

***EFFECTIVE
MULTIMEDIA
MINISTRY
FOR SMALL
CONGREGATIONS***

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SCRIPTURE FOCUS

Go ye therefore, and teach all nations... -**Matthew 28:19**

Go ye into all the world and preach the gospel to every creature. -**Mark 16:15**

Church of God in Christ Mission Statement- "to seek and save the lost"

Class Objective: At the end of this class, you will know the importance of using different methods of media to fulfill the great commission. Students will also be provided effective tools that can assist with advancing the Kingdom on social media and weekly telecasts.

I want to preface today's session by saying that the Church triumphant is not reduced to brick and mortar; She is you and me, individually. You are the Church, and I am the Church. Together, we are the body of Christ. As we explore this topic, we will discuss our individual roles as believers in using media to advance the Kingdom of God.

Let's analyze the instructions given to us by Jesus in Matthew 28:19 and Mark 16:15.

- **Matthew 28:19:** *Go ye therefore, and teach all nations...*
The word "nations" in the Greek means ethnos, where we get the word, ethnicity.
In short, Jesus commands us to GO TEACH THE GOSPEL OF JESUS TO ALL ETHNICITIES.
- **Mark 16:15:** *Go ye into all the world and preach the gospel to every creature.*
"World" in the Greek means kosmos, meaning systems or spheres.
In short, Jesus commands us to GO PREACH JESUS IN SYSTEMS OR PLACES WHERE WE FUNCTION.

All of us have been strategically placed in communities where we can share the gospel of Jesus Christ with different races and nationalities. Not only can we reach persons in our close environments, but through the power of social media, we can also reach people in other parts of the country and the world with the touch of a single button.

WHY IS IT NECESSARY FOR MINISTRIES TO USE SOCIAL MEDIA?

All forms of media are controlled and influenced heavily by the enemy. The enemy is responsible for the gross darkness we see, especially on social media. We find in **2 Corinthians 4:4** that the enemy is the god of this world, and that he has blinded the minds of unbelievers. Jesus tells us in **Matthew 5:14** that *we are the light of the world. A city that is set on a hill that cannot be hid.* Light is needed wherever darkness is located. Therefore, it is necessary for believers to be present on social media.

STATISTICS

- Datareportal.com reports that there are **4.95 billion** internet users in the world today. **The total number of users grew by 192 million in the past 12 months.**
- There are currently **4.62 billion** social media users around the world.
 - Presently, we have the potential to reach north of 4 billion people!
- Statista.com reports that in 2021, **4.32 billion** people access the internet and social media with their mobile devices.
 - Imagine one of your posts going directly to a person's mobile device without asking for their permission. **Social media is the updated version of door-to-door witnessing, sans the knocking.**
- **3.2 billion** people (40% of the world's population) have no access to the Gospel.
 - *The harvest is plentiful, but the laborers are few. -Luke 10:2*

Those numbers are alarming! Can you believe that in times like these, 40% of the world's population have no access to the Gospel? Social media breaks geographical barriers and allows us to reach places that we may never physically place our feet.

You may not believe this, but in 2021 alone I personally traveled to more than 150 countries without purchasing one plane ticket. I traveled to places like South Africa, Australia, Morocco, Uganda, China and Germany from the comfort of my own home. Social media is a powerful tool that can make a huge impact for the Kingdom of God! I am going to share with you tips on how you can increase your reach to cities and nations that need the Gospel via social media.

FUN FACTS

According to datareportal.com report, roughly 10 percent of Facebook users are American. That is about **179.7 million people**. Americans are the second highest number of users. India ranks number one with 329.7 million. There is a big world out there, so we should be tapping into it.

Here are two important terms that you need to measure your success on social media.

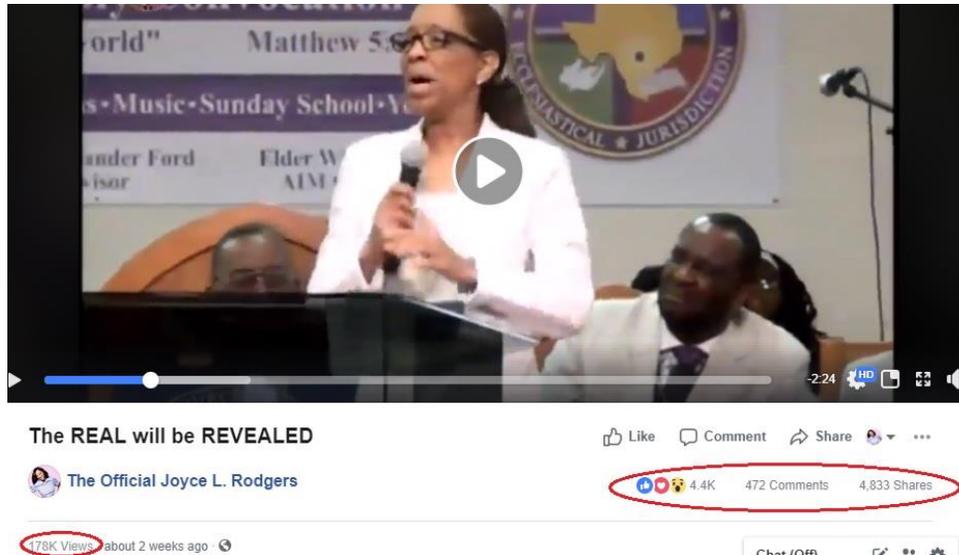
1. **REACH**- the total number of people who see your content.
2. **IMPRESSIONS**- the number of times your content is displayed, no matter if it was clicked or not.

Both terms are similar, but in terms of the soul-winning, impressions are more important because people see your message even if they don't respond with a LIKE, SHARE, or post CLICK. The goal is to get the message out there where people can see it. Public responses are welcomed, but not necessary.

THREE WAYS TO INCREASE VISIBILITY

1. CONTENT IS KING

- Create content that will make people pause and consume.
- If you're using a video clip, trim your video to a short highlight that excites you! In most cases, if it excites you it will excite others! See sample below.



- Presently, photos are superior over all forms of marketing tactics on social media. I KNOW—THIS IS SHOCKING! According to Digiday, 85% of videos are viewed with the volume off. **One way you can tell if a video is effective by the number of shares, not views.**
- Use photos or graphics that tell a story. They don't all have to be spiritual. Use family photos as bait to get them to visit your website or page. It works! The ideal size for graphic images on Facebook and Instagram is 800 x 800. The image can be seen and read comfortably on a mobile device. (Canva.com and Adobe offer free tools/templates you can use that can help you with creating graphics and flyers).
- Avoid using advertorial and "salesy" content in your regular posts. Studies show that consumers respond to social media advertisements better when they are sponsored posts. Those posts are labeled as Advertisements in the newsfeed and it lets people know from the jump that there is no hidden agenda.

2. BE SOCIAL

- The main objective of social media is to be social. Speak to people! Engage with your followers.
- Don't be super-spiritual! You can easily turn people away. You can be saved and socialize without compromising. Jesus did the work of His Father and performed many miracles and wonders in the earth. Yet, He was so natural that it took Judas to kiss Jesus to point Him out to the guards who were in search of Him (Matthew 26:47-56). Jesus wasn't floating around in the air all day. He was supernaturally natural!

3. GO FISH

- Look for opportunities to share the good news with your audience. If someone mentions that he or she is battling with depression and you have an encouraging word, make it your business to share it. Your words could be the lifeline that keeps someone from suicide or self-harm.
- In Matthew, chapter 24 and Luke chapter 21, Jesus provides insight on what the world will witness in the last days. We are living in the last days. If you are in search for relevant content to create, START THERE! **For example:** Jesus tells us in **Luke 21:26** that *men's heart will fail them for fear*. Jesus also tells in **John 14:1** to *not let our hearts be troubled*. Lately, we have seen an increase of child and young adult deaths due to heart-related issues. Pastors are committing suicide because of fear and anxiety. Create powerful content that will give your followers hope in Jesus Christ. Shower them with scriptures about the love of God. Remember to ask Holy Spirit to guide you and to prepare the hearts of those who will be reading or listening to your content. He is here to help us!

Lastly, don't measure your social media success on the number of LIKES and SHARES you receive. Just because your audience isn't "liking" doesn't mean that they are not looking. In ministry, the goal is to get the message of Jesus Christ out there whether it is received by others or not. Once they view or hear your message, they are held accountable.

PRAYER

Loving Father, as your representative in the earth, use me as a laborer to gather the harvest in social media. Give me innovative ways to reach the lost using the tools you have given me. Forgive me for not aggressively sharing your love with others. Holy Spirit, identify those within my reach that I can share Your love with, and help me to release fear of rejection by unbelievers. Today, I commit to being a light on social media and with those who I encounter each day. In the Superior name of Jesus, I pray. Amen!