



CHAYAH GENERATION

– YOUTH WING OF ADENTA BAPTIST CHURCH –

# EFFECTIVE USE OF Social media FOR EVANGELISM

SPEAKER **ISAAC ASARE**



MONDAY  
**8TH MAY, '17**  
**7PM - 8:30PM**

ADENTA BAPTIST CHURCH,  
OPPOSITE SUPERIOR GAS FILLING STATION, ADENTA HOUSING DOWN

**PRACTICAL  
SESSION**



Adenta Baptist Church (Adenta Housing Down)



[www.adentabaptistchurch.org](http://www.adentabaptistchurch.org)

#PowerToWitness #SocialMediaEvangelism

Isaac Owusu Asare  
Researcher | Blogger | Social Media  
Strategist | Digital Missionary  
CEO/Creative Director, Amazing Social  
@pyasare

## YOU ARE IN THE RIGHT PLACE IF:

- ◉ You want to understand the importance of social media (Facebook, Twitter, Instagram for this session)\*
- ◉ You want to feel confident about using Facebook , Twitter and Instagram for spreading the Gospel
- ◉ You want to use social media effectively as a Digital Missionary

# IN THIS PRESENTATION

- ◉ Definition of Key Words
- ◉ Recap of Evangelism Methods Used
- ◉ Digital space in numbers
- ◉ Social Media 101 + On your way to being a digital missionary
- ◉ Case Studies of evangelistic use of social media in Ghana/Abroad
- ◉ Practical Exercise
- ◉ Questions & Interaction

# KEY WORDS DEFINED- EFFECTIVE IS. . .

- ⦿ Being “successful in producing a desired or intended result” - ***Dictionary.com***
- ⦿ Implication is there is a goal/objective
- ⦿ Synonyms are - effectual, efficacious, powerful, beneficial, valuable, useful,

# WHAT IS EVANGELISM?

- ◉ A simple Google search of what evangelism will bring out “the spreading of the Christian gospel by public preaching or personal witness.”

Theological definition :

To proclaim,  
advocate,  
spread, espouse

- ◉ The preaching of *the gospel* or the practice of **proselytizing** a particular **doctrine** or set of beliefs to others with the intention of **converting others to the Christian faith**.

Classic Scripture and Church's purpose

- ◉ *Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.*

— *Matthew 28:19,20 NIV*

The greatest responsibility of any of us has, no matter our calling or station in the church is to preach the gospel- L. Tom Perry

# SOCIAL MEDIA DEFINED. . .

- ⦿ “websites and applications that enable users to create and share content or to participate in social networking” - *Google*
- ⦿ “websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts” -  
*Dictionary.com*

# INDUSTRY DEFINITION

- ◉ Social media are computer-mediated technologies that facilitate the creation and sharing of **information**, ideas, career interests and other forms of expression via **virtual communities and networks**.
- Obar & Wildam, 2015 in “Social media definition and the governance challenge: An introduction to the special issue”  
Telecommunications Policy

# RECAP OF EVANGELISM METHODS



# 12 EVANGELISM METHODS

- ◉ Open Air - Mega Mass crusades with Billy Graham, Reinhard Bonnke and in Ghana Healing Jesus Crusades
- ◉ Gospel Tracts - 5billion Tracts distributed in the year 2000
- ◉ Sermon
- ◉ Lifestyle Evangelism
- ◉ Personal Evangelism- “Operation Andrew”, “Prayer on the Porch
- ◉ Creative Evangelism - Music, Art, Drama, Film
- ◉ Child Evangelism - Vacation Bible School
- ◉ Trickle Down- use of high profile converts
- ◉ Radio Evangelism - Living Word, "The Lutheran Hour" HCJB, first missionary specific radio station Ecuador Dec. 1931
- ◉ Tele Evangelism - ETWN (Eternal Word Television) , TBN: Benny Hinn, Mike Murdock, Mensa Otabil, Dag Heward Mills
- ◉ Prophetic Evangelism

# ...AND THERE IS INTERNET EVANGELISM

Via a website, blogs via Apologetics, chat room or

SOCIAL  
MEDIA



Billy Graham initiated International Internet Evangelism Day on every last Sunday of April

## THE 4 FEATURES OF SOCIAL MEDIA FROM THE SEMINAL WORK OF OBAR & WILDAM, 2015

- ◉ social media are Web 2.0 Internet-based applications
- ◉ **user-generated content (UGC)** is the lifeblood of the social media organism,
- ◉ users create service-specific profiles for the site or app that are designed and maintained by the social media organization
- ◉ social media facilitate the development of online **social networks** by connecting a user's profile with those of other individuals or groups.

# WORLD DIGITAL SPACE IN NUMBERS



The World's future technology will be shaped by - Mobile, Cloud, #Social and Big Data

# DIGITAL SPACE IN NUMBERS- WORLD/GHANA

- Population: **7.49bn**
- Internet users: **3.81bn**
- Mobile users: **4.96bn**
- Social users: **2.97bn**

- Population: **28.03m**
- Internet Users: **7.95m (28.4%)**
- Social Users: **2.9m (40%)**

World- Source: Hootsuite, April  
2017

Ghana- Source Internet Live Stats,  
We are Social 2016

# DIGITAL & TECH TRIVIA, JAN-MAY 8 2017 FROM INTERNET LIVE STATS

662bn  
Google  
Searches

83.7bn  
Tweets

2.6bn You  
Tube  
Videos  
viewed

30.3bn  
photos on  
Instagram

28.63bn  
Skype  
Calls

13.6bn  
Tumblr  
Posts

10m  
websites  
hacked

380.7 tons  
CO2  
emissions  
from the  
internet

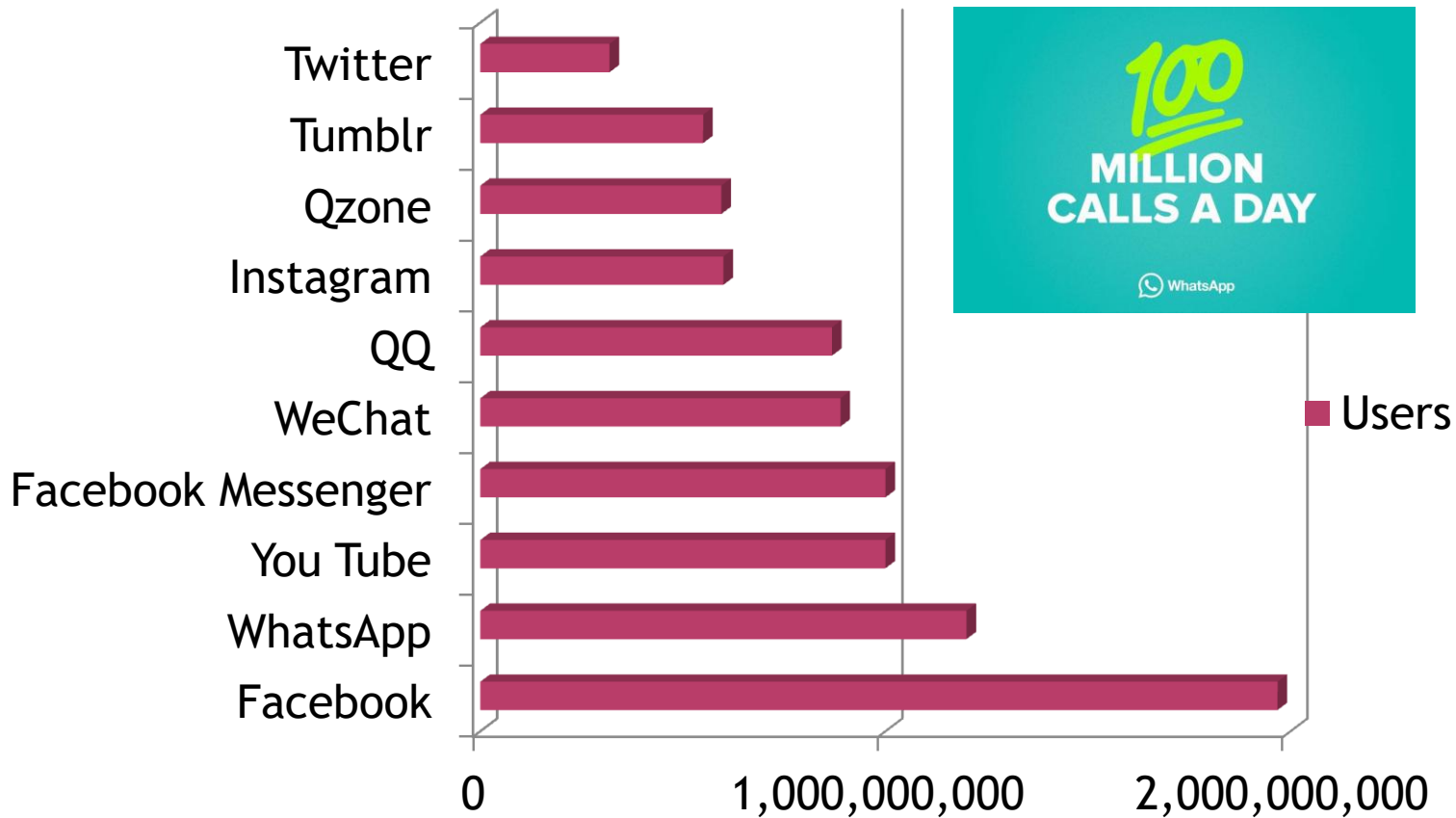
71m  
computers  
sold

513.48m  
smart  
phones sold

63m tablets  
sold

# FACEBOOK, WHATSAPP & YOUTUBE TOP SOCIAL MEDIA USERS- APRIL 2017

## TOP 10 SM USERS, Data from Hootsuite, 2017













# TOP 10 FACBOOK PAGES IN GHANA- SOCIAL BAKERS.COM

<https://www.socialbakers.com/statistics/facebook/pages/total/ghana/>



## Facebook Pages Stats in Ghana

		Total Fans
1	 John Dumelo	4 984 614
2	 YVONNE NELSON	3 760 026
3	 Kofi Kingston	3 526 216
4	 Kevin-Prince Boateng	3 368 609
5	 Michael Blackson	2 478 350
6	 Herty Borngreat Music	1 981 442
7	 Kofi Annan	1 677 506
8	 Nana Addo Dankwa Akufo-Addo	1 540 257
9	 Sarkodie	1 497 844
10	 Funny Face	1 456 271



Show all





# THE GOOD NEWS! GENERALLY, WHY SOCIAL MEDIA

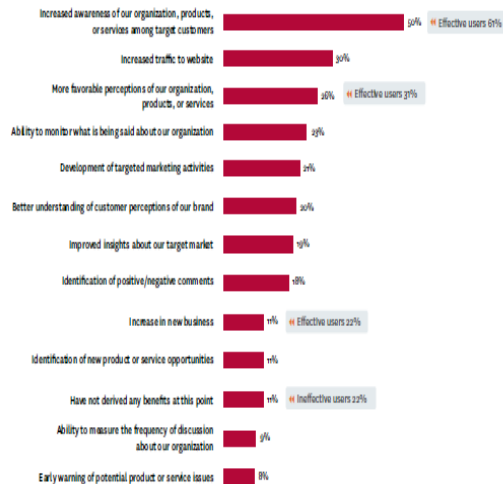
- ⦿ Helps to promote your brand - raise awareness of who you are and what you are doing
- ⦿ Reach new audiences
- ⦿ Gets people talking about your work
- ⦿ For Business for conversions - sales as to believers to “Win souls”

# RESEARCH STUDY RESULTS FROM HARVARD BUSINESS REVIEW ANALYTICS

1. Increased awareness of the organisation
2. Increased traffic to website
3. Greater favorable perceptions of the brand
4. Able to monitor conversations about the organisation
5. Able to develop targeted marketing activities
6. Better understanding of customers perceptions of their brand

Primary Benefits FIGURE 3

QUESTION: What have been the three primary benefits that use of social media has brought to your organization?  
(Select up to three)



# THE BAD NEWS

- ◉ Internet addiction
- ◉ Exposure to sexually explicit and violent content
- ◉ Removed from social engagement and church fellowship
- ◉ Feeling lonely & depression
- ◉ Online bullying
- ◉ Virtual Identity

# SOCIAL EVAGELISM: #OCCUPYSOCIALMEDIAFORJESUS



JESUS DAILY ©

# A CASE FOR SOCIAL MEDIA EVANGELISM

- “Social media evangelism is the new frontline of evangelism, based on Christ’s method to mingle with people where they are, sympathize with them, meet their needs, and invite them to follow Jesus”- **Miroslav Pujic**- *Communication and Missionary Director, Trans-European Division SDA , UK*
- “We as a church have a responsibility to understand social media and use it well.”  
**Justin Wise** , Author- *The Social Church: A Theology of Digital Communication*

## What do believers/churches use SM for?

- To Promote church programs
- Share devotionals
- Bible Insights/ “Reve”
- Share Faith news
- Testimonies
- Weddings /Events



How  
much/Often  
on  
Evangelism?

# ON USE OF SOCIAL MEDIA FOR EVANGELISM

- ◉ Social Media is a leveler- they're non-religious people there
- ◉ Is a great way to reach out to unchurched people in their language (there are two bible apps)
- ◉ Invest in Prayer and let the Holy Spirit lead you in your posting
- ◉ Make good use of hashtag
- ◉ Remember you have to appeal to the 'digital natives' and 'digital immigrants'
- ◉ We must be intellectually responsible and avoid church /theological language
- ◉ Reach out to your Pastor/leader/Shepherd if a situation is beyond you

# TWITTER

- ◉ Twitter is micro blog/online social media network where you can share news, ideas, pictures, and web links with users around the world.
- ◉ It is real time
- ◉ It is a great tool to market the content of your website or blog
- ◉ Great for live text coverage of events/programs
- ◉ It is simple - honest!

# TWITTER CONT'D

- ◉ Your Twitter name is called a Twitter “handle”
- ◉ Short messages are called “tweets”
- ◉ Tweets must be 140 characters or fewer
- ◉ A forwarded or reposted message is called a “retweet”
- ◉ To mention someone in a tweet, quote their Twitter handle eg: “Please follow @GhBaptistConv for great spiritual content”
- ◉ Responses to a tweet is called “Replies”
- ◉ Use of #Hashtags

140 ✓

141 ✗



# INSTAGRAM

- ◉ It is a photo sharing platform
- ◉ It just no about pictures but using them to share stories
- ◉ Ask questions of your audience to garner engagement
- ◉ Use simple editing apps to edit your photos
- ◉ Bright pictures drives reactions to post
- ◉ It make use of hashtags

# THE BUILDING BLOCKS



# THE 5 BUILDING BLOCKS

- ◉ Begin with a purpose - count the costs

*"Suppose one of you wants to build a tower. Won't you first sit down and estimate the cost to see if you have enough money to complete it? - Luke 14:28*

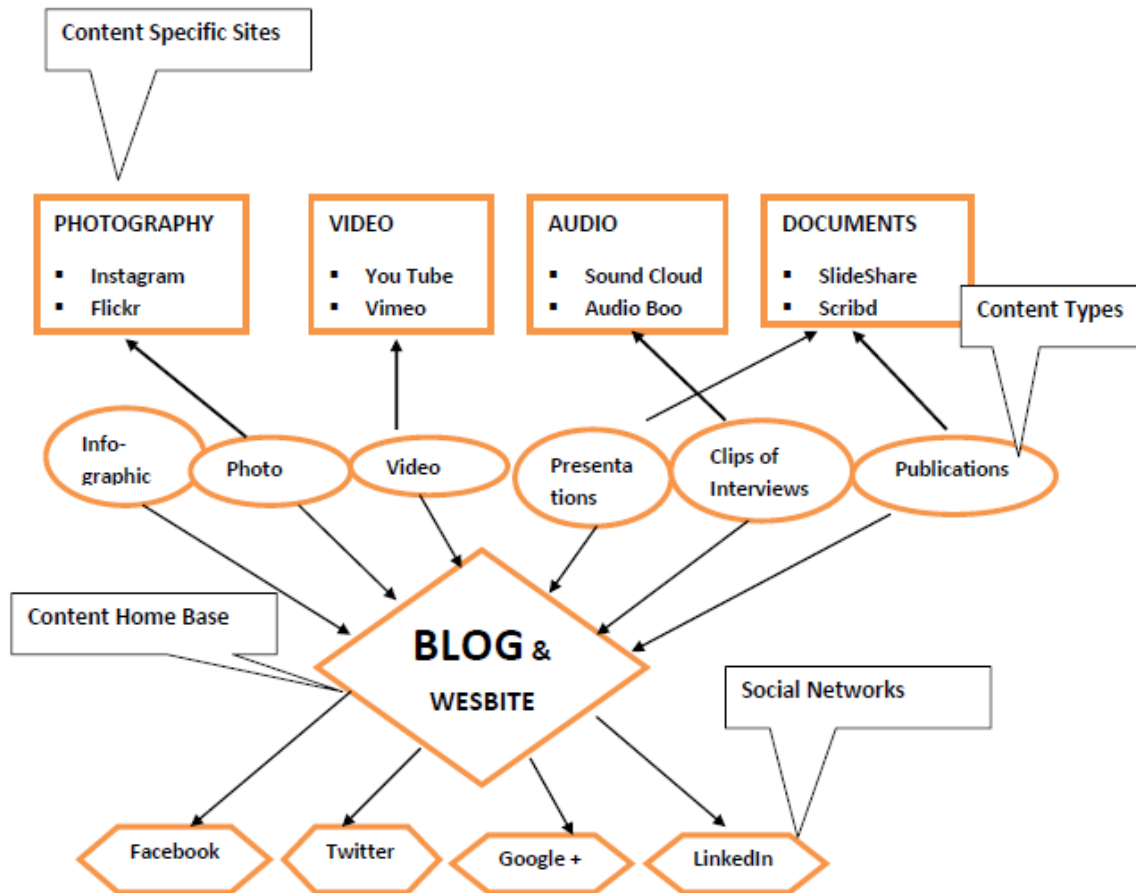
- ◉ Content is King - *If you don't have anything interesting/impactful to say, don't say anything*



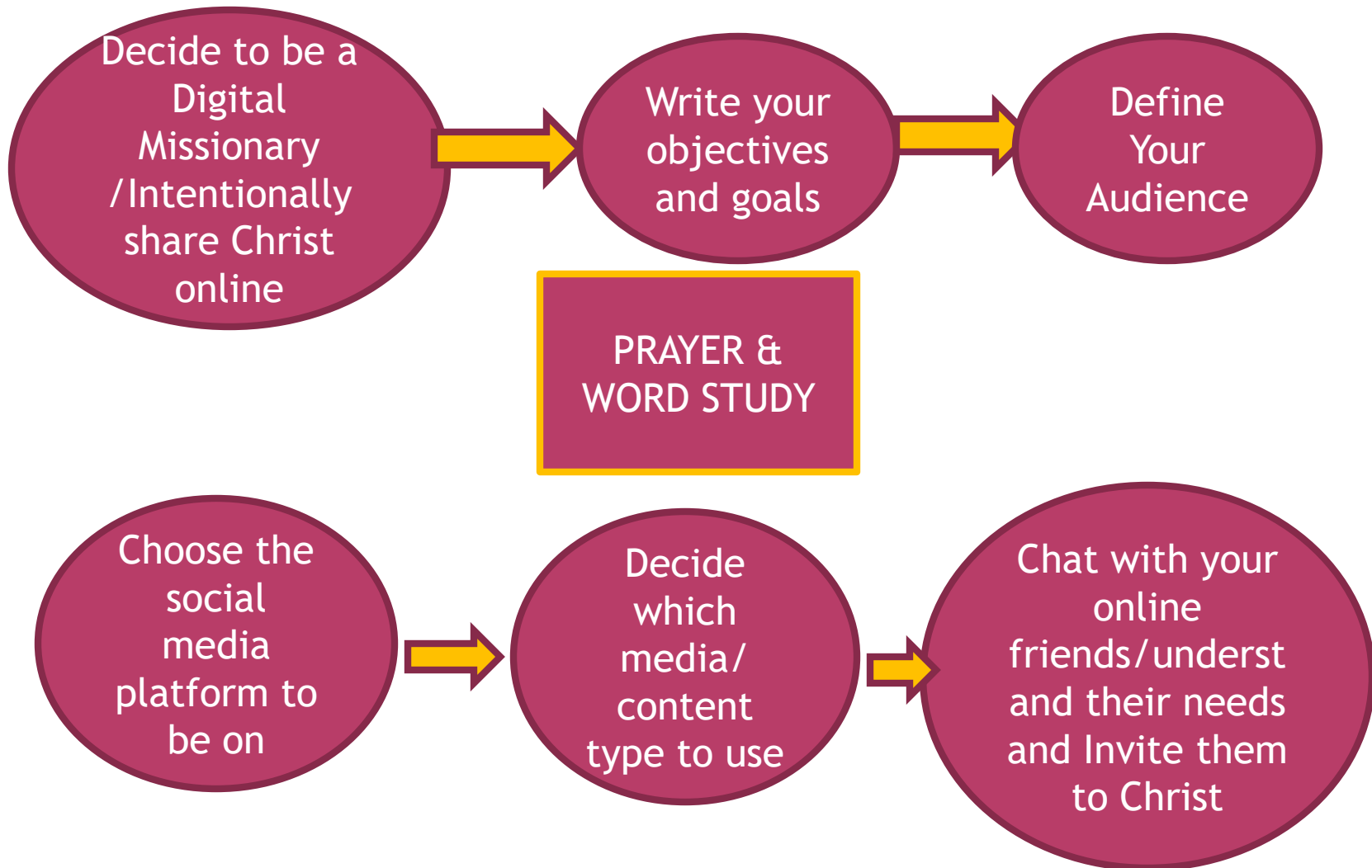
- ◉ Engagement is Queen
- ◉ Publish to a multiple of platforms
- ◉ Publish a variety of multimedia content

# SOCIAL MEDIA CONTENT FLOW

Social Media Content Flow Chart



# THE DIGITAL MISSIONARY CYCLE



# WHAT CAN YOU SHARE ON SOCIAL MEDIA

- ◉ Scriptures that touched you
- ◉ A devotional
- ◉ Music Video
- ◉ A short sermon clip
- ◉ A Christian program - worship, conference
- ◉ An inspiring article from a blog, website  
(Adenta Baptist hopefully 😊)

From the practical point, SM Evangelism is Effective when there are some sort of Follow Ups- GADEL

# YOU SHOULD

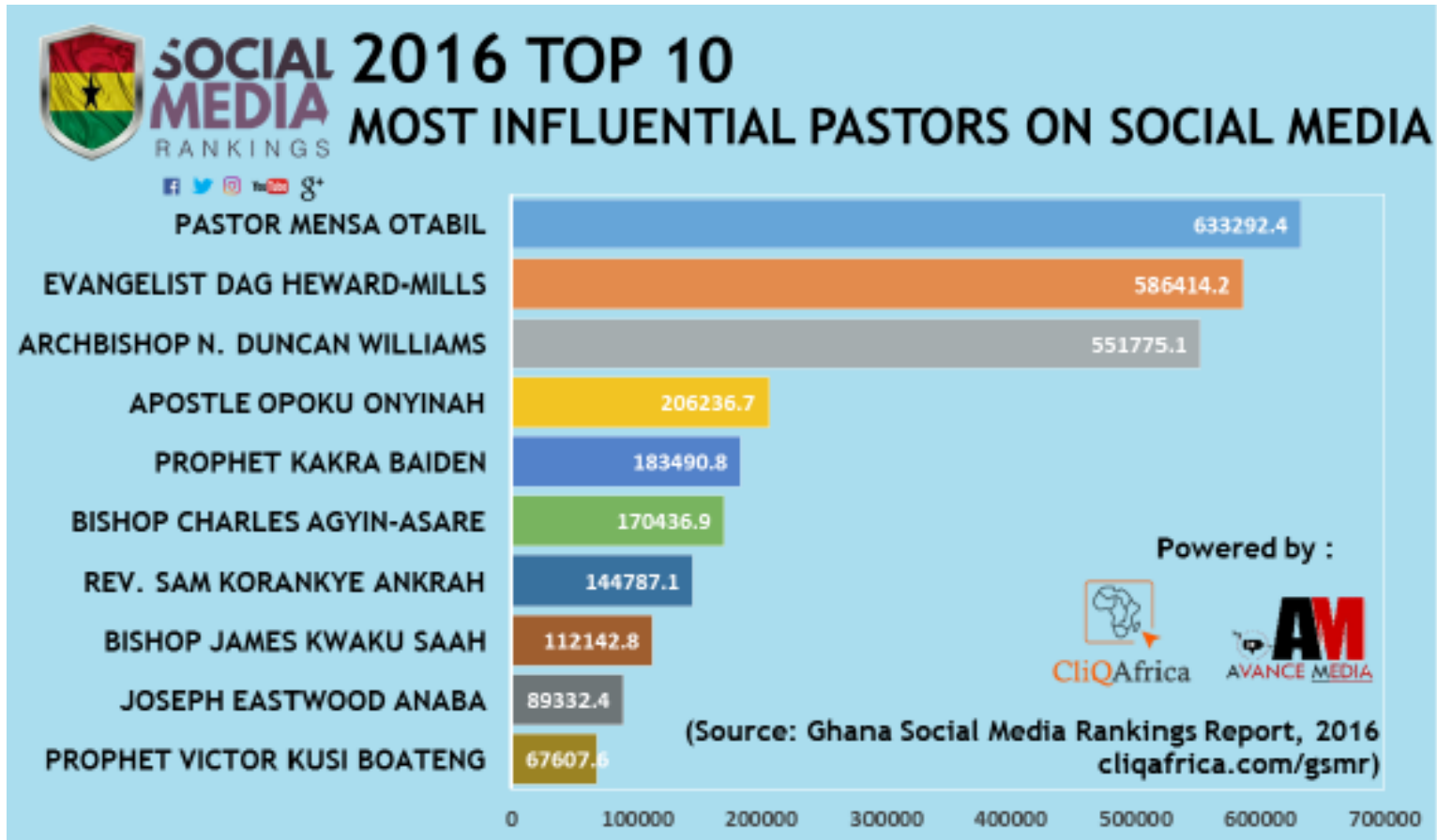
- ◉ CONNECT (network) Online: social networks, blogs, chat rooms and other websites
- ◉ COMMENT like and share other people's post
- ◉ TALK (chat) with your online friends in order to build relationship and understand their needs while sharing relevant messages of hope in the bible
- ◉ MEET (offline) face-to-face to develop trust and confidence in Jesus.
- ◉ INVITE (follow) Jesus on the journey of spiritual development



# CASE STUDY OF SUCCESSFUL STORIES OF EVANGELISTIC USE OF SOCIAL MEDIA IN GHANA



# 2016 TOP MOST INFLUENTIAL PASTORS IN GHANA- CLIQ AFRICA & AVANCE MEDIA



# CASES / OUT OF COMFORT ZONE

## EXAMPLES



**GlobalMediaOutreach** @Withn... 8s

Praise God that Vic has accepted Jesus as his Lord and Savior today! This was made possible by your prayers for our ministry  
[#prayer](#) [#praise](#)

"I accept GOD as my personal Lord and savior. I want to live a sinless life and be committed to GOD."



**ICGC Worldwide**  
@icgcworldwide

We can't afford to destroy the land God has given to us. A beautiful land attracts people to visit our nation.

[#StopGalamseyNow](#)

03/04/2017, 7:36 AM



**ICGC Worldwide**  
@icgcworldwide

We can't ask God to bless Ghana and be careless with what he has blessed us with: rivers, gold, trees, and many more.

[#StopGalamseyNow](#)

03/04/2017, 7:40 AM

GhBaptistConvention Retweeted



**CODEO** @CodeoElections · 1 Dec 2016

Pastor Fred Degbe of @GhBaptistConv urges all political players to conduct campaigns free of any insults ahead of #GhanaDecides



Pastor  
Fred  
Degbe



### Content Form Examples:

1. Air Power- Prophet Kakra Baiden
2. Impetus Daily - Magnus-Karpos Annig
3. On the Church - Michael Thompson
4. Word on the Streets

# FINALLY...12 LESSONS I'VE LEARNT

- ◉ Have a Plan, Know EXACTLY what you want to do and achieve with Social Media
- ◉ Prayerfully consider and posts- Goal is impact
- ◉ It is true that Content is KING, Engagement is QUEEN, Planning the content is the LINGUIST
- ◉ How you are offline is how you are online,- be authentic and do not PLAGIARISE
- ◉ Sharing is indeed caring, share don't be selfish (The Power of the Retweet)
- ◉ Get out of your comfort zone , SWING it into the conversation (ex. #StopGalamseyNow)
- ◉ Multimedia Content the way to go!

# 12 LESSONS CONT'D

- ◉ Participate in 'SM Days', #FollowFriday, #SundayReads, #Throwback
- ◉ Be Human, be Empathetic , be sincere, do care, be passionate and show honest appreciation
- ◉ Best way to respond to trolling is to ignore them
- ◉ Like you do when you called do reply! ... to your Mentions if you can (CS: Coca Cola example 60% of their tweets from replies)
- ◉ Learn, Unlearn, Relearn & Let Love Lead

# SOME 20 X'TIAN ACCOUNTS TO FOLLOW

- ◉ @YourBible & @Prayer ☺
- ◉ Ghana Baptist Convention
- ◉ Adenta Baptist Church
- ◉ Rev. Richard K. Dodd
- ◉ Pastor Mensa Otabil
- ◉ Billy Graham
- ◉ ArchBishop Duncan Williams
- ◉ Evangelist Dag Heward Mills
- ◉ Dr. Mike Murdock
- ◉ Rick Joyner
- ◉ Richard Blackaby
- ◉ Ravi Zacharias
- ◉ Gibile Akanni
- ◉ Benji Amoah
- ◉ Prophet Kakra Baiden
- ◉ Smith Wigglesworth
- ◉ Sam Chand
- ◉ CS Lewis
- ◉ Tudor Bismark
- ◉ @WitnessToAll
- ◉ Pastor Jim Hughes
- ◉ @Apologetics

# TAKE-AWAYS

- ◉ Evangelism on Social Media is effective when there are follow ups
- ◉ It should be seen as seeds
- ◉ Prayerfully consider the posting of content

## References

- ◉ **Asare**, Isaac O and Carleen Shoy “Going Social-How to make the most out of Social Media” presentation at the Afrobarometer communications capacity building workshop, Cape Town South Africa October 2014
- ◉ Obar & Wildam 2015 “Social media definition and the governance challenge: An introduction to the special issue” Telecommunications Policy
- ◉ Video: “Effective Use of Social Media in Sharing the Gospel: Focus on World Regions” Lausanne Movement  
<https://www.youtube.com/watch?v=tQ9DPvwhOR8>
- ◉ Gadel -@Apologetics
- ◉ Hootsuite
- ◉ Social Bakers.com
- ◉ Internet Live Statistics

# FACEBOOK & TWITTER EXERCISE

In pairs, I would like you to write a Facebook post

- ◉ Inviting a contact to Jesus Christ
- ◉ Inviting someone to a Church program
- ◉ Summary of your quiet time/ devotional
- ◉ A testimony to share
- ◉ A summary of a scripture/movie/that touched

Think about:

- ◉ Your audience, why should they care about what your are posting?
- ◉ What is the most important piece of information you want to share
- ◉ What sort of imagery would you use for this post?

You have 10 minutes.

00<sub>h</sub> 10<sub>m</sub> 00<sub>s</sub>

# THANK YOU FOR YOUR ATTENTION FOLLOW ADENTA BAPTIST IN THE DIGITAL SPACE

- ◉ WEBSITE: <http://adentabaptistchurch.org/>
- ◉ FACEBOOK:  
<https://www.facebook.com/AdentaBaptistChurch/>
- ◉ YOUTUBE:  
<https://www.youtube.com/channel/UC3B2hC5BWVgV3NRFwCFXaVw>
- ◉ PASTOR'S PAGE:  
<https://www.facebook.com/Rev-Richard-K-Dodd-826174390761545/>