

USING SOCIAL MEDIA FOR EVANGELISM AND GLOBAL OUTREACH

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Now the eleven disciples went to Galilee, to the mountain to which Jesus had directed them. And when they saw him they worshiped him, but some doubted. And Jesus came and said to them, “All authority in heaven and on earth has been given to me. Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.”

Matthew 28:16-20 (ESV)



LEARNING ON ONE ACCORD

We who are strong have an obligation to bear with the failings of the weak, and not to please ourselves. Let each of us please his neighbor for his good, to build him up. For Christ did not please himself, but as it is written, in the former days was written for our instruction, that through endurance and through the encouragement of the Scriptures we might have hope. May the God of endurance and encouragement of the Scriptures we might have hope. May the God of endurance and encouragement grant you to live in such harmony with one another, in accord with Christ Jesus, that together you may with one voice glorify the God and Father of our Lord Jesus Christ. Therefore welcome one another as Christ has welcomed you, for the glory of God.

Romans 15:1-7 (ESV)

Social Media: websites and applications that enable users to create and share content or to participate in social networking

Evangelism: the spreading of the Christian gospel by public preaching or personal witness; zealous advocacy of a cause

Global: of or relating to the whole world; worldwide

Outreach: the extent or length of reaching out (n); reach further than (v)



WHO USES THE INTERNET?

In 2013, a median of 45% across 21 emerging and developing countries reported using the internet at least occasionally or owning a smartphone. In 2015, that figure rose to 54%, with much of that increase coming from large emerging economies such as Malaysia, Brazil and China. By comparison, a median of 87% use the internet across 11 advanced economies surveyed in 2015, including the U.S. and Canada, major Western European nations, developed Pacific nations (Australia, Japan and South Korea) and Israel.

Two-thirds worldwide use the internet, but fewer do in Africa and South Asia

Percent of adults who use the internet at least occasionally or report owning a smartphone



Note: Percentages based on total sample.

Source: Spring 2015 Global Attitudes survey, Q70 & Q72.

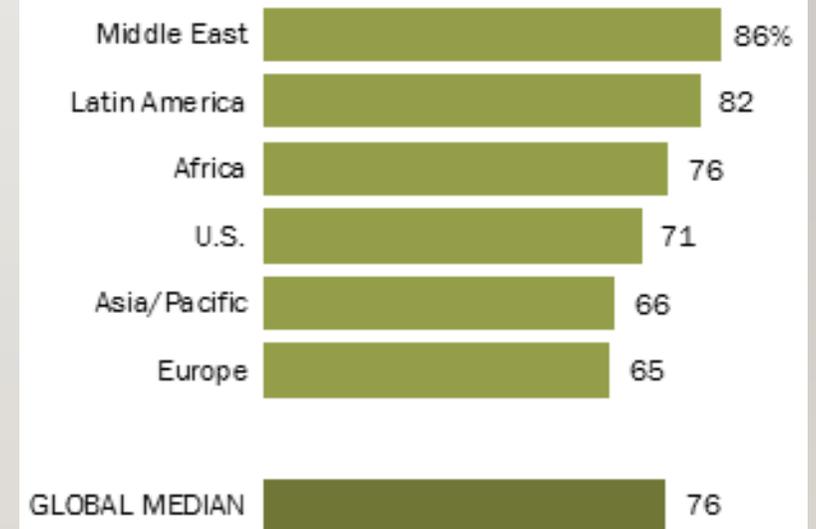
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WHO USES SOCIAL MEDIA?

Once online, 76% of internet users across the 40 countries surveyed use social networking sites, such as Facebook and Twitter. And the most avid social networkers are found in regions with lower internet rates. Roughly three-quarters or more of internet users in the Middle East (86%), Latin America (82%) and Africa (76%) say they use social networks, compared with 71% in the U.S. and 65% across six European nations.

Internet users in emerging world are more frequent users of social networks compared with U.S. and Europe

Regional medians of adult internet users or reported smartphone owners who use social networking sites



Note: Based on those who say they use the internet at least occasionally (Q70) or report owning a smartphone (Q72). Russia and Ukraine not included in Europe median.

Source: Spring 2015 Global Attitudes survey. Q74.

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USING SOCIAL MEDIA

Using websites and applications that enable users to create and share content



TYPES OF SOCIAL MEDIA

- Websites
- Facebook
- Twitter
- Instagram
- Periscope
- Email databases (Mailchimp, Constant Contact)
- Google Hangout
- YouTube
- LinkedIn
- Pinterest
- Google Plus
- Soundcloud
- Blogs (Wordpress, Tumblr)



USING SOCIAL MEDIA

- Text
- Photography
- Video

BEST USES OF SOCIAL MEDIA TYPES

TYPES

- Websites
- Facebook
- Twitter
- Instagram
- Periscope
- Email databases
- Google Hangout
- YouTube
- LinkedIn
- Pinterest
- Google Plus
- Blogs
- Soundcloud

USES

- Text
- Photography
- Video

USING SOCIAL MEDIA FOR EVANGELISM

Using websites and applications that enable users to create and share content **about the Christian gospel through personal witness**

DISCUSSION

How does our witness differ
online versus in person?

DISCUSSION

Jesus witnessed using parables. What are some of the disadvantages of using parables to witness online?

USING SOCIAL MEDIA FOR EVANGELISM AND GLOBAL

Using websites and applications that enable users to create and share content **worldwide** about the Christian gospel through personal witness

DISCUSSION

Globalization vs. Nationalization

Self promotion vs. Christ promotion

Native tongue vs. Universal language

USING SOCIAL MEDIA FOR EVANGELISM AND GLOBAL OUTREACH

Using websites and applications that enable users to **reach further** when creating and sharing content worldwide about the Christian gospel through personal witness



Go therefore and make disciples of all nations,
baptizing them in the name of the Father and of
the Son and of the Holy Spirit, teaching them to
observe all that I have commanded you.



“Do all the good you can. By all the means you can. In all the ways you can. In all the places you can. At all the times you can. To all the people you can. As long as ever you can.”

John Wesley



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