



EVANGELISM

Go Tell It On the Web

We're going to hit you with some statistics that will likely blow your mind — so prepare yourself. Facebook is the third largest world population behind China and India. More than 50 percent of the world's population is under 30 and more people own a mobile device than a toothbrush. What's more, college students are said to spend an average of 3.5 hours on social media daily.

Is your mind blown yet? We looked at that last statistic and Deanna asked a great question, "If we knew a place in the city where people were spending three or four hours everyday, wouldn't we be encouraging others to go there and build relationships?"

Why, yes, we would and social media is that place! We believe the Lord has connected the whole world through social media for such a time as this. We have the opportunity to make an impact for Christ and if you're not using it, you're missing out. We're all busy and have a million other things vying for our time, but if we want to reach the campus and the world, social media must be a part of that.

What does it look like to evangelize well on social media?

- **Think through how** your ministry and the individuals in your community can use social media strategically to reach outsiders and serve your city.

- **Empower and train** your ministry leaders on using their social media to influence non-Christians. Encourage them to repost and be involved with any of the content you create. This is a great way to get new people or non-Christians in your community involved.

- **Think about the audience** you're trying to reach. Consider running a campaign specifically aimed at students with doubts and questions.

- **Evangelism is one piece** of your social media presence. Choose campaigns and content wisely. Be intentional with how often you post evangelistically. Be seeker friendly, informative and interactive. If all you do on social media is evangelism you will lose engagement.

- **For more ideas**, read "How Not To Use Social Media".

One way to engage non-believers in a meaningful way is an online outreach. Choose a hashtag

for the campaign and be sure to include relevant hashtags from your city and ministry. Ask volunteers in your movement to participate at the same time by posting and tweeting. You can use Cru's "Spiritual Conversation Starters" found on www.Facebook.com/CruGlobal in the photo albums or have ministry leaders pull short videos of their personal stories.

In the Northeast, Deanna participated in Digital Days of Outreach during their winter conferences. Leaders trained students during a main conference session where they cast vision for what the outreach could look like.

Students were asked to pick a theme or a question that was a part of their testimony of coming to Christ. Then, each student recorded a short video of their testimony where they elaborated on what Christ had done in their life by expanding on the theme or question that was presented.

At the end of the video they turned their question around and asked the audience to answer the question for themselves. The videos were uploaded and posted on their individual and campus social media pages. What a way to share what Christ has done in the lives of many students in just a matter of minutes!

After the session, students prayed about what outreach to do on their own social media. Students talked through fears and asked each other for help. They were challenged to take the next steps in sharing their faith together.

More ideas for online outreach:

- **Cardboard testimony.** Have volunteers write a word or phrase describing who they were before Christ (one side) and after Christ (other side), then film a short video.

- **Upload student testimonies.** Have your community reach their peers by being open and honest about their faith journey.

- **Ask engaging questions.** This is your platform and your opportunity to share the gospel in an enlightening way. Take advantage of this.

- **Who is on your heart?** Ask people involved in your ministry, “Is there someone who God has laid on your heart to ask where they are at spiritually?” Then, challenge them to pray and contact that person to meet up later to talk. This would be great to do as a group outreach, small group or in lieu of a weekly meeting.

For more personal evangelism ideas, check out the video from Roger Vann’s talk, “Making the Most of Facebook” in our resource section online.