


**You can use social media
to turn strangers into friends,
friends into customers
And customers into
salespeople.**

Seth Godin



**You can use social media
to turn strangers into friends,
friends into attenders
And attenders into
evangelizers.**

What can Social Media do?



- **Increase awareness:** Lets people know about your mission, programs, and impact.
- **Engage your audience:** Builds a community around your cause and encourages interaction.
- **Drive donations:** Makes it easy for people to donate and support your work.
- **Recruit volunteers:** Attracts people who are passionate about your cause to volunteer their time.
- **Promote events:** Increases attendance at fundraising events and other activities.

Which platform?



- **Facebook**: Great for building community, sharing stories, and driving traffic.
- **Instagram**: Excellent for visual storytelling and showcasing your work.
- **(Twitter) X**: Good for sharing brief updates, engaging in conversations, and reaching a wide audience.
- **LinkedIn**: Ideal for connecting with professionals and building partnerships. (25-34)
- **TikTok**: Great for reaching younger audiences and sharing engaging, creative content.
- **BlueSky**: Great for short posts and videos reaching a more diverse audience.
- **YouTube**: Excellent for longer-form video content and showing your work in detail.

Ready, set...GOals!



- Set SMART goals for your social media strategy
- **Specific:** Specific goals ensure your team can focus on getting a task done in a certain timeframe. Doing so also helps with your planning.
 - **Measurable:** Measurable objectives show your progress. Many social media platforms grant you access to analytics to work from.
 - **Attainable:** Your goal should be attainable and consider your time, budget, and resources. Avoid setting goals that have little chance of success.
 - **Relevant:** Make certain that your goal reflects your congregation's mission and fits your long-term plans.
 - **Time-based:** Time-based deadlines are a surefire way to keep your priorities and motivation in place.

Ready, set...GOals!



Example:

- **Specific:** Design and complete a fundraising campaign on Facebook.
- **Measurable:** We will complete the campaign by DATE and have totals by DATE.
- **Attainable:** We will make one post every day for two weeks highlighting the campaign.
- **Relevant:** The campaign will raise funds for our new community food pantry.
- **Time-based:** We will run the campaign for two weeks (Dates) and deliver results in 16 days.

What is shareable content?



- . **Images**
- . **Videos**
- . **Infographics**
- . **Motivational quotes**
- . **Statistics and facts**
- . **Trivia**

Content Copyright



- **Obtain correct licenses**
- **Always give attribution**
- **Follow license guidelines for posting and reporting**
- **Take it seriously. Copyright infringement is illegal.**
- **Choose the right platform for what you want to do**

Top sites for free photos



Unsplash

high-resolution, visually appealing images

Pixabay

Wide range of free stock photos, illustrations, vector graphics, and videos

Pexels

Large collection of free stock photos and videos, with a focus on high-quality, royalty-free editable content

Canva

Primarily known for its design tools, it also has a library of free stock photos and assets

Top sites for free templates



Canva

Thousands of free templates with graphics and photos. Use a template or create your own.

PosterMyWall

Large selection of free social media templates; some require membership

FreePik

Large collection of free social media templates. Specializes in series/campaigns.

Figma

Large collection of free templates. Some require membership or subscription.

Create a social media plan



01

What is the goal?

What do you want social media to do for the congregation or community?

02

Choose the platform that is right for the goals you want to achieve.

Do your research. More than one platform may be needed to achieve the goal set.

03

Make sure you have all the licenses and permission to do what you want to do.

Check with the congregation administrative person about licenses and what limitations there may be.

04

Create a calendar

Create a calendar of posts to make, events to promote, congregational life and other information to engage your audience.

05

Get started!

Create an account if the congregation does not already have one, start posting!

Have fun!



What is Digital Evangelism?



LOVE
REVOLUTION

Digital evangelism is...

the use of online tools like social media, websites, and videos to share religious messages, build relationships, and encourage spiritual growth, extending a church's or individual's ministry beyond physical barriers to reach a global audience.

It encompasses various practices, from broadcasting content and creating online communities to providing digital counseling and discipleship, aiming to connect with people where they are in a digital world.



Key Aspects of Digital Evangelism

- **Using Digital Platforms:**

This involves leveraging platforms such as social media, blogs, YouTube, podcasts, and apps to distribute religious content and information.

- **Building Relationships:**

It focuses on fostering meaningful connections with individuals online through engagement, dialogue, and personal communication, rather than impersonal mass communication.



Key Aspects of Digital Evangelism

- **Sharing the Message:**

The core purpose is to share the message of faith, inviting people to learn, connect, and grow spiritually in a digital environment.

- **Discipleship and Mentorship:**

Digital tools can be used to provide ongoing spiritual guidance, such as online counseling, mentorship programs, and structured digital discipleship models.



Key Aspects of Digital Evangelism

- **Reaching New Audiences:**

Digital evangelism offers a unique opportunity to reach individuals who may not have access to traditional forms of ministry or who are more open to spiritual conversations online.



Examples of Digital Evangelism

- **Content Creation:**

Creating and sharing engaging videos, podcasts, blog posts, and other digital media that communicate religious truths.

- **Online Engagement:**

Actively participating in social media conversations, responding to questions, and nurturing an online community.



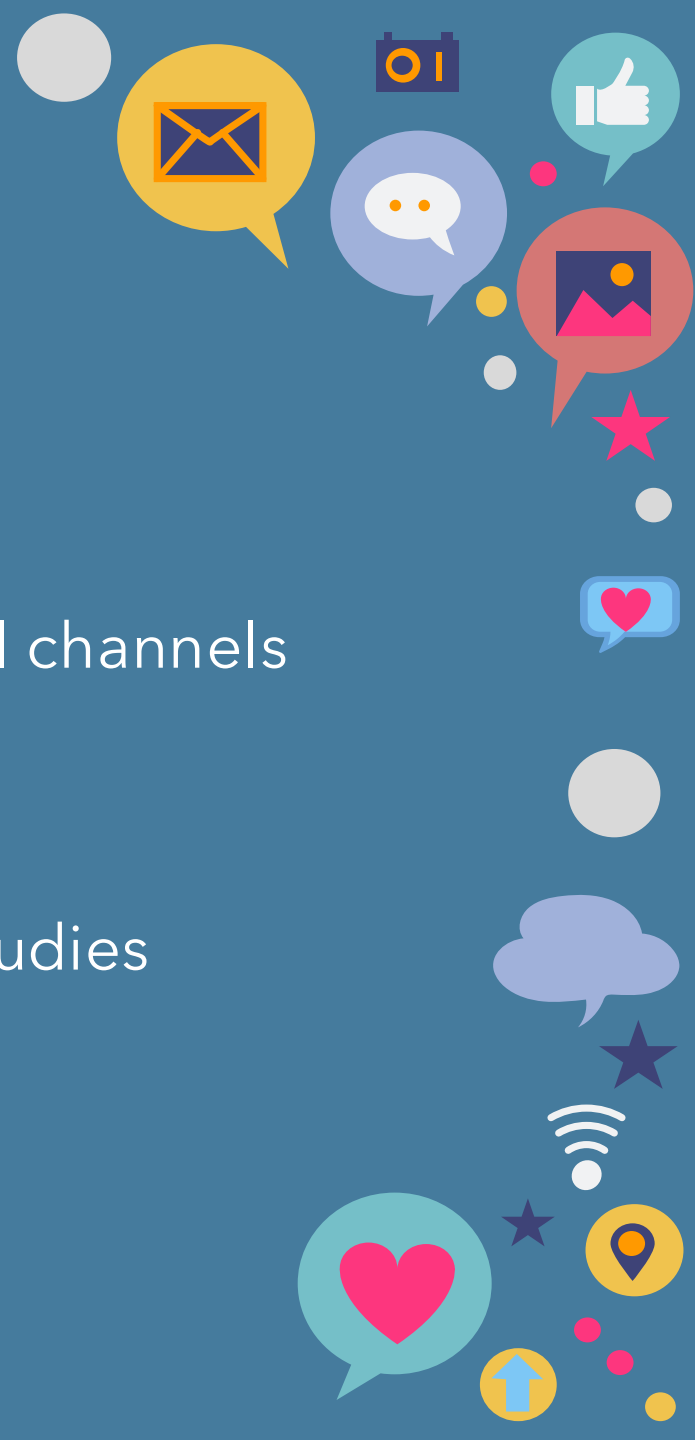
Examples of Digital Evangelism

- **Online Counseling and Discipleship:**

Providing one-on-one or group support through digital channels to help people grow in their faith.

- **Virtual Events:**

Livestreaming services or creating online events and studies to engage with a wider audience.



Types of Digital Evangelism

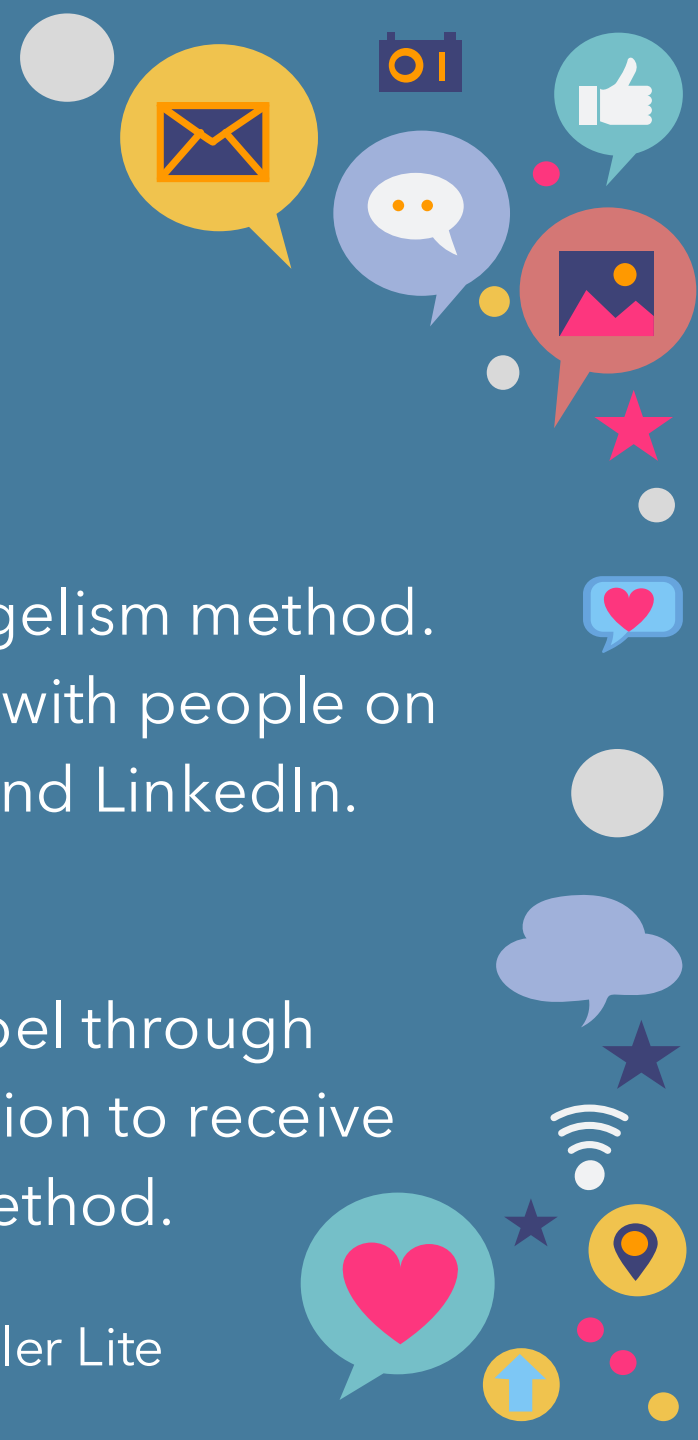
Social Media Evangelism

Social media evangelism is the most common digital evangelism method. It involves creating content to reach, connect, and engage with people on social media platforms like Facebook, Twitter, Instagram, and LinkedIn.

Email Evangelism

Email Evangelism is the act of spreading the Christian gospel through email to people that have subscribed or given you permission to receive emails from you. Most effective and most under-utilized method.

Constant Contact, Mailchimp, Campaigner, Email Octopus, Brevo, Mailer Lite



Types of Digital Evangelism

SMS Text Evangelism

Text or SMS messaging is one of the most important digital evangelism tools for reaching out to people. Studies show that over 70% of people read their text messages within 3 minutes of being received. So, you can be assured that your message will get read.

Some text messages have a character count limit of up to 160 characters. You can embed links in text messages to take you to either a website, video, etc.

Group texting apps include: SimpleTexting, EZ Texting, TextMagic, Textedly, Text-Em-All and Podium



Types of Digital Evangelism

Social Listening Evangelism

Social listening is the practice of monitoring conversations happening around you on various platforms such as Twitter (X), Facebook, Instagram, etc. This allows you to see what topics are trending, who is talking about them, and what they are saying.

There are many paid social listening tools online, but you can get started by using the free tool called Google Alerts. For more advanced features, you can use Sprout Social and other tools.



Digital Evangelism Ideas

Daily or Weekly Bible Verse or Prayer

Weekly Live Prayer Time or Worship with different format

Ministry Highlights (food bank, community meal, clothing giveaway)

Bible Basics series/class

"What to Expect When You Visit"

**Monthly podcast or video with a member
or local community person**



Digital Evangelism Story

A personal reflection





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