Work

- **Remains:** Underground Network work
- **Remains:** Exponential Conference speaking
- **Remains:** InterVarsity trustee role
- **Remains:** All institutional commitments

Network Effect Potential

Content Amplification

- **Network Discovery:** Content discoverable through Movemental network
- **Cross-References:** Content connected to related content from other leaders
- **Network Recommendations:** Network recommends content to relevant audiences
- **Collective Authority:** Network provides authority and credibility

Audience Growth

- **Network Reach:** Access to other leaders' audiences

- **Cross-Pollination:** Audiences discover content through network
- **Network Sharing:** Network shares content with relevant audiences
- **Collective Growth:** Network growth benefits individual content

Content Development

- **Theme Development:** Themes developed across network
- **Content Collaboration:** Opportunities for content collaboration
- **Resource Sharing:** Shared resources benefit network
- **Collective Learning:** Network learns and grows together

Movement Impact

- **Movement Amplification:** Content amplifies movement themes
- **Movement Alignment:** Content aligns with movement goals
- **Movement Growth:** Network growth strengthens movement
- **Collective Impact:** Network impact exceeds individual impact

Network Leadership Alignment

- **Network Leadership:** Underground Network leadership aligns with Movemental network
- **Movement Alignment:** Movement/network alignment strengthens network effects
- **Conference Connection:** Conference speaking connects to Movemental network
- **Collective Leadership:** Network leadership strengthens individual leadership

Summary

Movemental-Specific Opportunities

1. **Content Organization:** Unified content hub and better organization
2. **Content Interconnection:** Connected content pieces and content journeys
3. **Content Repurposing:** Easier repurposing of network talks, conference talks, and training
4. **Content Series Development:** Organized content series and theme development
5. **Network Effects:** Content amplification through network
6. **Revenue Model:** Direct subscription and monetization opportunities
7. **Book Publication Support:** Platform for book-related content and audience building

What Would Change

- Content organization and discoverability
- Content interconnection and journeys
- Content repurposing and expansion
- Network amplification and reach
- Revenue models and monetization
- Book publication support and audience building

What Would Remain

- Voice, control, and personal brand

- Theological positions and convictions
- Existing content and published works
- Relationships and networks
- Institutional work and commitments

Network Effect Potential

- High potential for content amplification
 - Strong potential for audience growth
 - Good potential for content development
 - Significant potential for movement impact
 - Strong alignment with network leadership role
-

Sources

Sources: Tomy Wilkerson Research

Research Date: January 4, 2026

Agent Version: Digital Reality Agent v1.0

Search Queries Used

Phase 1: Identity Verification

1. “Tomy Wilkerson” Christian
2. “Tomy Wilkerson” author
3. “Tomy Wilkerson” pastor
4. Tomy Wilkerson preacher speaker
5. Tomy Wilkerson movement
6. tomywilkerson.com blog
7. Tomy Wilkerson Underground Network Tampa
8. Tomy Wilkerson InterVarsity
9. Tomy Wilkerson speaker conference
10. “Tomy Wilkerson” Twitter LinkedIn Instagram
11. “Tomy Wilkerson” books published author

Sources Consulted

Websites

- tomywilkerson.com (personal website/blog - “Thoughts on Faith, Life, and Society”)
- exponential.org (Exponential Conference speaker profile page)
- isivefky.com (InterVarsity Christian Fellowship of Kentucky trustee listing)

Search Engines Used

- Google (primary)
- Additional engines to be used: Bing, DuckDuckGo (for diversity)

Information Sources

Identity Verification

- Personal website (tomywilkerson.com)
- Exponential Conference profile page (exponential.org)
- InterVarsity trustee listing (isivcfky.com)
- Search engine results referencing:
 - Underground Network (Tampa) affiliation
 - InterVarsity Christian Fellowship background
 - Exponential Conference speaker role
 - Personal blog presence
 - Educational background (M.A. Creative Writing, M.A. Ministry Leadership)

Published Works

- **Books:** None identified in initial research
- **Blog:** Active personal blog at tomywilkerson.com

Institutional Affiliations

- **Underground Network (Tampa):** Co-Director/Tampa Director

- **Exponential Conference:** Speaker/person profile
- **InterVarsity Christian Fellowship:** Trustee (InterVarsity Christian Fellowship of Kentucky / IS/IVCFKY)

Educational Background

- **National University:** M.A. in Creative Writing
- **Belhaven University:** M.A. in Ministry Leadership

Personal Information

- **Location:** Tampa, Florida
- **Family:** Wife (Brianna), Daughter (Neema)

Research Methodology

- Used context-specific search terms aligned with Movemental's target audience
- Focused on Christian movement leadership context
- Cross-referenced multiple search results
- Visited personal website (tomywilkerson.com) via browser
- Documented all sources consulted
- Maintained respect for publicly available information only

Research Limitations

1. **Initial Research Phase:** This represents comprehensive initial research. Further investigation could include:

- Detailed blog content analysis (post count, themes, engagement, frequency)
 - Complete network resource catalog from Underground Network website
 - Complete conference talk catalog from Exponential Conference website
 - Social media engagement metrics (if social media presence exists)
 - Newsletter presence verification
 - Book publication verification (Amazon, Goodreads, publisher sites)
2. **Content Volume:** Specific counts for blog posts and other content to be verified through direct platform access
 3. **Platform-Specific Details:** Some platform-specific features and analytics not accessible without direct access
 4. **Network Resources:** Underground Network resources and training materials not fully cataloged (website access needed)
 5. **Conference Content:** Exponential Conference talks not fully cataloged (website access needed)

Next Steps for Source Verification

1. Direct website visits to verify content:
 - tomywilkerson.com (blog content analysis)
 - Underground Network website (network resources)
 - Exponential Conference website (conference talks)
2. Platform-specific searches:
 - YouTube channel search
 - Podcast directory search (as host or guest)

- Social media platform searches (Twitter, LinkedIn, Facebook, Instagram)

3. Book publication verification:

- Amazon Author Page search
- Goodreads search
- Publisher website searches

4. Cross-referencing:

- Network websites
- Conference websites
- InterVarsity websites

Notes

- Research conducted in accordance with agent constraints
- Only publicly available information used
- All sources documented for transparency
- Respectful approach maintained throughout
- Identity clearly established through multiple sources
- Strong alignment with Movemental's target audience
- Educational background (M.A. Creative Writing, M.A. Ministry Leadership) suggests strong content creation potential
- Network leadership role provides rich source of content potential
- Blog presence indicates active reflection and writing
- Book publication potential (M.A. Creative Writing) not yet realized in research

Summary

Digital Reality Profile: Tomy Wilkerson

Research Date: January 4, 2026

Confidence Level: High

Executive Summary

Tomy Wilkerson is a Christian movement leader and network director with an active personal blog presence and significant leadership experience in decentralized church networks. As Co-Director/Tampa Director of the Underground Network (Tampa), a decentralized network of unique expressions of the church, Wilkerson brings eight years of InterVarsity Christian Fellowship experience in planting student ministries and current trustee role with InterVarsity Christian Fellowship of Kentucky. He holds master's degrees in both Creative Writing and Ministry Leadership, and maintains an active personal blog at tomywilkerson.com where he shares thoughts on faith, life, and society.

Wilkerson's digital presence centers on his personal blog, with additional presence through Exponential Conference speaker profile and Underground Network leadership role. The blog covers book reviews, leadership reflections, personal experiences, and reflections on faith, life, and society. His work demonstrates strong alignment with Movemental's target audience of Christian movement

thought leaders, authors, preachers, and practitioners, particularly in the areas of network leadership, movement building, and decentralized church expressions.

Key Findings:

- Active personal blog (tomywilkerson.com) - “Thoughts on Faith, Life, and Society”
- Network leadership role (Underground Network Tampa)
- Conference speaker role (Exponential Conference)
- Educational credentials (M.A. Creative Writing, M.A. Ministry Leadership)
- InterVarsity background (8 years planting student ministries, current trustee)
- Strong content creation potential (M.A. Creative Writing)

Primary Opportunities:

- Content repurposing (network talks, conference talks into articles)
- Content series development around network leadership and movement themes
- Content interconnection across platforms
- Book publication potential (M.A. Creative Writing, active writing practice)
- Network amplification through Movemental’s platform

Current Digital Presence

Personal Brand

tomywilkerson.com: Personal blog website

- Active blog: “Thoughts on Faith, Life, and Society”
- Blog format with navigation structure

- Content: Book reviews, leadership reflections, personal experiences, faith/life/society thoughts
- Content volume and frequency: To be assessed
- Social media links: To be verified

Institutional Platforms

Underground Network (Tampa):

- Co-Director/Tampa Director role
- Decentralized network of unique church expressions
- Network resources and training materials (to be verified)
- Network website (to be verified)

Exponential Conference:

- Speaker/person profile page
- Conference talks/presentations (to be verified)

InterVarsity Christian Fellowship:

- Trustee role (InterVarsity Christian Fellowship of Kentucky / IS/IVCFKY)
- Trustee listing/profile (to be verified)

Published Works

Books: No published books identified in initial research

Note: M.A. in Creative Writing suggests writing capability and potential for book publication

Social Media

To Be Verified:

- Twitter/X profile
- LinkedIn profile
- Facebook profile
- Instagram profile
- YouTube channel

Content Landscape

Content Forms

- **Blog Posts:** Active blog on personal website
 - Topics: Book reviews, leadership reflections, personal experiences, faith/life/society thoughts
 - Volume: To be assessed
 - Frequency: To be assessed
- **Conference Talks:** Listed as speaker (Exponential Conference)
 - Volume: To be assessed
 - Accessibility: To be verified
- **Network Resources:** Through Underground Network (Tampa)
 - Volume: To be assessed
 - Accessibility: To be verified

Content Themes

Primary Themes (based on blog description and role):

1. **Faith & Spirituality:** Personal reflections on faith and spiritual formation
2. **Life & Personal Experience:** Personal experiences and life observations
3. **Society & Culture:** Cultural observations and societal reflections
4. **Leadership:** Leadership reflections and insights
5. **Reading & Book Reviews:** Book reviews and reading reflections
6. **Movement/Network Leadership:** Network leadership insights (inferred from role)

Theological Focus: Movement-oriented, network-focused, practical application

Movement Focus: Decentralized church expressions, network leadership, movement building

Content Organization

Personal Website: Blog format - “Thoughts on Faith, Life, and Society”

- Content organization: To be assessed
- Navigation structure: To be verified
- Content categories/tags: To be verified

Institutional Content: Distributed across Underground Network, Exponential Conference, InterVarsity platforms

- Content organization: To be assessed
- Content accessibility: To be verified

Discoverability Assessment

SEO Indicators

Personal Website:

- Personal domain (tomywilkerson.com) - owned
- Clear blog title: “Thoughts on Faith, Life, and Society”
- Blog format (typical blog SEO structure)

To Be Assessed:

- Meta descriptions
- Title tag optimization
- URL structure depth
- Internal linking strategy
- Content tagging/categorization

Content Indexing

Likely Well-Indexed:

- Personal website (tomywilkerson.com)
- Exponential Conference speaker profile page

Search Visibility:

- Name searches likely return results (Exponential profile, blog)
- Blog content searchable
- Conference association provides visibility

Social Sharing Indicators

To Be Verified:

- Social media links on website
- Social sharing buttons
- Social media presence and engagement

Gap Analysis

Embodied Work vs. Digital Expression

Well Represented Digitally:

- Personal blog (tomywilkerson.com)
- Conference speaker profile (Exponential)
- Educational background reflected in content capability

Partially Represented (to be verified):

- Network resources (Underground Network)
- Conference talks (Exponential)
- Blog content volume and themes

Potentially Underrepresented:

- Network leadership insights not fully captured in content
- Conference talks not transcribed/published
- Training/teaching insights not captured in written form
- Student ministry insights (8 years InterVarsity) not captured

- Movement/network insights not fully developed in content
- Book publication potential not yet realized

Primary Gaps Identified

1. **Content Repurposing:** Opportunities to repurpose network talks, conference talks, and training into articles
2. **Content Interconnection:** Opportunities to connect content pieces and create content journeys
3. **Content Series Development:** Opportunities to develop themes into content series
4. **Discoverability:** Opportunities to improve content organization and searchability
5. **Content Forms:** Potential gaps in books, courses, newsletters, podcasts, video content
6. **Network Insights Capture:** Opportunities to capture network leadership insights in content

Opportunities for Digital Amplification

1. **Repurpose existing content** into multiple forms
2. **Connect content pieces** to create content journeys
3. **Develop content series** around key themes
4. **Improve discoverability** through organization and optimization
5. **Expand content forms** to reach different audiences
6. **Capture network insights** in written content
7. **Develop book publication** potential (M.A. Creative Writing)

Movemental Opportunities

What Movemental Would Change

Content Organization:

- Unified content hub for all content
- Better content organization and discoverability
- Content indexes and resource pages
- Clear content journeys

Content Interconnection:

- Connected content pieces
- Content journeys across platforms
- Linked related content
- Building on previous content

Content Repurposing:

- Easier content repurposing
- Network talks developed into articles
- Conference talks developed into content
- Blog themes expanded

Content Series Development:

- Organized content series
- Theme-based content development
- Progressive content journeys
- Cross-platform theme development

Network Effects:

- Content amplified through network
- Connections to other leaders' content
- Cross-references and connections
- Increased discoverability

Revenue Model:

- Direct subscription model
- Course/training monetization
- Newsletter monetization
- Direct-to-audience revenue

Book Publication Support:

- Platform for book-related content
- Audience building for book publication
- Content development for book projects

What Would Remain the Same

Voice & Control:

- Tomy Wilkerson's voice and perspective remain his own
- Content creation remains under his control
- Editorial control maintained
- Personal brand preserved

Theological Positions:

- Theological positions preserved

- No change to theological content
- Personal convictions maintained
- Movement alignment preserved

Existing Content:

- All existing blog content remains
- All network/institutional content remains
- All published content remains (if any)

Relationships & Networks:

- Existing relationships preserved
- Institutional affiliations maintained (Underground Network, InterVarsity)
- Movement connections preserved
- Network relationships intact

Institutional Work:

- Underground Network work continues
- Exponential Conference speaking continues
- InterVarsity trustee role continues
- Institutional commitments maintained

Specific Opportunities for Tomy Wilkerson

1. Network Leadership Content Development:

- Capture network equipping insights in articles
- Develop network training into content series
- Expand decentralized network insights in content
- Create network leadership content series

2. Conference Talk Repurposing:

- Transcribe and publish conference talks
- Develop talks into articles or blog posts
- Create content series from talks

3. Book Publication Support:

- Platform for book-related content development
- Audience building for book publication
- Content development for book projects
- Book publication revenue potential

4. Content Series Development:

- Network leadership series
- Movement/network insights series
- Leadership development series
- Faith/life/society reflection series

5. Content Interconnection:

- Link blog posts to network work
- Connect conference talks to blog content
- Create content journeys around themes
- Build comprehensive content ecosystem

Network Effect Potential

- **High potential** for content amplification through Movemental network
- **Strong alignment** with network leadership role (Underground Network)
- **Conference connection** provides platform for network effects

- **Movement/network alignment** strengthens network effects
- **Educational background** (Creative Writing, Ministry Leadership) supports content creation for network

What We Will NOT Do

Boundaries & Limitations

Voice & Control:

- Will not change Tomy Wilkerson's voice or perspective
- Will not take editorial control away
- Will not alter personal brand
- Will not replace personal judgment

Theological Positions:

- Will not change theological positions
- Will not alter theological content
- Will not modify personal convictions
- Will not shift movement alignment

Existing Content:

- Will not remove or alter existing blog content
- Will not change network/institutional content
- Will not modify published content (if any)
- Will not replace existing platforms

Relationships & Networks:

- Will not disrupt existing relationships
- Will not interfere with institutional affiliations
- Will not replace movement connections
- Will not alter network relationships

Institutional Work:

- Will not replace Underground Network work
- Will not replace Exponential Conference speaking
- Will not replace InterVarsity trustee role
- Will not interfere with institutional commitments

Research Limitations

1. **Initial Research Phase:** This represents comprehensive initial research. Further investigation could include:
 - Detailed blog content analysis (post count, themes, engagement)
 - Complete network resource catalog from Underground Network
 - Complete conference talk catalog from Exponential
 - Social media engagement metrics
 - Newsletter presence verification
2. **Content Volume:** Specific counts for blog posts and other content to be verified through direct platform access
3. **Platform-Specific Details:** Some platform-specific features and analytics not accessible without direct access

Research conducted: January 4, 2026

Confidence Level: High

Sources: See [sources.md](#)
