

You Have One Job

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Introduction

Mark 8:27

Jesus and his disciples went on to the villages around Caesarea Philippi. On the way he asked them, "Who do people say I am?"

Introduction

- Social media is essentially any interactive platform for media content, that is hosted on the Internet – including words, graphics, photos, videos and audio.
- Facebook, Twitter, Instagram, Snapchat, YouTube are expressions of this. They are platforms that enable social activity, especially social conversations.
- To this extent, social media as it presently exists is an Internet enabled function that advances the same goal as the original social media – your mouth!

Introduction

- However social media is now so much more – the arbiter of culture for millennials – digital natives between 18 – 35 years.

Introduction

For them, and for the general public increasingly, social media has become a place where:

- News is heard first
- People can immediately and over time share opinion and information about their lives and the world
- Role models and influencers of culture and life can be found
- A tool for personal and group expression
- Wealth is created through new jobs, new platforms, new avenues for innovation and creativity
- Democracy in its purest form is practiced, as a place where power has changed hands and can be accessed by anybody

Introduction

- Where attitudes and opinions were once shaped by radio, TV and newspaper, social media is increasingly taking that space.
- Social media is not the future. It's the present.

What Would Jesus Do?

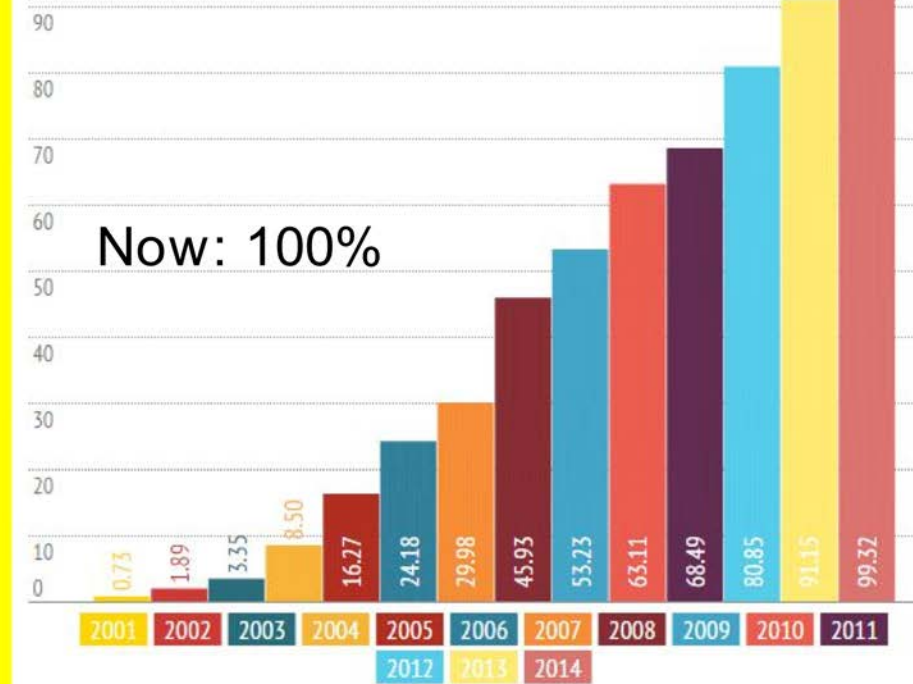
Genesis 1: 28

- Be fruitful and multiply and fill the earth and subdue it, and **have dominion**
- There is no doubt that if Jesus was alive now he would be on social media
- Like the 5 loaves and 2 fishes (Mark 6:41), he knew the crucial value of connecting with audiences.

The Data

15 of 94

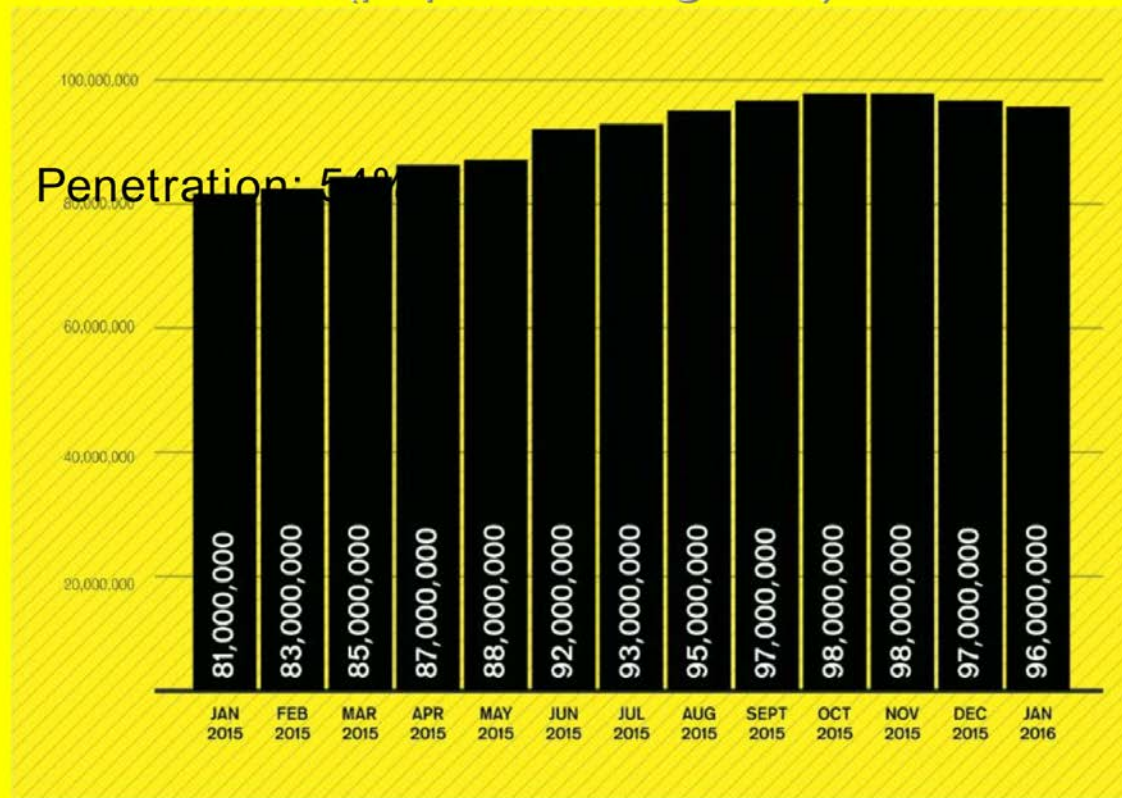
Mobile penetration in Nigeria (%)



Source: NCC

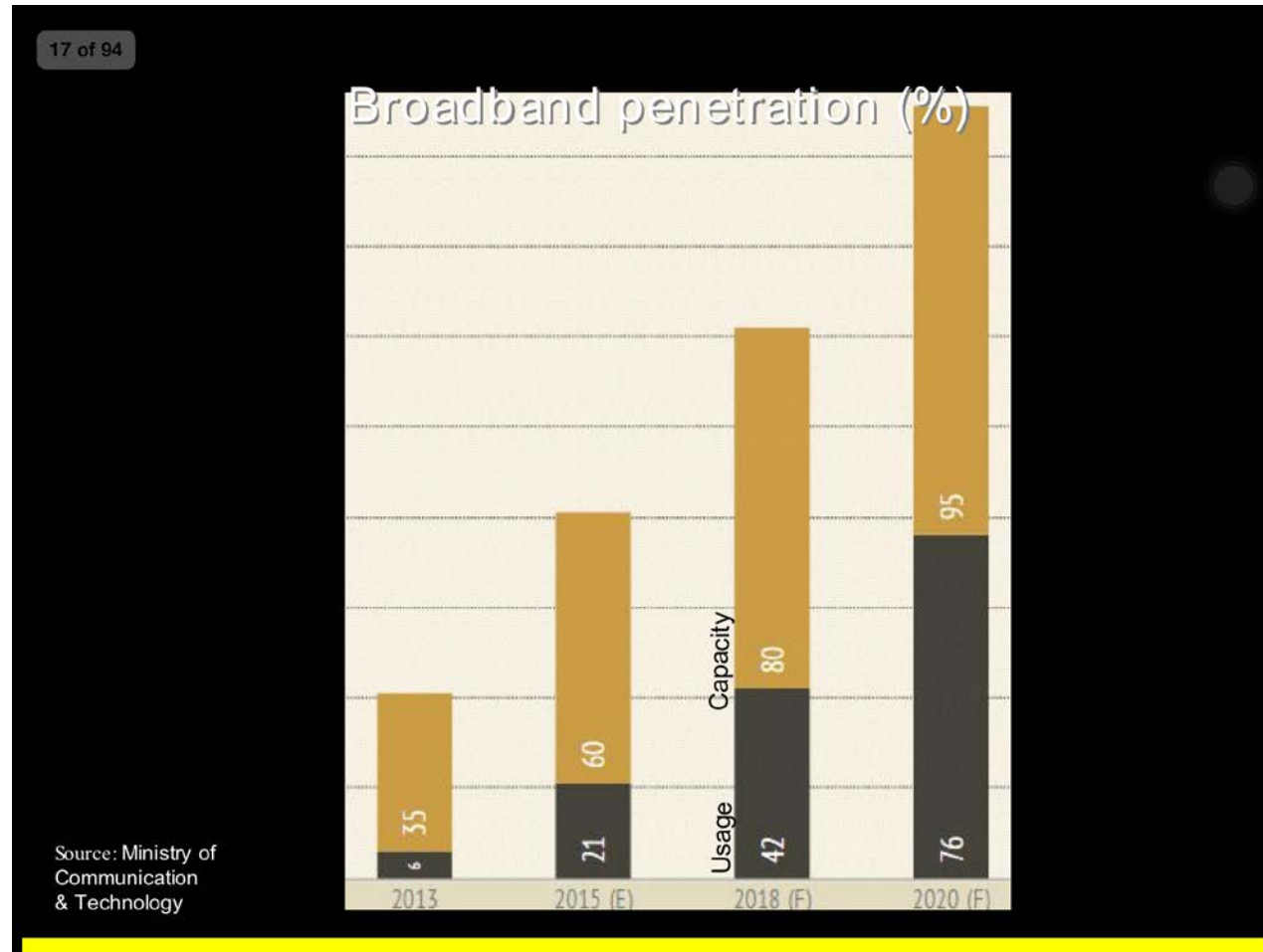
The Data

Internet use (population figures)

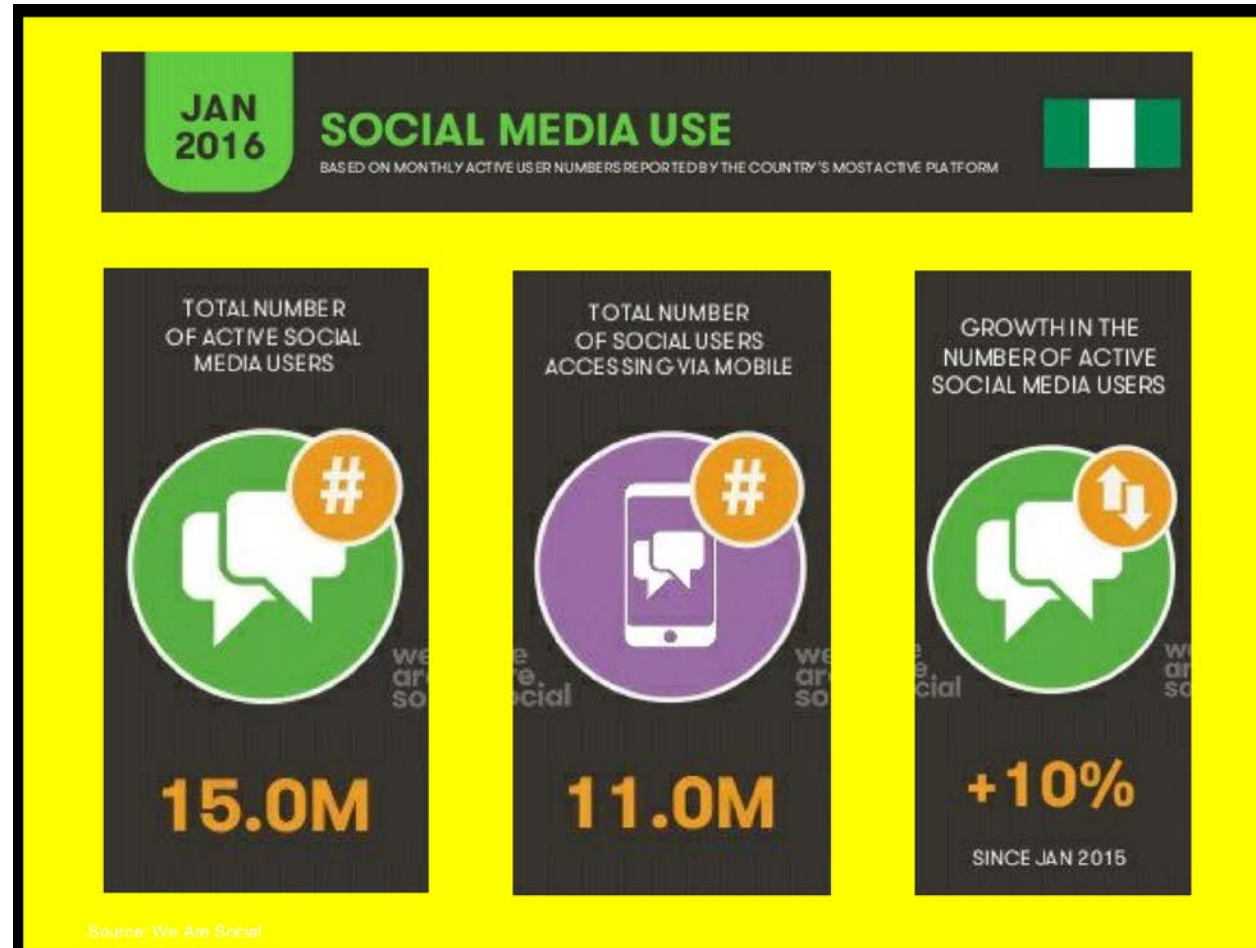


Source: NCC

The Data



The Data



The Data

Monthly active users

70 million



16 million



10 million



3.5 million



The effect

- Culture is a collection of thoughts and beliefs that define a way of life.
- Those beliefs are gained by experience and information.
- Both are delivered by the media, which has become the most dominant tool for socialization.

Therefore the lives that people live, the choices that they make, the decisions that govern them are heavily influenced by the media – what they hear, read, listen to and watch.

Our assignment

2 Corinthians 10:4-6 (MSG)

- The world is unprincipled. It's dog-eat-dog out there! The world doesn't fight fair. But we don't live or fight our battles that way—never have and never will. The tools of our trade aren't for marketing or manipulation, but they are for demolishing that entire massively corrupt culture. We use our powerful God-tools for smashing warped philosophies, tearing down barriers erected against the truth of God, fitting every loose thought and emotion and impulse into the structure of life shaped by Christ. Our tools are ready at hand for clearing the ground of every obstruction and building lives of obedience into maturity.

Our assignment

- You must go to people where they are.
- They must believe you truly care about them.
- They must be able to listen to you and hear you.

Our assignment

Mark 16:15

- He said to them, "Go into all the world and preach the gospel to ALL creation.

Our assignment

- Christianity is in the business of audiences - finding people where they are and reaching them.
- Audiences are reached through media.
- The power lies in the ability to use the media effectively. The church is in the media business. That business is the business of spreading the gospel. And where the audiences have moved to social media, our job is to go there too.

Our assignment

Luke 16:8

“The master commended the dishonest manager because he had acted shrewdly. For the people of this world are more shrewd in dealing with their own kind than are the people of the light”.

Our assignment

- The church will lose influence if it cedes power to the rest of the world. And Christian businesses will lose dominion if they do same.

How To (And this applies for business as well)

- Decide if your mission requires a dedicated social media team or needs to get in experts to either build or operate.
- Upgrade the technology capacity of your team – it is inevitable that any organization of the future requires a technology capability.
- Understand the terrain
- Have a solid product
- Have a clear purpose
- Find and clarify your voice

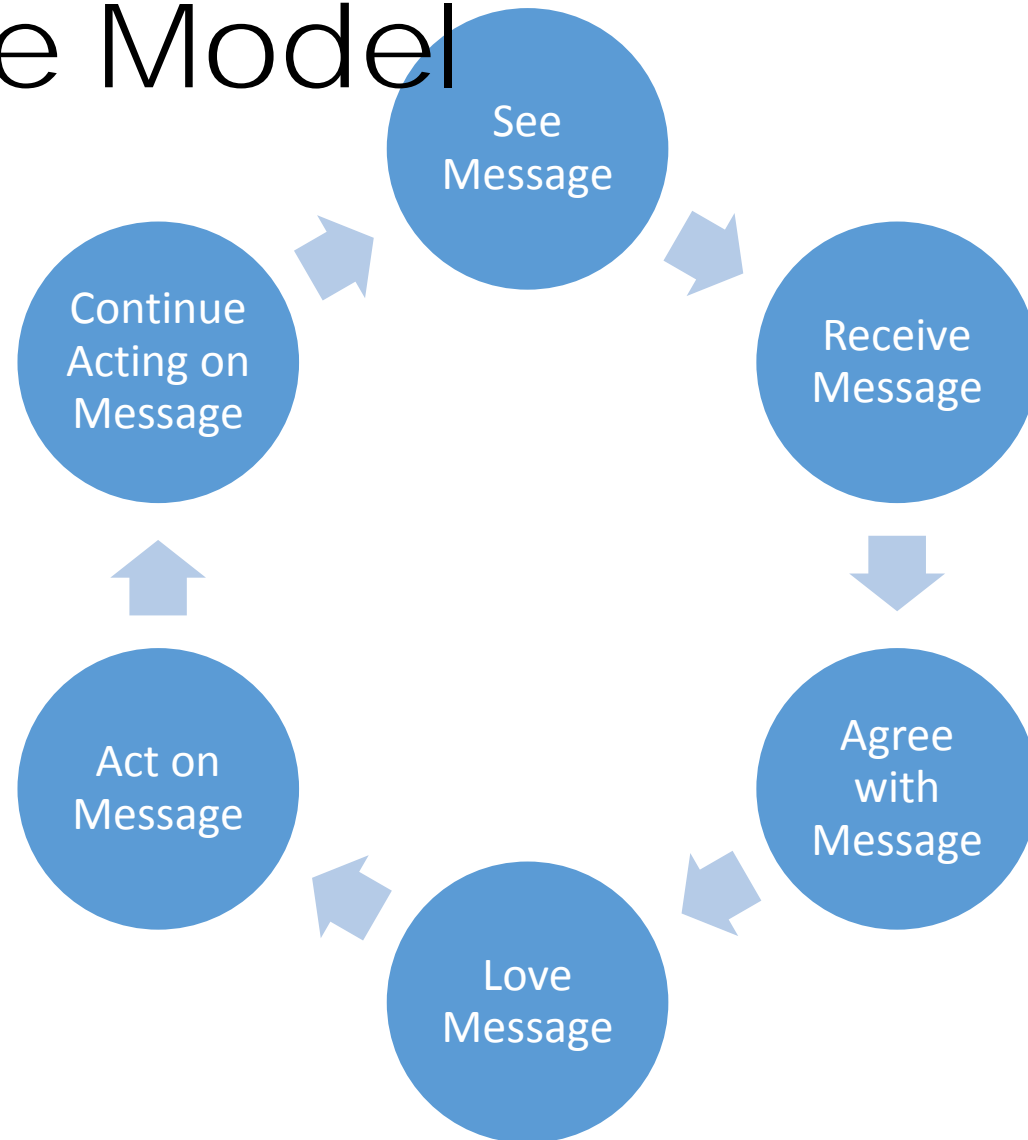
How To (And this applies for business as well)

- Define your audience
- Have a value proposition
- Tell a compelling story
- Don't just acquire numbers, ensure engagement
- Be strategic - not all networks are important for you
- Invest resources wisely
- Have a feedback loop
- Have clear goals
- Track and monitor and document impact

Note:

- Go beyond one off communication. Determine and create a journey loop that keeps them coming back.

The RED Audience Model



The bottom-line

- Mass communication is over.
- Communication is now Human-to-Human, not Business-to-Business or Business-to-Consumer. People want to see that it's a human being on the other end talking with them.
- That's the power of social media.

The bottom-line

Ezekiel 3:18

“When I say unto the wicked, Thou shalt surely die; and thou givest him not warning, nor speakest to warn the wicked from his wicked way, to save his life; the same wicked *man* shall die in his iniquity; but his blood will I require at thine hand.”

No more excuses

Our mandate is to reach each human being. Social media makes it much easier, and reduces your excuses for failure.

Numbers 13:30

Then Caleb quieted the people before Moses and said,
"We should by all means go up and take possession of it, for
we will surely overcome it."

May God give us the grace to do the work he has sent us with purpose, with urgency, and with victory.

Thank You

