



EVANGELISM IN A HYBRID WORLD

***A 7-WEEK WORKSHOP ON EVANGELISM
IN OUR NEW WORLD***

Our evangelism journey

- Week 1 – Introduction
- Week 2 – You and evangelism
- Week 3 – Evangelism and context
- Week 4 – Relaying the message
- Week 5 – Following up
 - Creating Content
- Week 6 – Sealing the deal
- Week 7 – Practicum



Work for the Week:
How did it go?



Social Media Usage

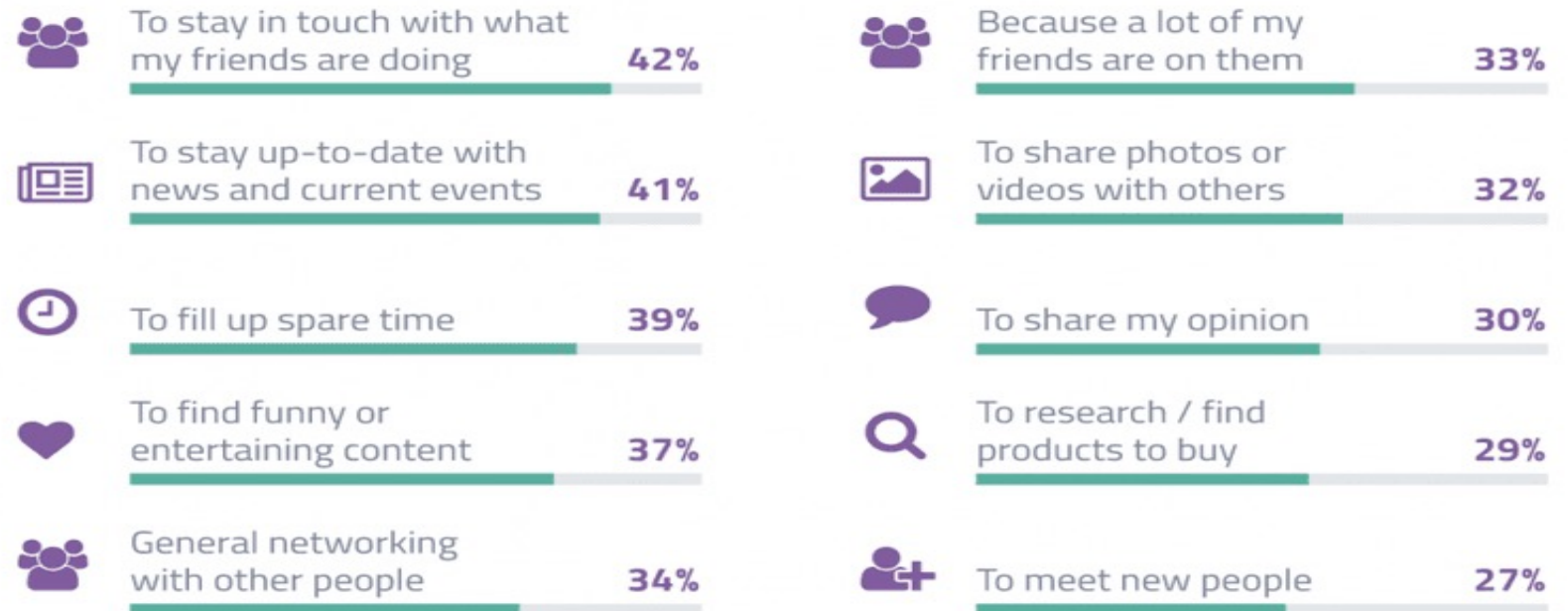
Chart of the Day

11 JANUARY 2018

Top 10 Reasons for Social Media Usage

Top 10 Motivations Behind Using Social Media

% who say the following is a main reason for using social media



Question: What are your main reasons for using social media?

Source: GlobalWebIndex Q3 2017 | **Base:** 77,814 Internet Users aged 16-64

Following up

“You know, from the first day that I came to Asia, in what manner I always lived among you, serving the Lord with all humility...how I kept back nothing that was helpful, but proclaimed it to you, and taught you publicly and from house to house, testifying to Jews, and also to Greeks, repentance toward God and faith toward our Lord Jesus Christ.” (Acts 20:18b-21)

7 Principles for Follow Up

How can we position ourselves for successful evangelism?

1. Be constant.
2. Be consistently common.
3. Exercise grace.
4. Persevere.
5. Be open.
6. Be inclusive.
7. Be purposeful.

Creating Content



Creating Content

“Then Paul stood in the midst of the Areopagus and said, ‘Men of Athens, I perceive that in all things you are very religious; for as I was passing through and considering the objects of your worship, I even found an altar with the inscription: TO THE UNKNOWN GOD. Therefore, the One whom you worship without knowing, Him I proclaim to you.’” (Acts 17:22-23)

6 Principles for creating content

How do we develop content for evangelism?

1. Be where the people are.
2. Recognize the issues/posts/videos that people spend time with.
3. Get a sense for how people, generally, feel about what they spend time on.
4. Take stock of what piques your interest.
5. Discern how what has interested you can connect with any of the ways to approach the Gospel.
6. Do. Not. Be. Judgmental.

Creating Content

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Examples of Content

Text

- Comments, DMs
- Blogs/online journal
- Email
- All social media platforms have some capacity for text.

Video

- TikTok, Facebook, Instagram are most popular platforms for videos.

Art

Music



For next week



Work for the Week

Be creative.

- Take a few moments to create content to share between now and next week in an effort to do “non-direct” evangelism.
- Be prepared to talk about the experience next week.

