

AM

INTERNATIONAL

Online Evangelism Strategies

A GUIDE FOR GROWING YOUR CHAPTER'S
SOCIAL MEDIA PRESENCE AND TIPS FOR
ONLINE CAMPUS OUTREACH



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“Every good gift and every perfect gift is from above, coming down from the Father of lights with whom there is no variation or shadow due to change.”

James 1: 17 (NIV)

The only thing that is constant in our world is change. However, our heavenly father remains unchanged and true to His love. Therefore, our mission as His children remains the same. No matter what trials or circumstances we may face, we must continue to fight the good fight. In this season of fear and isolation, we find one door has closed: the door to street evangelism. Nevertheless, God has already opened another door: the door to online evangelism. AM International created this guide to help our chapter leaders all over the world spread the gospel and reach students who are thirsty for the word through online platforms.

Online evangelism is unique and has undiscovered potential. Although online evangelism does not have the same interpersonal advantages as street evangelism, it allows the invitation to Jesus to reach every soul a leader finds. According to a 2015 report, more than 98% of college students use social media and have social media profiles. The amount of students a leader can invite to bible study a day drastically increases when we utilize online platforms to evangelize.

As the light of the world, let us express our gratefulness to God for the gift of technology in contemporary society, and proceed in mission with urgency. Let us recognize our present circumstances as an opportunity to gather the vast harvest and lead every soul to Jesus. We hope this guide will familiarize you with different online platforms and aid you in getting started.

FACEBOOK

HOW TO EVANGELIZE ON FACEBOOK

1. Create a Page for your Chapter

- a. Go to facebook.com/pages/create.
- b. Click to choose a Page type.
- c. Fill out the required information.
- d. Click Continue and follow the on-screen instructions.

2. Engage in Conversation

Since AM's target harvest is university students, follow other university pages and message users who like or follow that page through Facebook Messenger. You can also follow other Christian organizations local to your chapter or worldwide and message students who follow those pages.

FACEBOOK FEATURES FOR EVANGELISM

Facebook Live

Tutorial: <https://www.youtube.com/watch?v=x7CZHtEfXDw>
When you do your live streams, be sure to give brief introductions about what your livestreams will be about.

Facebook Stories

Tutorial: <https://www.youtube.com/watch?v=ajRnToYSGyE>
Use short stories with video or pictures to make announcements or reminders. Create engaging content by including links to your page or ministry website.

Events

Create virtual events and encourage regular students to tune into broadcasted services, prayer meetings, bible studies, or seminars.

Check-in

When students click the "check-in" button on your page, it notifies their friends and can lead other students to your page.

QUICK STATS

- Facebook has 2.5 billion monthly active users.
- 1.6 Billion users log onto Facebook daily.
- FB's Most common age demographic is from 25-34.
- Highest traffic occurs between 1pm-3pm in the middle of the week.
- Engagement is 18% higher on Thursdays and Fridays.



Watch List

If there is a sermon or devotional you want to share with students, save them in your watch list and share later.

Groups

Create bible study groups, event groups, meeting rooms, prayer groups, or divide your students by age or commitment.

Timeline

Post updates, news, bible study materials, reflection question, links, and others on your timeline.

Keep your students and other newcomers informed of chapter activities and progress.

Facebook Messenger

Utilize FB messenger to invite students to bible study and communicate with students.

INSTAGRAM

HOW TO EVANGELIZE ON INSTAGRAM

1. Create a Professional Account for your Chapter
 - a. Download the app and choose the "Professional" account option.
 - b. You can choose "Church" as the category.
 - c. If you would like, link your Facebook page to your Instagram account if prompted.
 - d. Click Continue and follow the on-screen instructions.
2. Engage in Conversation

Since AM's target harvest is university students, follow other university accounts and Christian organizations. Reach out to students who follow those accounts by direct messaging them.

INSTAGRAM FEATURES FOR EVANGELISM

Instagram Live

Tutorial: <https://blog.hootsuite.com/instagram-live-tips/>

Use Instagram live when teaching short messages, broadcast introduction bible studies, or introduce yourself to new students.

Instagram Stories

Tutorial: <https://www.youtube.com/watch?v=L9E1QrOpJ8A>

Post announcements, polls, reflection questions, events, and others in picture and video format to engage with students.

Campaign Hashtags

Add hashtags to your captions under your photos or videos or in your Instagram stories to start campaigns.

QUICK STATS

- 1 Billion users monthly.
- 500 million Instagram story watchers daily.
- 89% of users are outside of U.S. (more worldwide evangelism)
- 18-29-year old make 67% of users.
- Most traffic occurs from 11 am-1 pm, 7pm-9pm on Mondays, Wednesdays, and Thursdays.
- Saturdays around 5pm is the best time to post.



Photo and Video Layout

Instagram caters more to visual learners. Therefore, instead of words, students will be drawn to your page by seeing pictures and videos. When you first create your account, post a couple of pictures and videos to show students your chapter is legitimate.

Direct Message

Use direct message to invite students to bible study.

TWITTER

HOW TO EVANGELIZE ON TWITTER

1. Create an account for your Chapter
 - a. Download the twitter app if you would like.
 - b. Follow the on-screen instructions.
 - d. Use the AM mission statement for your bio.
2. Engage in conversation
 - Tweet frequently
 - Post Visual content
 - Engage with replies, retweets, tags, and hashtags.
 - Follow university accounts and Christians organizations.
 - Direct message users who follow universities and Christian organizations.

QUICK STATS

- 330 million active monthly users.
- 69 million users are in the U.S.
- 80% of users are affluent millennials.
- 34% female 66% male
- 67% of all B2B Businesses use twitter.
- Best time to tweet is around 3pm on weekdays according to data.



TWITTER FEATURES FOR EVANGELISM

Twitter Chats

Tutorial:
<https://blog.hubspot.com/blog/tabid/6307/bid/28979/8-steps-to-hosting-a-successful-twitter-chat.aspx>
 Establish credibility by hosting a twitter chat with new students.

Direct Message

Follow users who are following other Christian organizations or universities and send them a direct message to invite them to bible study.

Tweets

When you post a tweet, you can ask questions (using Twitter Poll), share information about your ministry, post invitations to bible study, and more. Add hashtags on your tweet to compliment your campaign or bible study theme.

Twitter Lists

Create lists and categorize students by adding them to different lists such as “newcomers” or “regulars”. Your students will automatically be notified.

Retweets

Your tweets are more likely to be retweeted with videos, photos, and GIFs. Retweet other tweets and share with your followers. Accounts that share information from other accounts are more likely to gain followers.

Twitter Analytics

Analyze engagement, reach, impressions, and know how many people respond to the content you are publishing.

CONFERENCE PLATFORMS

Conference platforms can be used to do one on one or group bible studies with students who attend bible study regularly or are deeply interested in bible study. Conference platforms provide a place to meet students virtually and allows face to face interaction between you and your students. Signing up for each platform is free; Just follow the link to set up and account.

Zoom <https://zoom.us/>

Google Hangout
<https://gsuite.google.com/products/meet/>

GoToMeeting
<https://www.gotomeeting.com/>

SUB-PLATFORMS

1. [YouTube](#) and [Vimeo](#) can be used as platforms to post videos of short messages, seminars, chapter events, and other film footage
2. [The Bible App by YouVersion](#) can be used to do devotionals with students, monitor bible activity, share prayer topics, and provide different bible translations.
3. [The AM International Website](#) contains many resources for each chapter. Link the AM Website to each social media account you create and direct students to the website if they want to learn more about our ministry.



YouVersion

ADDITIONAL TIPS FOR ONLINE EVANGELISM

1. Before you begin reaching out to students, be sure to do the following:
 - a. PRAY
 - b. Set Goals [Who, How Many]
 - c. Set Time [You can start evangelizing when you feel compelled to, but especially during peak hours mentioned under the “Quick Statistics” section]
2. Follow pages your target audience would most likely follow or visit.
3. Keep exploring the features of the social media platform and be creative.
4. Utilize features that lead students to your page. Features such as live broadcasts, hashtags and campaigns, polls, pictures, and videos.
5. Create a content strategy and post consistently just like walking onto a campus and evangelizing.
6. Clarify your message by being clear and concise.
[What do you want students to gain by visiting your page?]
7. Know what engages your students. Create content specifically centered on Jesus in a way your audience will be able to relate or confide in.
8. Set goals and objectives.
[Set at least 5 realistic goals each month, whether it's growing page followers, releasing content daily, posting bible studies weekly, or increasing amount of page visits per day.]
9. Create a timeline or content calendar which includes when and what you will post on your feed/ story/ broadcast and know when your audience is most likely to tune in or see the post.
10. Give Calls to Action (CTA) to engage your audience and encourage them to share your posts.
[Examples such as “like and share this video to your friends who are interested in bible study” or “comment below which university you are studying at”]
11. Remember, the content you post should draw users to Jesus and His love.

EXAMPLE OF AN ONLINE EVANGELISM TIMELINE

WEEK 1

Goal(s)

- Gain followers, (30), per day

Actions to Achieve Goals

1. Create Content:
 - inspirational images with uplifting message.
 - Post text- based photos on FB and Insta Stories
 - Create a Poll to determine the best bible study time.
 - Posts about relevant matters in society, seen through the lens of faith is also good.
 - Post videos or captions with questions and encourage viewers to answer.
 - Encourage viewers to contact AM through DMs.
2. Post at least 3 times a day
3. Follow accounts in the same niche.
 - Comment on their content and posts.
 - Unfollow accounts who did not follow back after a week.
4. Follow relevant #TAGS to our niche.
 - Our niche is Christian college fellowship.
 - Search hashtags connected to our niche and follow accounts who post that hashtag.
5. Prepare for an IG Live Bible Study
 - Plan date and time for live broadcasts.
 - Promote broadcasts daily with posts on stories or newsfeed.
 - Pray 7-12 minutes for the best messages to broadcast

WEEK 2

Goal(s)

- Teach a 5-minute Bible Study on IG Live

Actions to Achieve Goals

1. Promote
 - Post reminders on stories and on feed daily until broadcast day.
2. Preparing the teaching area/set for the event.
3. Test and Rehearse
 - Designate a test group among AM members who have Instagram accounts to rehearse the broadcast and test functionality of audio and video capabilities.
4. Prepare the Message and Teach

CONCLUSION AND PRAYER

This guide includes some of the ways you can get started with online evangelism. Should God provide you with other ideas, please feel free to share with the rest of our community so we may continue expanding our reach and maximizing our resources.

Before you go and spread your light, shall we pray?

Dear Lord, we thank you for the gift of courage, the gift to be alive in this era, the commission you have called us to fulfill, and the light and love of your son Jesus who has conquered it all. We believe you are with us through the heartache and the highlands, and we hope to bear the fruit of true love as we pursue your kingdom. Please prepare the harvest and lead us to the souls who are meant to begin their journey of faith with our community. We do not bring much to the table, Lord, but we ask that you multiply our efforts and use them for your glory. We pray all of this In Jesus name. Amen.

Joshua 1: 9

“Have I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the LORD your God will be with you wherever you go.”