

# Church Shift

**Influencing culture through digital media.**

**Subomi Plumptre  
February 2015**



# Let's begin with some Google stats for Nigeria!



Porn  
Search term

Sex  
Search term

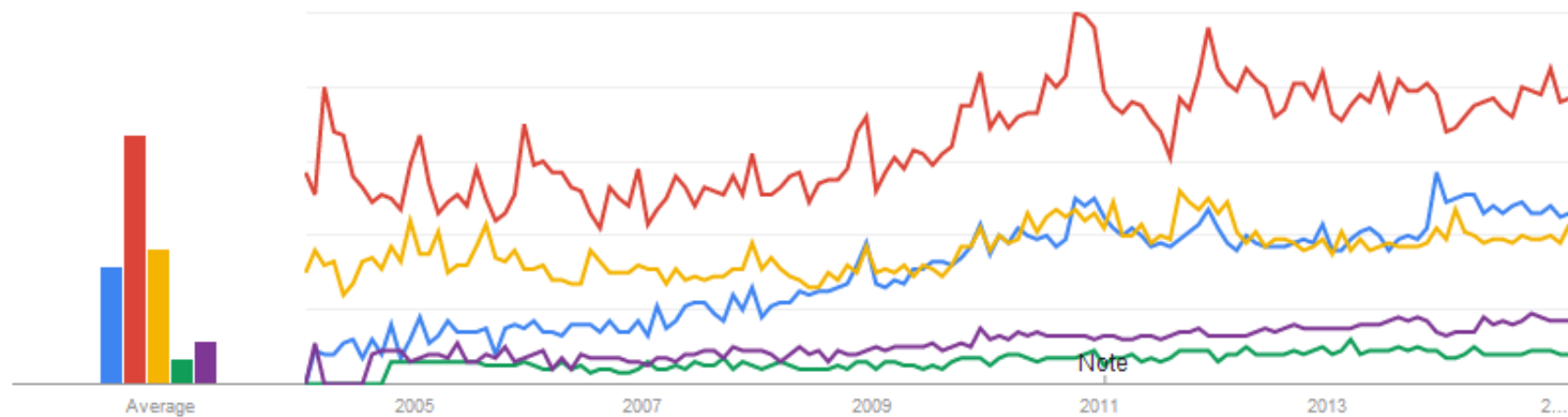
Love  
Search term

Jesus  
Search term

God  
Search term

## Interest over time ?

News headlines  Forecast ?

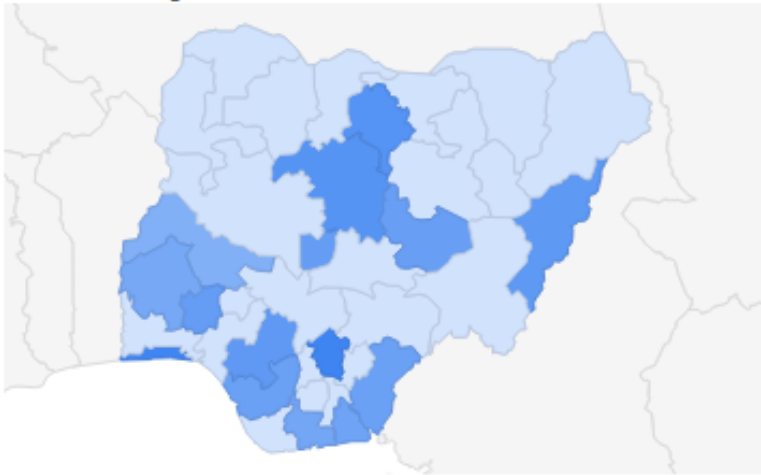


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## Regional interest ?

porn sex love jesus god

Worldwide > Nigeria



▶ View change over time ?



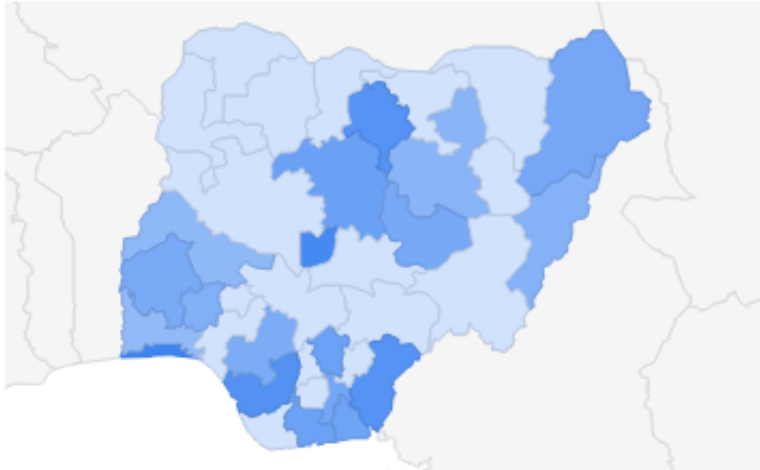
	Subregion	City
Enugu	100	<div><div style="width: 100%;"></div></div>
Lagos	99	<div><div style="width: 99%;"></div></div>
Kano	85	<div><div style="width: 85%;"></div></div>
Kaduna	84	<div><div style="width: 84%;"></div></div>
Adamawa	79	<div><div style="width: 79%;"></div></div>
Edo	78	<div><div style="width: 78%;"></div></div>
Abuja Capital Territory	74	<div><div style="width: 74%;"></div></div>



## Regional interest ?

[porn](#) [sex](#) [love](#) [jesus](#) [god](#)

Worldwide > Nigeria



	Subregion   City	
Lagos	100	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Abuja Capital Territory	96	<div style="width: 96%;"><div style="width: 96%;"></div></div>
Delta	86	<div style="width: 86%;"><div style="width: 86%;"></div></div>
Kano	85	<div style="width: 85%;"><div style="width: 85%;"></div></div>
Cross River	85	<div style="width: 85%;"><div style="width: 85%;"></div></div>
Kaduna	70	<div style="width: 70%;"><div style="width: 70%;"></div></div>
Enugu	69	<div style="width: 69%;"><div style="width: 69%;"></div></div>

# 8,500,000 individuals

**According to the CLEEN Foundation\*, the national incidence of rape almost doubled from three per cent in 2011 to five per cent in 2013.**

\* <http://www.cleen.org/>

# Church, we have a problem!

## We are losing this generation.

### How?



**We have failed to engage their minds and influence popular culture.**





**Culture is a collection of thoughts & beliefs that define a way of life.**

**Belief is gained by experience & information.**

**Information is delivered by media.**

**Therefore, culture is heavily influenced by media - what a generation consistently hears, reads and watches.**



**"Early in the 20th century, the Church embraced motion pictures, radio, then television and now the Internet and social media.**

**But in the vast majority of cases today, they're not using those platforms to engage the greater culture, but instead living inside a bubble.**



**After all, why tweet, when you can join a Christian alternative to Twitter?**

**From the web, to publishing, to record labels, TV networks, universities and more, the last 50 years have seen a remarkable withdrawal from mainstream culture and a move back to a cloistered, protective bubble.**

**In all honesty, the Church hasn't been losing its voice, it's been giving it away. As a result, they've lost remarkable influence in culture.**

**It's a tragedy, because Christianity has been a powerful engine behind social service outreaches, educational institutions, hospitals and more".**

***Phil Cooke, Church Media Expert***

# What do we do now?



**Before the Church can influence culture, it must first understand HOW this generation consumes media and WHAT media this generation is consuming.**



**JAN  
2015**

# DIGITAL IN NIGERIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**183.5  
MILLION**

URBANISATION: 50%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**70.3  
MILLION**

PENETRATION: 38%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA ACCOUNTS



we  
are  
social

**13.6  
MILLION**

PENETRATION: 7%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



we  
are  
social

**138.0  
MILLION**

vs. POPULATION: 75%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL ACCOUNTS



we  
are  
social

**12.4  
MILLION**

PENETRATION: 7%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS, NOT UNIQUE USERS



**JAN  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA ACCOUNTS



**13.6M**

ACTIVE SOCIAL ACCOUNTS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**7%**

TOTAL NUMBER OF  
SOCIAL ACCOUNTS  
ACCESSING VIA MOBILE



**12.4M**

ACTIVE MOBILE SOCIAL  
ACCOUNTS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**7%**

**JAN  
2015**

# ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA ACCOUNTS

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS

GROWTH IN THE NUMBER  
OF ACTIVE MOBILE  
SOCIAL ACCOUNTS



we  
are  
social

**+26%**

SINCE JAN 2014



we  
are  
social

**+21%**

SINCE JAN 2014



we  
are  
social

**+21%**

SINCE JAN 2014



[N/A]

### Total global spending by category<sup>1</sup> (US \$ millions)

Category	2008	2009	2010	2011	2012	2013p	2008-2013 CAGR	2014	2015	2016	2017	2018	2013-2018 CAGR
Digital Advertising	59,619	61,870	73,447	88,035	103,806	123,041	15.6	144,259	167,755	193,310	220,363	248,661	15.1
Broadband	216,846	245,435	279,891	327,843	373,450	421,376	14.2	467,611	512,221	560,834	612,312	666,435	9.6
TV Advertising	153,350	142,137	158,924	166,564	175,770	181,117	3.4	195,229	202,321	220,741	230,429	250,011	6.7
In-Home Video Entertainment	229,988	237,282	247,389	258,880	270,590	283,084	4.2	296,490	311,168	325,943	340,694	355,112	4.6
Audio Entertainment	97,717	92,487	91,108	92,385	93,567	96,544	-0.2	96,376	98,009	100,337	102,965	106,049	1.9
Cinema	28,333	31,087	32,870	33,421	35,914	37,223	5.6	39,184	41,226	43,383	45,629	47,901	5.2
Out-of-Home	29,809	26,057	28,304	29,062	30,270	31,822	1.3	33,604	35,496	37,713	39,997	42,388	5.9
Consumer Magazine Publishing	77,197	68,638	68,689	68,088	66,225	64,045	-3.7	62,652	62,104	62,171	62,749	63,503	-0.2
Newspaper Publishing	178,597	159,632	160,971	160,366	156,710	152,792	-3.1	151,490	151,170	151,596	152,534	154,081	0.2
Consumer Books	71,417	70,898	71,024	70,674	70,574	71,454	0.0	71,958	72,532	73,130	73,635	74,084	0.7
Educational Publishing	40,174	39,371	40,357	40,877	40,072	40,664	0.2	41,414	42,290	42,623	42,778	42,820	1.0
Video Games	54,811	54,855	57,418	60,412	63,698	70,028	5.0	77,455	85,284	93,285	101,308	109,310	9.3
<b>Total</b>	<b>1,228,742</b>	<b>1,220,463</b>	<b>1,299,110</b>	<b>1,383,177</b>	<b>1,465,057</b>	<b>1,555,351</b>	<b>4.8</b>	<b>1,657,096</b>	<b>1,757,935</b>	<b>1,877,723</b>	<b>1,994,064</b>	<b>2,124,455</b>	<b>6.4</b>

<sup>1</sup>At average 2013 exchange rates.

Note: Television, audio, newspaper, and consumer magazine mobile advertising are included in their respective segments and also in the digital advertising segment, but only once in the overall total.

Sources: McKinsey & Company, Wilkofsky Gruen Associates

## Global consumer spending by category<sup>1</sup> (US \$ millions)

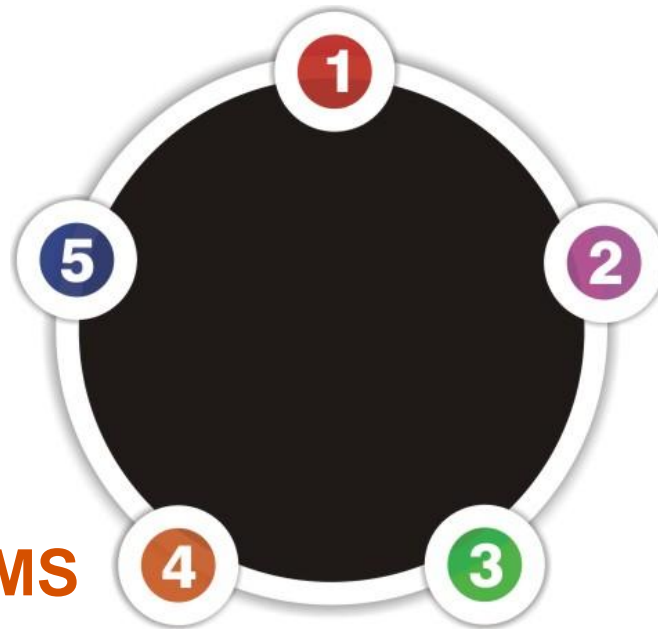
Category	2008	2009	2010	2011	2012	2013p	2008-2013 CAGR	2014	2015	2016	2017	2018	2013-2018 CAGR
Broadband	216,846	245,435	279,891	327,843	373,450	421,376	14.2	467,611	512,221	560,834	612,312	666,435	9.6
In-Home Video	229,988	237,282	247,389	258,880	270,590	283,084	4.2	296,490	311,168	325,943	340,694	355,112	4.6
Audio	65,316	64,580	61,396	62,189	62,867	65,594	0.1	64,742	65,567	66,948	68,524	70,442	1.4
Cinema	26,410	29,196	30,794	31,258	33,639	34,908	5.7	36,736	38,627	40,593	42,636	44,708	5.1
Consumer Magazines	44,246	42,099	41,365	40,670	39,707	38,342	-2.8	37,380	36,963	36,916	37,275	37,774	-0.3
Newspapers	71,997	71,334	71,958	72,042	72,163	71,736	-0.1	71,880	72,359	73,021	73,932	75,224	1.0
Consumer Books	71,417	70,898	71,024	70,674	70,574	71,454	0.0	71,958	72,532	73,130	73,635	74,084	0.7
Educational Publishing	40,174	39,371	40,357	40,877	40,072	40,664	0.2	41,414	42,290	42,623	42,778	42,820	1.0
Video Games	53,549	53,423	55,734	58,481	61,495	67,223	4.7	74,023	81,110	88,350	95,652	102,980	8.9
<b>Total</b>	<b>819,943</b>	<b>853,618</b>	<b>899,908</b>	<b>962,914</b>	<b>1,024,557</b>	<b>1,094,381</b>	<b>5.9</b>	<b>1,162,234</b>	<b>1,232,837</b>	<b>1,308,358</b>	<b>1,387,438</b>	<b>1,469,579</b>	<b>6.1</b>

<sup>1</sup>At average 2013 exchange rates.

Sources: McKinsey & Company, Wilkofsky Gruen Associates

**We know this generation consumes huge amounts of media via digital platforms.**

## Websites



## Social media:

Facebook, YouTube, Instagram, Nairaland, Instagram, Twitter, Snapchat, Mobofree, Eskimi, 2go etc.

## Chat:

Whatsapp, BBM, WeChat

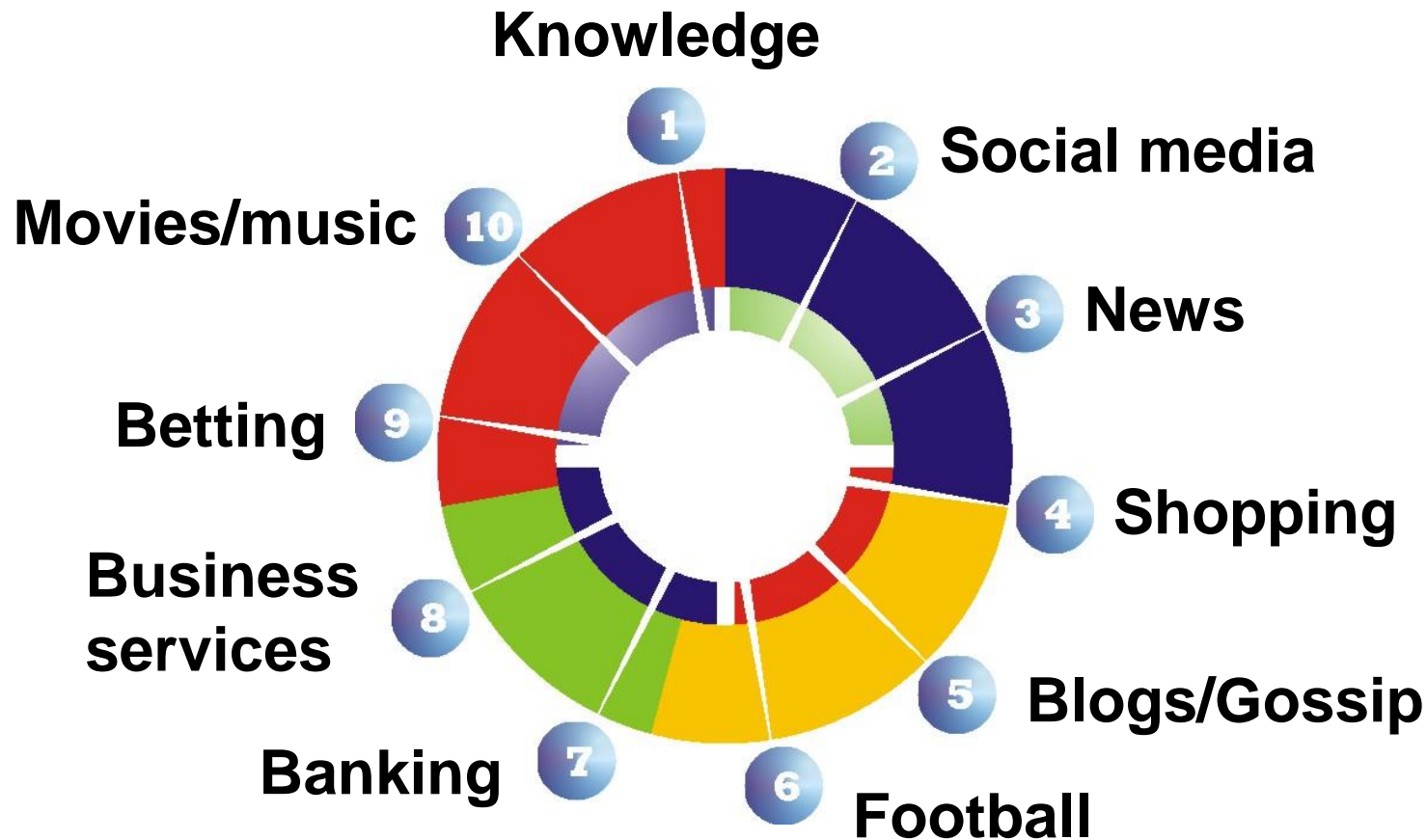
SMS

Blogs

Let's look at  
what they are  
consuming

**WHAT!**  
**WHAT?**  
**WHAT!**  
**WHAT?**

# Top 10 online content types in Nigeria (Based on top websites visited)



**Digital media is NOT a fad.**

**It is not “that thing” that youths do.**





**Digital media moulds minds.**

**It defines culture.**



# Issues are shaped and actions are triggered on digital media.



**In 15 years, the generation watching music videos today will become leaders, captains of industry and parents.**

**They will reproduce themselves in their offspring - biological and non-biological.**



# So, how can the Church influence culture using digital media?

There are 15 things you can do.



# 1. Define a clear purpose

**If your purpose is not linked to influencing culture, you are functionally irrelevant on digital media.**

**Pick a topical area or agenda you want to concentrate resources on.**



## 2. Define your audience before the platform

Which age group? Which gender? Which genre?

What platform will best reach them?



### **3. Be mindful of the Hollywood effect**

**Influencers matter: a relatively small number of celebrities define popular culture in America. Although Facebook has a mass audience, Twitter influencers define issues.**



# 4. Create compelling content

Content is the fuel of digital media.

Invest in a talented graphic designer. A Picture says a thousand words.





## 5. Be real

Jesus shared deep sermons with disciples but spoke parables and used illustrations with unbelievers.

WHERE ARE THE STORYTELLERS?  
WHERE ARE THE CHRISTIAN  
APOLOGETICS?



## Modern Day Parable

**"The story is told of an old man who lived on a farm in the mountains of eastern Kentucky with his young grandson.**

**Each morning, Grandpa was up early sitting at the kitchen table reading from his old worn-out Bible. His grandson who wanted to be just like him tried to imitate him in any way he could.**

**One day the grandson asked, “Papa, I try to read the Bible just like you but I don’t understand it, and what I do understand I forget as soon as I close the book.**

**What good does reading the Bible do?”**

**The Grandfather quietly turned from putting coal in the stove and said, “Take this coal basket down to the river and bring back a basket of water.”**

**The boy did as he was told, even though all the water leaked out before he could get back to the house.**

**The grandfather laughed and said, “You will have to move a little faster next time,” and sent him back to the river with the basket to try again.**

**This time the boy ran faster, but again the basket was empty before he returned home. Out of breath, he told his grandfather that it was “impossible to carry water in a basket,” and he went to get a bucket instead.**

**The old man said, “I don’t want a bucket of water. I want a basket of water. You can do this. You’re just not trying hard enough,” and he went out the door to watch the boy try again.**

**At this point, the boy knew it was impossible, but he wanted to show his grandfather that even if he ran as fast as he could, the water would leak out before he got far at all.**

**The boy scooped the water and ran hard, but when he reached his grandfather the basket was again empty.**

**Out of breath, he said, “See Papa, it’s useless!”**

**The old man said, “So you think it is useless? Look at the basket.”**

**The boy looked at the basket and for the first time he realized that the basket looked different. Instead of a dirty old coal basket, it was clean.**

**“Son, that’s what happens when you read the Bible. You might not understand or remember everything, but when you read it, it will change you from the inside out.”**

**That is the work of the Word of God in our lives . . . to change us from the inside out and to progressively transform us into the image of His Son.**



## 6. Tell the truth. Share revelation. Speak uncommon wisdom

“And you shall know the truth, and the truth shall make you free”.

*John 8:32 NKJV*

**Go beyond religion. Speak the truth about business, politics, music, sex etc.**



## 7. Celebrate good

“Fill your minds and meditate on things true, noble, reputable, authentic, compelling, gracious—the best, not the worst; the beautiful, not the ugly; things to praise, not things to curse”. *Philippians 4:8 MSG*

**Testimonials and achievements are a great source of social media content.**

The word 'CELEBRATE!' is written in a bold, colorful, blocky font. Each letter is filled with a different vibrant pattern or image, and the word ends with an exclamation point.

# 8. Mind your language

Avoid Christianese.

Many times, Christians speak in “tongues” on digital media (1 Corinthians 14:1-9 MSG). Use common parlance instead.



# 9. Distribution and amplification matter

Content that is not amplified is cost.



# 10. Measure everything

Without analytics how will you know you are succeeding? Analytics tools include:

Free: analytics.twitter.com; Facebook Insights

Freemium: Simply Measured

Premium: Social Bakers, Communit, Sprout Social



# 11. Set aside a budget

**Be committed. Provide a budget for digital media and prioritise your existing budget. Repurpose some of your existing TV budget, for example.**



## 12. Skill matters

Separate strategy & operations from content development.

**You need a strategic mind and steady hands to drive your digital media vision.**



**The success of your digital media initiative is directly proportional to the capacity of the HR driving it.**

**HR is the most expensive resource in digital media.**





# 13. Followership matters

Quality of followership matters more than quantity. Target influencers.

However, attain critical mass.

hello  
followers.





# 15. Personality matters

**If you use volunteers, they must all speak with the same voice. (You may create a social media manual to help guide them).**

**Deploy engaging personalities with attention to detail and appetite for multiple streams of information.**



**I hope these 15 points help.**

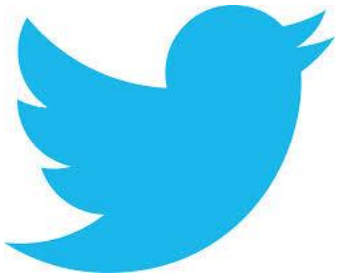


**I wish you success on  
your digital media journey.**





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