

*The Potential of  
Digital tools and  
Social Media for  
Evangelism and  
Spiritual Growth*



Our world became smaller coz, everything is within a click's reach

## Reasons to use new technology

People spend significant amounts of time absorbed in new technologies...mobile phones, virtual reality, etc.

We are called to meet people where they are. Technology is a way to establish new relationships.

Technology enables us to cross geographic and cultural distance rapidly and inexpensively.

The enemy is an adopter of new technology. We can't let the devil have all the good technology.

Virtual relationships can be the first step to "in real world" relationships.

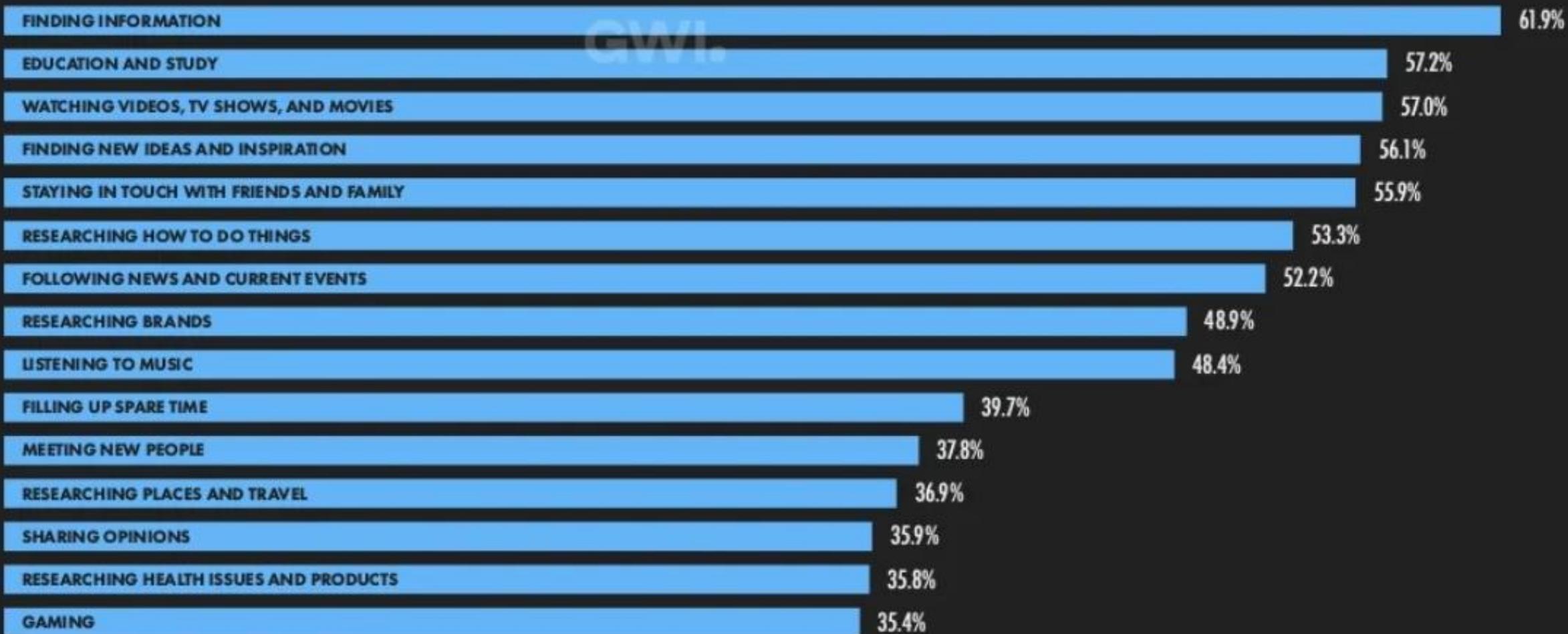
FEB  
2022

# MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET



INDIA



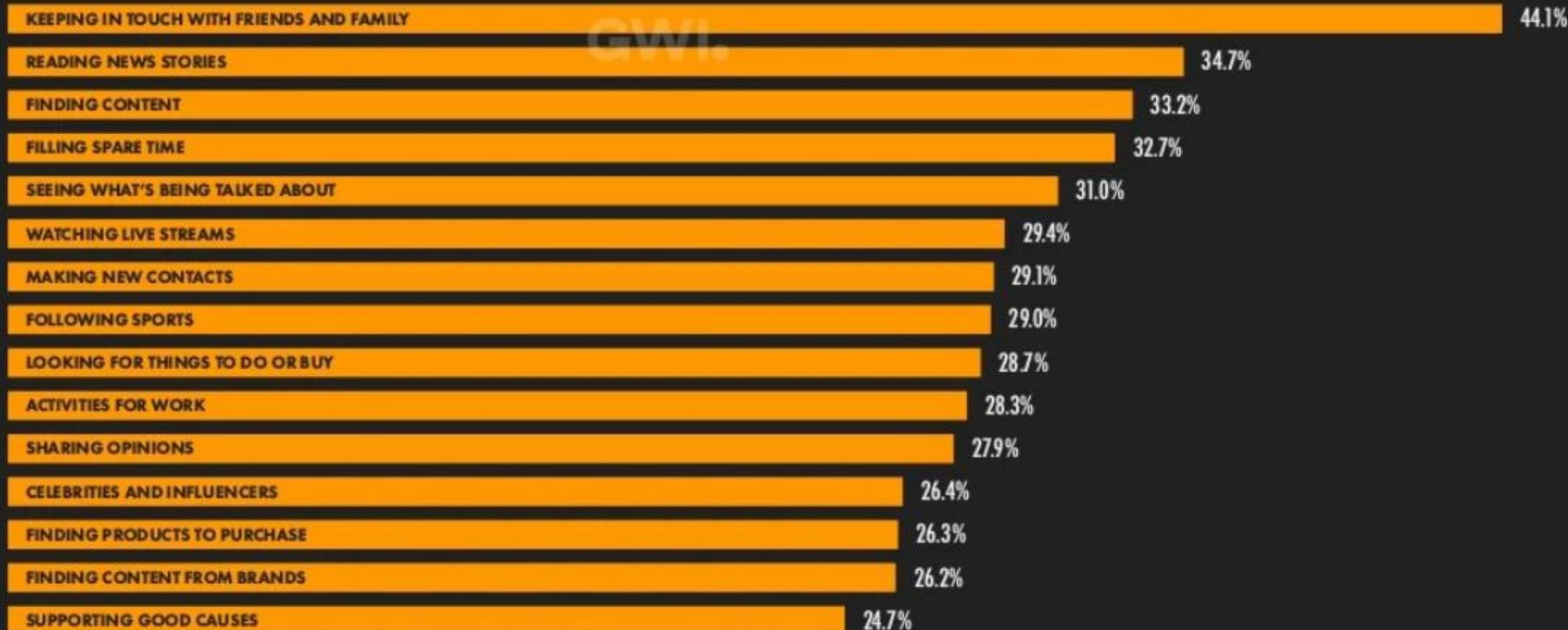
FEB  
2022

# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



INDIA





**ENTERTAINMENT**

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**NEWS &  
CURRENT  
EVENTS**

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**FRIENDS**

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**MEMORIES**

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**FAMILY**

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**Not all the things are true, easy or good**

# Overuse of Digital and Social media can lead to:

**Low productivity**

**Wasted time**

**Neglected  
opportunities**

**Distraction**

**Watch the Social  
Dilemma documentary**

**Cyber bullying**

**Isolation**

**Anxiety**

**Fear**

**Sleeplessness**

**loneliness**

**depression**

**Eating disorder**

## Similar to other addictions

### **Mood modification**

(change in emotional states)

### **Saliency**

(behavioural, cognitive, and emotional preoccupation)

**Relapse** (quickly revert back to their excessive social media usage after an abstinence period).

What is Social media addiction?  
Excessive or Compulsive use

### **Withdrawal symptoms**

(experiencing unpleasant physical and emotional symptoms)

### **Conflict**

(interpersonal problems)

**Tolerance** (ever increasing use of social media over time)

# Excessive social media

Unhappiness

Anxiety

Depression

Social anxiety disorder.

Eating disorder

Constant comparison

Dissatisfaction

Perfectionism

Fear of missing out (FOMO)

Sleeplessness

No empathy or compassion

**Video games** can improve hand-eye coordination and help players gain many skills. Helps users to make decision independently!  
But over usage can cause serious **psychological and health problems.**

## **Common signs of video game addiction**

- Constantly thinking about gaming
- Needing to spend more and more time gaming to gain the same level of happiness or enjoyment
- Feeling down or low when you're unable to play video games
- Using gaming as a way to cope with stress and other negative emotions
- Feeling unable to cut down on gaming time or quit gaming altogether
- Losing interest and/or a desire to do other activities that you used to enjoy
- Having trouble at school, work, or home due to gaming
- Continuing to play video games at the same frequency despite the issues that it causes
- Lying to people in your life about the amount of time that you spend playing video games

SEX ONLINE

## AN EPIDEMIC



AS MANY AS  
1 OUT OF EVERY 4  
ONLINE SEARCHES  
ARE FOR  
PORN



EVERY SECOND  
30,000 PEOPLE  
ARE VIEWING  
PORNOGRAPHY.

THE AVERAGE AGE OF  
FIRST EXPOSURE IS JUST 11

PORNOGRAPHY  
USE INCREASES  
THE MARITAL  
INFIDELITY  
RATE MORE  
THAN 300%

IN 56% OF ALL  
DIVORCE CASES,  
ONE PARTY HAD  
AN OBSESSIVE  
INTEREST IN  
PORN SITES

## COMMON LIES PORN USERS ACCEPT

WORLD'S LIES	GOD'S TRUTH
Porn's not a big deal	Porn is a big deal Mathew 5:28
Everyone looks at porn	Mathew 7:13 - Be in the minority
Once I'm married, then I'll quit	Gal 6:7-8 what you will reap what you sow
Masturbation is ok and normal	Col 3:5 - Body should be dead to sexual passion
It's my secret sin no one's going to find out	Palm 90:8 - committed in the light of God's presence
I will never be able to resist this temptation	1 Cor 10:13 - always a way of escape

## Questions we can ask ourselves: AM I BRAGGING?

“Let another praise you, and not your own mouth; a stranger, and not your own lips” Pr. 27:2.

Why am I posting this?

Why did I even take a picture of this?

To make myself look good?

To let my friends and followers know I’m

“somebody”?

# AM I SHINING FOR JESUS?

Is our posts glorifying God?

Is it edifying others?

Am I Loving and kind?

Impact on social media is only possible through a Spirit led person.

# Ways to disconnect

Turn Off Your Notifications

Self-imposed non-screen time

Limit Yourself

Get A New Hobby

Check In With Friends And Family

Make It A Treat

Delete Apps You Don't Use

How to use Social Media  
responsibly?

Listen

Be Creative

Influence it for good

Post things that would benefit  
others

Post things that glorify God

Nearly 66% unreached

## BIGGEST HURDLES FOR WORLD MISSIONS

Unreached People Groups

University Students

Reaching People from other World Religions

Witness in Public Life

Reaching Displaced Peoples

Megacities

Society transformation

Ethnicity and Identity

Prosperity Theology

Scientific Materialism and Secularism

## ENABLERS

Prayer Mobilization

Technology (Big Data / AI)

Fund allocation

Strategic Networking

Life On Mission

Remember the promises

Hab 2:14

Exodus 31 – God blessing people with skills

Jer 33:3

Some Reminders

Be aware of who your audience is

Evaluate your followers' engagement

Keep trust in the front of your mind

Stay up to date with important events

Keep your frustration out of it

Keep the gospel in mind

Know the platforms

Facebook – Men 25 - 34 years (19% of users).

Youtube – 45% female; 45% and 70% use on mobile.

Twitter – 29% are 25 - 34 years old.

Linked In – Professionals, 61% between 25 - 34 years old.

Instagram – 50.9% women and 49.1% men; 35% are 25 - 34 years old.

Snapchat – 82% are 34 or younger; 61% are women.

Pinterest – 72% women; 41% 25 - 34 years old.

Be Social/Valuable/Gracious/Visual/Present/Brief

## Content Calendar

Sunday - Ask an engaging question

Monday - Post a Graphic with a verse

Tuesday - Post a Video

Wednesday - Repost another graphic

Thursday - Throwback Thursday (anything)

Friday - Recap or quote from your Meeting

Saturday - Repost leader

## FREE IMAGE SOURCE

UnSplash (<https://unsplash.com/>)

Pixabay (<https://pixabay.com/>)

Pexels (<https://www.pexels.com/>)

SplitShire (<https://www.splitshire.com/>)

Kaboompics (<https://kaboompics.com/>)

PicJumbo (<https://picjumbo.com/>)

Reshot (<https://www.reshot.com/>)

StokPic (<https://stokpic.com/>)

PicXClicX (<https://www.picxclicx.com/>)

Please check and use :)

# YOUTUBE SEO

1. Rename your video file using a target keyword.
2. Insert your keyword naturally in the video title.
3. Optimize your video description.
4. Tag your video with popular keywords that relate to your topic.
5. Categorize your video.
6. Upload a custom thumbnail image for your video's result link.
7. Use an SRT file to add subtitles & closed captions.
8. Add Cards and End Screens to increase your YouTube channel's viewership.

# FACEBOOK SEO

- 1: Conduct SEO keyword research
- 2: Create a custom Facebook page name
- 3: Optimize your vanity URL on Facebook
- 4: Add SEO keywords to your Facebook Page's About section
- 5: Share content that leverages SEO keywords
- 6: Improve local SEO with accurate contact information
- 7: Build backlinks to boost your Facebook page's SEO ranking
- 8: Include relevant custom tabs on your Facebook page
- 9: Add SEO keywords across all parts of your Facebook Page

## TOOLS OF THE TRADE

<https://vidiq.com/>

<https://www.tubebuddy.com/>

<https://keywordseverywhere.com/>

<https://www.hootsuite.com>

<https://socialblade.com/>

# DIGITAL (MARKETING) TOOLS YOU CAN USE FOR FREE

[neilpatel.com/ubersuggest/](https://neilpatel.com/ubersuggest/) - For domain overview and content ideas

[www.seopowersuite.com](https://www.seopowersuite.com) - download free version - SEO tools

[answerthepublic.com](https://answerthepublic.com) - 3 searches per day - visual keyword research

[hemingwayapp.com \(online\)](https://hemingwayapp.com) - To write grammatically correct sentences

[photopea.com](https://photopea.com) - online alternative to photoshop.

**Canva** - free limited account - To design online using drag & drop features

[Mailchimp.com](https://mailchimp.com) - 300 emails/day free - For email marketing

Depend on the Lord

Pray for wisdom and impact – personal and corporate

Keep learning and share your learnings

Use good tools

Experiment and analyse (trial and error)

Bible: Ever Green Content!

Use separate passwords wherever possible (Use a software)

Avoid Geotagging and stay off politics

Avoid keeping FaceBook open when not in use

Use genuine software/open source. Use a good antivirus.

Be aware of Phishing (Careful when clicking links)

No Sign in with Google, unless absolutely necessary

Stay off third party unknown

applications/attachments/websites

Avoid unsecure websites [http://]

**Build up** your life on God's Word  
**Stand Up** for your convictions  
**Speak up** for God (the Gospel)  
**Look Up** to God at all times  
**Team Up** with Godly friends  
**Live up to** your name (as Christian)  
**Show up** as an excellent worker  
**Store up** treasures above

**Digital Mission Trip**

**Gather 5 online**

**Pray for divine opportunities**

**List 5 friends each**

**Build rapport**

**Share the Gospel, do discipleship**

**Watch God work**