



Evangelism Model of the All Time Digital Evangelist

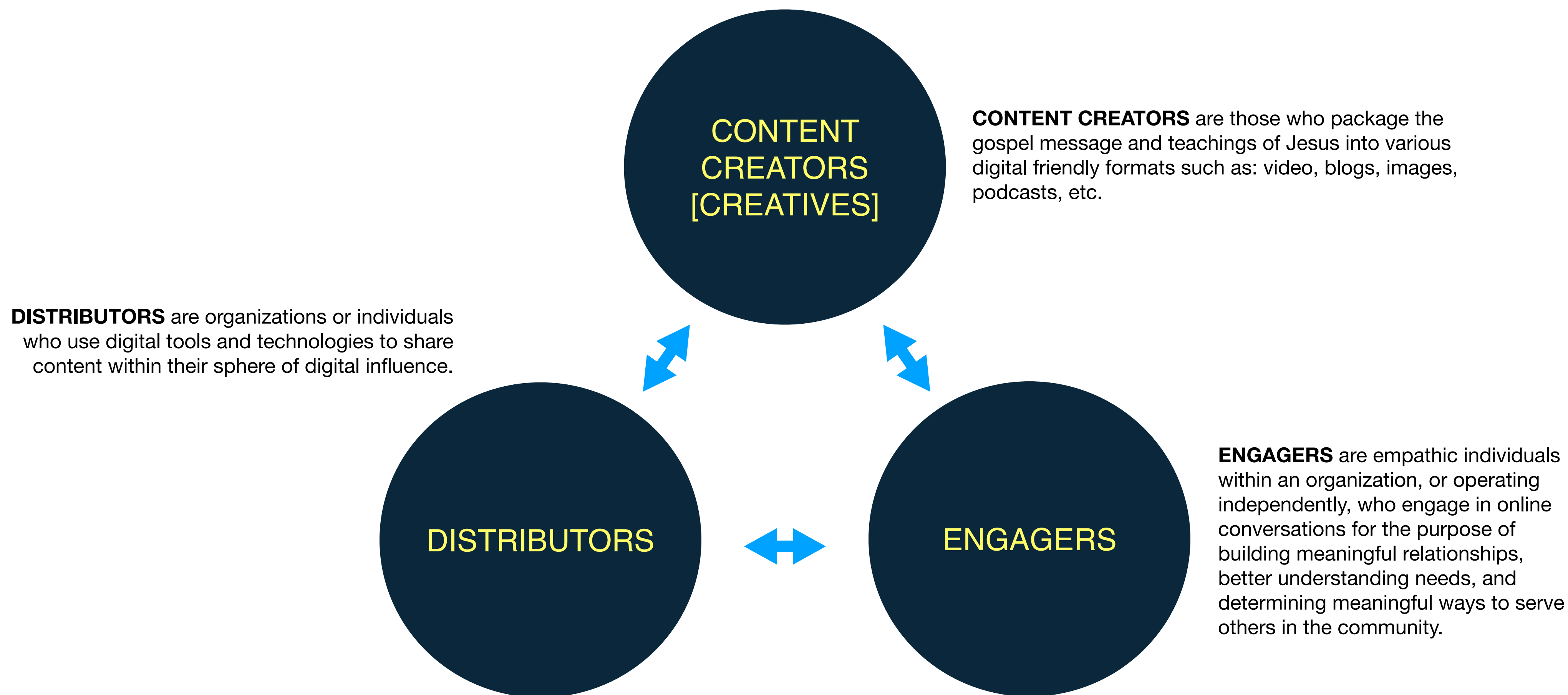
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In the three and half years of Christ's ministry, what did Jesus do?

- shared stories - (Instagram and Facebook)
- shared Godly (and scripture-based) wisdom (blogs and posts)
- answered people's questions regarding spiritual matters and everyday challenges (messaging, messaging apps, chat groups, email)
- created a community (online groups, support groups)
- developed an engaged/active church body (online social pages)
- lead people to wholeness
- equipped people to be disciples
- attended to people's needs, physically and spiritually
- gave them hope
- to replicate the model He developed.



Basic Structure for Digital Ministries





Why is it important?

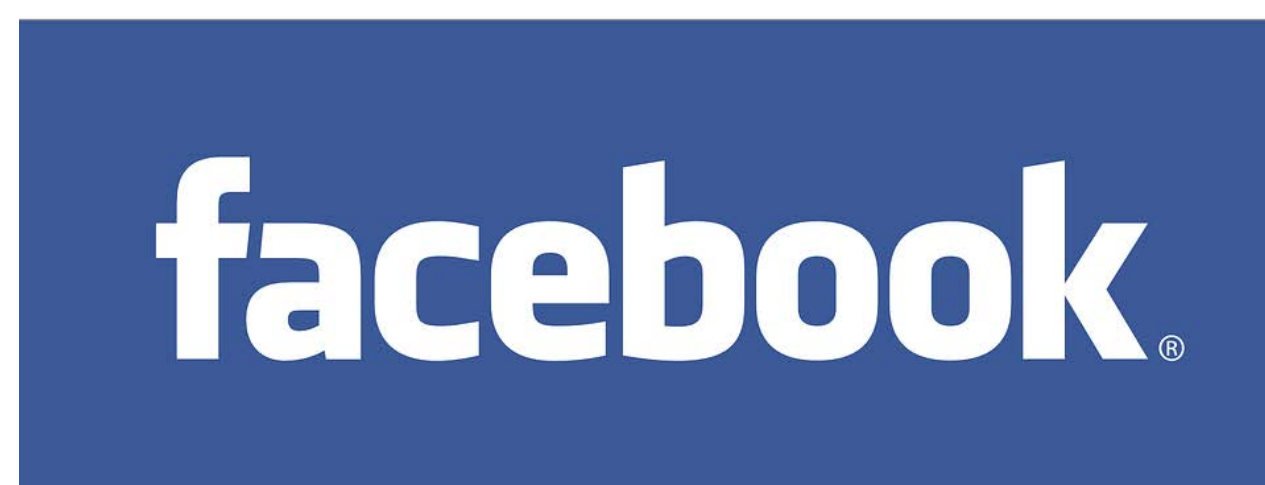
- It is a way to reach seekers, specially young seekers.



How much time do people spend in social media?



40 minutes



35 minutes



SnapChat

25 minutes

The amount of time people spend on social media is constantly increasing. Teens now spend up to nine hours a day on social platforms, while 30% of all time spent online is now allocated to social media interaction. And the majority of that time is on mobile - 60% of social media time spent is facilitated by a mobile device.

How much time do *MILLENNIALS* spend in social media?

Millenials rack up 18 hours of Media Use per Day (hh:mm)



* media activities are not mutually exclusive; based on a 2014 survey among 839 U.S. adults aged 18-36





Only 20% of Americans regularly attend church, and
Only 2 in 10 millennials consider regular church attendance.
How can we reach the 80%?



Why is it important?

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- People are GOOGLING for God.



Each year there are millions of Google searches for answers to questions like:

- Is GOD real?
- What happens when we die?
- How do I know I'm saved?
- Why is there so much suffering in the world?

ANONYMITY



According to WHO (World Health Organization), approximately one million people commit suicide each year worldwide, that is about one death every 40 seconds or 3,000 per day.



Thirty thousand people search the keywords “church online” every month, and they mostly find opportunities to watch people in a building. People searching for answers need more than a program to watch.



At any given time, 22-28% of people are in crisis in the United States and Canada. This amounts to 80 million+ people who need support.

Crisis can be defined as loss of a loved one, illness, divorce, loss of a job, depression, drug addition, food insecurity, etc. For those who search for answers and comfort online, who is there to answer their questions and help them spiritually?



The digital mission field is vast and not restricted by geographical locations.



42% of the world's population is on social media, and 77% of Americans are on social media. Every inhabited continent is represented in the digital space.

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%

7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** G-SMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

 **Hootsuite™** 





Why is it important?

- It is a way to reach seekers, specially young seekers.
- People are **GOOGLING** for God.
- We need to change the online story.



60% of visitors stop attending evangelistic series because they, or someone they know, came across websites or videos that painted Adventism in a different light.



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- We need to save more souls.



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- It is a way to reach seekers, specially young seekers.
- People are GOOGLING for God.
- We need to change the online story.
- We need to save more souls.
- We need to be more relevant.



Today's evangelistic efforts must be appropriate to the current time, period, and circumstances.



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