



# EVANGELISM IN A HYBRID WORLD

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

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# Our evangelism journey

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





Work for the Week:  
How did it go?





# Relaying the Message

“I have become all things to all men,  
that I might by all means save some.  
Now this I do for the gospel’s sake,  
that I may be partaker of it with you.”  
(1 Cor 9:22b-23)

## Relaying the Message

- Know the difference between who you are and who “they” are.
- Determine how to bridge the gap.
- Maintain your sense of purpose.
- Be driven by the glory of the outcome.



# People and Platforms





# People and Platforms

“And when Jesus came to the place, He looked up and saw him, and said to him, ‘Zacchaeus, make haste and come down, for today I must stay at your house.’” (Luke 19:5)



**Clubhouse:** social communities are built around sharing stories/ideas in “rooms” where people are invited to “the stage” to lead the conversation. Over 50% of users are 18-34. 42% are 35-54, and 2% are 55+.

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**Facebook:** social networking site that joins family, friends, and new acquaintances together around photos, comments, current and live events. Largest demo is 25-35 years old. Only 4.8% of users are aged 65+. Just under 70% of Americans have an account.

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**Instagram:** allows people to share photos and videos with their “followers”. The photos and videos are the content. 59% of internet users aged 18-29, and 33% aged 30-49 have account. 90% of users are under 35 years old.

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**Nextdoor:** a cloud-based video communications app that allows for virtual video and audio conferencing, webinars, live chats, etc. A large range of users across all demographic spectrums use the platform for a variety of purposes.

# People and Platforms

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**Reddit:** a network of communities where people can dive into their interest, hobbies, and passions. Active users who seek out communities to belong to/follow. Varied ages, but mostly 25-29 year olds.

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**TikTok:** a short-form, video-sharing app that allows users to post 15-second videos on any topic. Mostly used by children and teens; also young adults who want “space” from their parents who followed them to Facebook and Instagram.

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**WhatsApp:** Internet-based method for sending messages, sharing audio and video files, and personal and group phone calls. The app relies on the internet and not a service provider, so messaging is free. Very good for group use.

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**Zoom:** a cloud-based video communications app that allows for virtual video and audio conferencing, webinars, live chats, etc. A large range of users across all demographic spectrums use the platform for a variety of purposes.



# Conversation Starters





# Conversation Starters

“So Philip ran to him, and heard him reading the prophet Isaiah, and said, ‘Do you understand what you are reading?’ And he said, ‘How can I, unless someone guides me?’” (Acts 8:30-31)

*For each exercise, assume that you use the platform indicated.*

- **Exercise #1**

- Your 20-year-old niece is a college student who has been to church often but is not saved. You talk with her briefly in family settings, but neither of you has gone out of your way to remain in touch. You are moved by a video you saw on the ‘Gram, and you would like to engage with her, but you want to have a conversation beyond a short note for all of her followers to see.

- **Exercise #2**

- A male, former co-worker has begun posting on Facebook about the declining health of his wife of 35 years. You were “work friends” but have not been in touch for over ten years.



# Conversation Starters

“And he brought them out and said, ‘Sirs, what must I do to be saved?’ So they said, ‘Believe on the Lord Jesus Christ, and you will be saved, you and your household.’ Then they spoke the word of the Lord to him and to all who were in his house.”  
(Acts 16:30-32)

*For each exercise, assume that you use the platform indicated.*

- Exercise #3

- A neighbor is new to the community and has connected on the Nextdoor app. You note that their family consists of two men, and two high-school aged children. They are desperate for after school or Summer activities for their teens.

- Exercise #4

- Your 9 and 11-year-old grandchildren are introducing you to the newest dance craze on TikTok. They enjoy doing the dance and they love sharing it with you, but you think they are a bit too young to do what they’re doing.





For next week





# Work for the Week



## Be intentional.

- Paying close attention to the context for the people and platform, write down a few alternative ways that you might address the persons listed in the four exercises.
  - *Suggestion: Ask the person that you are praying for/about if they think your approaches are effective conversation starters.*
- Prepare for next week by having in mind at least one follow up activity/comment/conversation you think you can have with the people in our four exercises.