GOFAMINT NA Issachar Tribe

# GIT and “The Shift”

Deacon Olugbenga Atilola

# GOFAMINT NORTH AMERICA GIT CONFERENCE 2020

## THE SHIFT:
## LEVERAGING TECHNOLOGY TO ADVANCE THE KINGDOM

MINISTERING

**Pastor Sunday Adu**
(N.O., A.G.O. Foreign Missions)

**Pastor Taiwo Fagbuyi**
(National Secretary)

**Deacon Dimeji Adedire**



**Deacon Gbenga Atilola**

**Bro. Olamide Ajiboye**



**Deacon Dipo Adesina**

**September 12, 2020**

**12:00pm- 4:00pm EST**

*via* ZOOM

ID: 677-232-7147

YouTube

www.youtube.com/gofamintnorthamerica

# Introduction

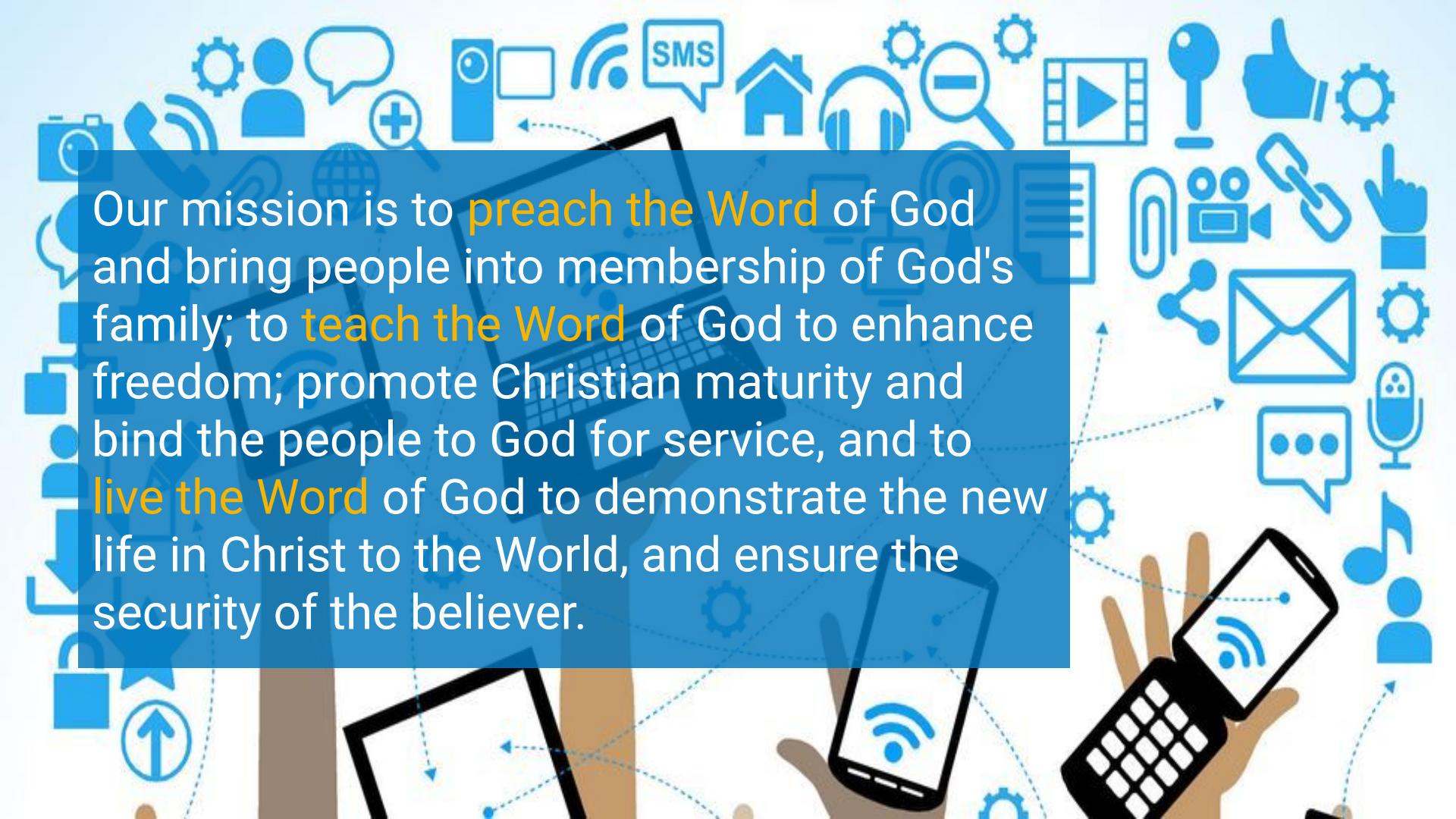
**Mark 16:15**

And He said to them, “Go into all the world and preach the gospel to every creature.

**Hosea 4:6:**
My people are destroyed for lack of (the) knowledge.

**Luke 19:13**

So he called ten of his servants, delivered to them ten minas, and said to them, ‘Do business till I come.’




Our mission is to preach the Word of God and bring people into membership of God's family; to teach the Word of God to enhance freedom; promote Christian maturity and bind the people to God for service, and to live the Word of God to demonstrate the new life in Christ to the World, and ensure the security of the believer.

Preach the Word

Teach the Word

Live the Word

# Survey

# Survey Link

**pollev.com/olugbengaati289**

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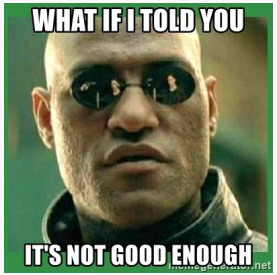
# Discussion

# Tech vs. Evangelism

Tech Savvy

Not Tech Savvy




Don’t Evangelize

Evangelize

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# Expectations

# Expectations

1. Strategies and walkthroughs
2. Examples
3. Priorities
4. Critical success factors
5. Collective and individual roles

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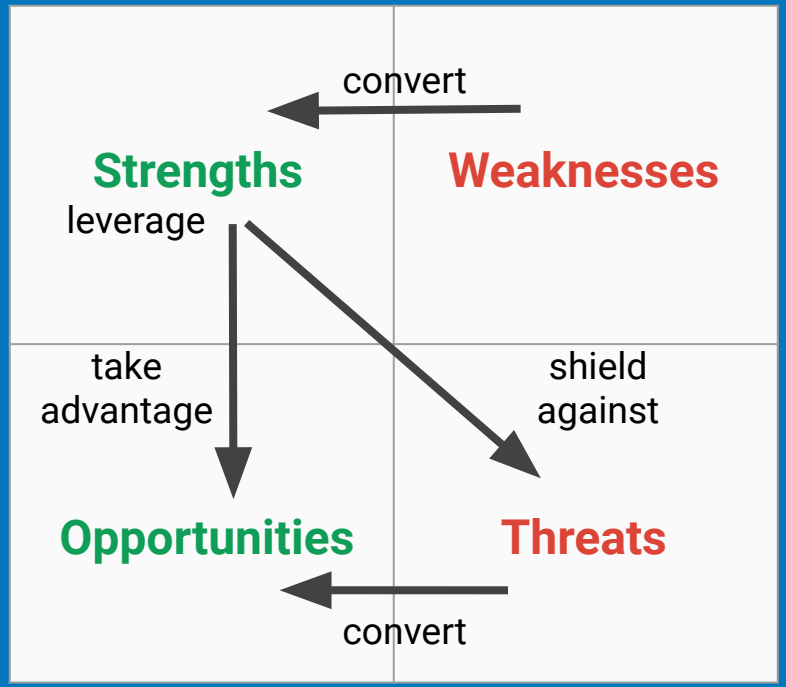
# Themes

# Themes

## Communication
## Marketing
## Relationships

# Strategy

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# Technology

Source: Digital Transformation 2019 https://www.youtube.com/watch?v=6k_G_h41ZaQ

# Using Technology

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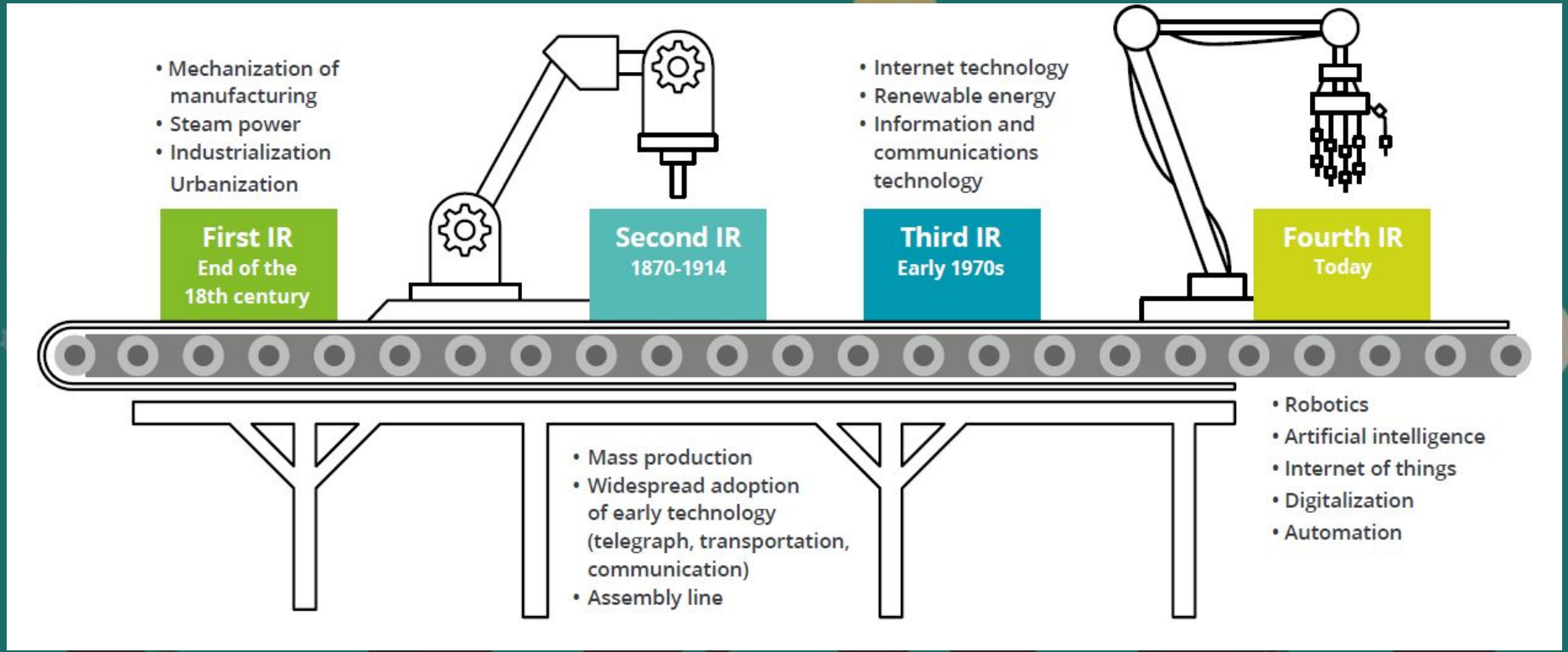
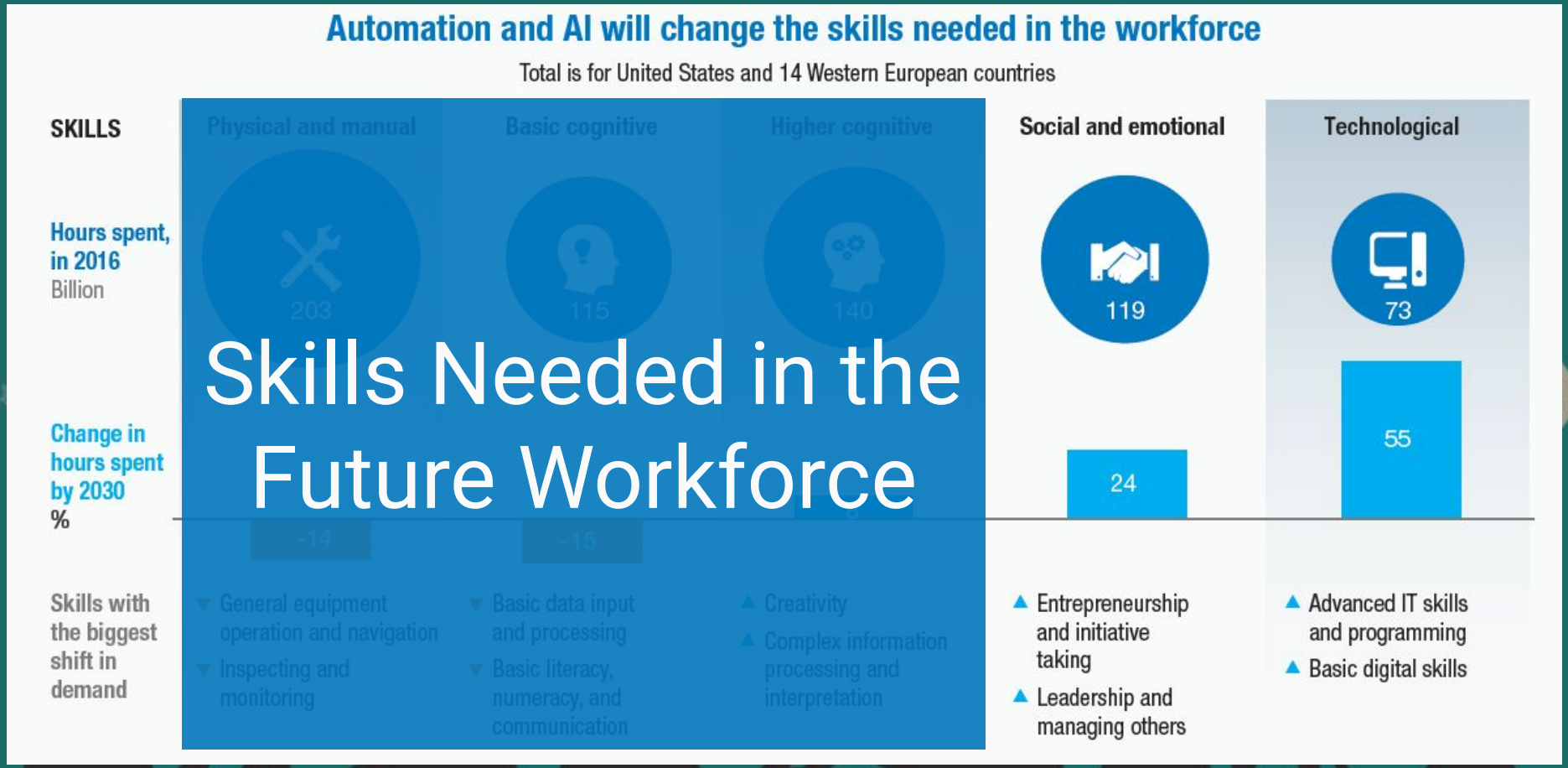



Source: Deloitte, “Preparing tomorrow’s workforce for the Fourth Industrial Revolution”

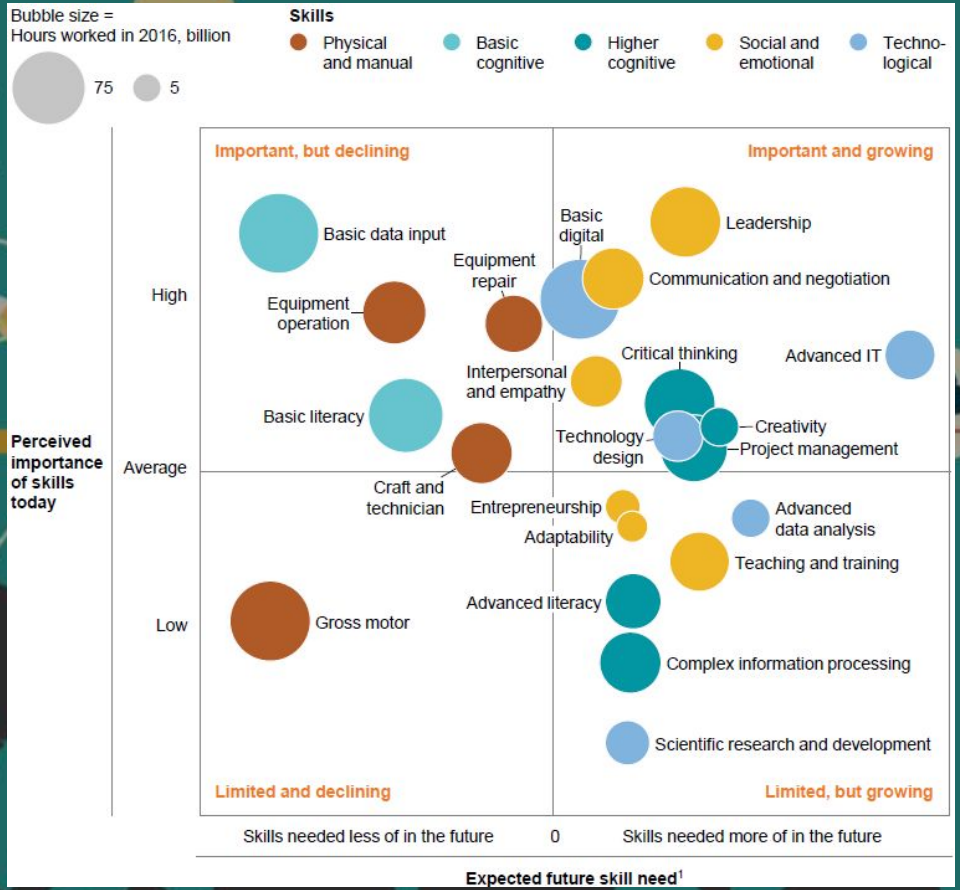
# Skills Needed in the Future Workforce




Source: McKinsey Global Institute “Skill Shift: Automation and the Future of the Workforce”

# Recommendations

Be adaptable, reskill, upskill, retrain, be a lifelong learner.




Source: McKinsey Global Institute

# Technology & Evangelism

Source: Germany Introduces In-Ground Traffic Lights For Phone Users https://www.youtube.com/watch?v=NN7Nh1KacS

# Digital Evangelism

1. Be humane, personable and relatable
2. The Gospel is not an argument or a guilt trip (John 3:16&17)
3. Live a Christocentric life and not a double life (Phil 3:14, Phil 4:8)
4. Manage your image and brand
5. Be balanced

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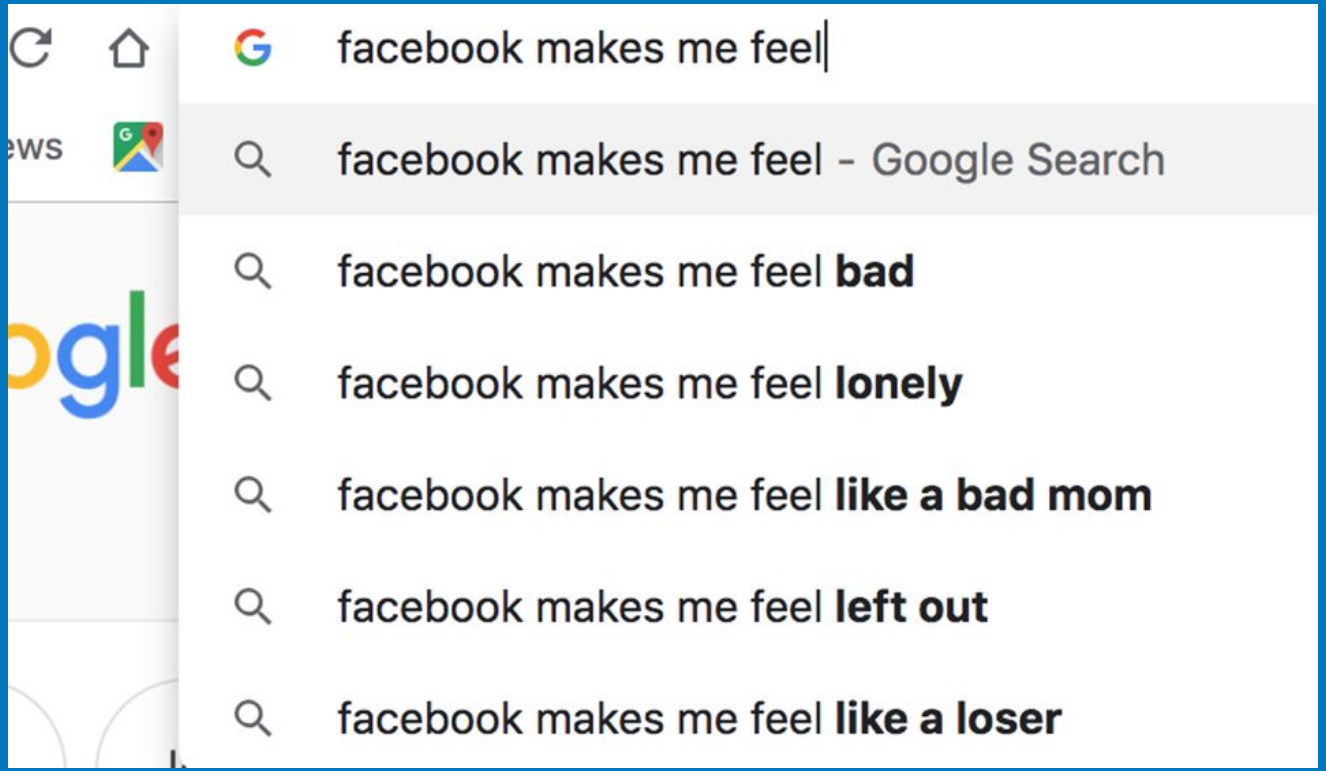
# Social Media

# What is ‘social media’?




Source: NYU Stern | New Media in Marketing Class

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# What is ‘social media’?

- **participatory media** where news, photos, audio and videos **created, shared and interacted**
- **social media > just social networking**

Source: NYU Stern | New Media in Marketing Class

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# DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

## TOTAL POPULATION

**7.75 BILLION**

URBANISATION:

**55%**

## UNIQUE MOBILE PHONE USERS

**5.19 BILLION**

PENETRATION:

**67%**

## INTERNET USERS

**4.54 BILLION**

PENETRATION:

**59%**

## ACTIVE SOCIAL MEDIA USERS

**3.80 BILLION**

PENETRATION:

**49%**



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; **MOBILE:** GSMA INTELLIGENCE; **INTERNET:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; **SOCIAL MEDIA:** PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

## TOTAL POPULATION

**+1.1%**

JAN 2020 vs. JAN 2019

**+82 MILLION**

## UNIQUE MOBILE PHONE USERS

**+2.4%**

JAN 2020 vs. JAN 2019

**+124 MILLION**

## INTERNET USERS

**+7.0%**

JAN 2020 vs. JAN 2019

**+298 MILLION**

## ACTIVE SOCIAL MEDIA USERS

**+9.2%**

JAN 2020 vs. JAN 2019

**+321 MILLION**



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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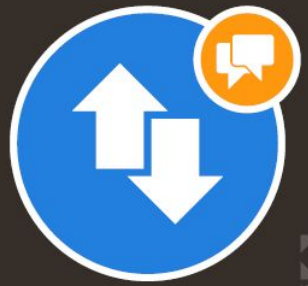
# SOCIAL MEDIA USE AROUND THE WORLD

BASED ON THE NUMBER OF MONTHLY ACTIVE USERS OF TOP SOCIAL MEDIA PLATFORMS IN EACH COUNTRY OR TERRITORY

| TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS | SOCIAL MEDIA PENETRATION (USERS vs. TOTAL POPULATION*) | ANNUAL GROWTH IN THE TOTAL NUMBER OF SOCIAL MEDIA USERS | TOTAL NUMBER OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONES | PERCENTAGE OF TOTAL SOCIAL MEDIA USERS ACCESSING VIA MOBILE |
|---|---|---|---|---|
| | |  | | |
| **3.80 BILLION** | **49%** | **+9.2%** | **3.75 BILLION** | **99%** |



**SOURCES:** KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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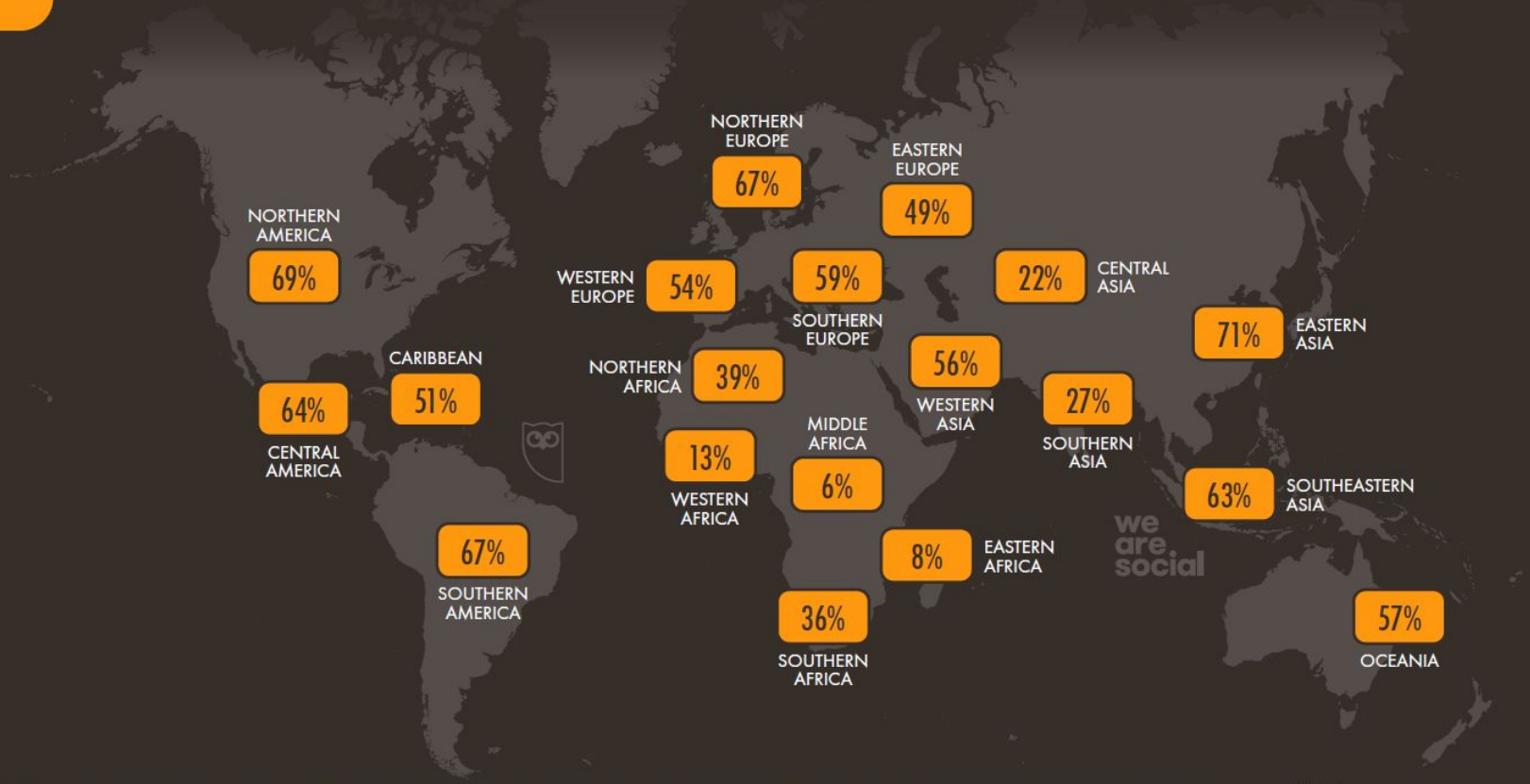
# SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO TOTAL POPULATION, REGARDLESS OF AGE






**SOURCES:** KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA

| VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH | ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH | AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA | AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER* | PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES |
|---|---|---|---|---|
| | | | | |
| 97% | 87% | 2H 24M | 8.6 | 43% |



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
*NOTE: FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH.

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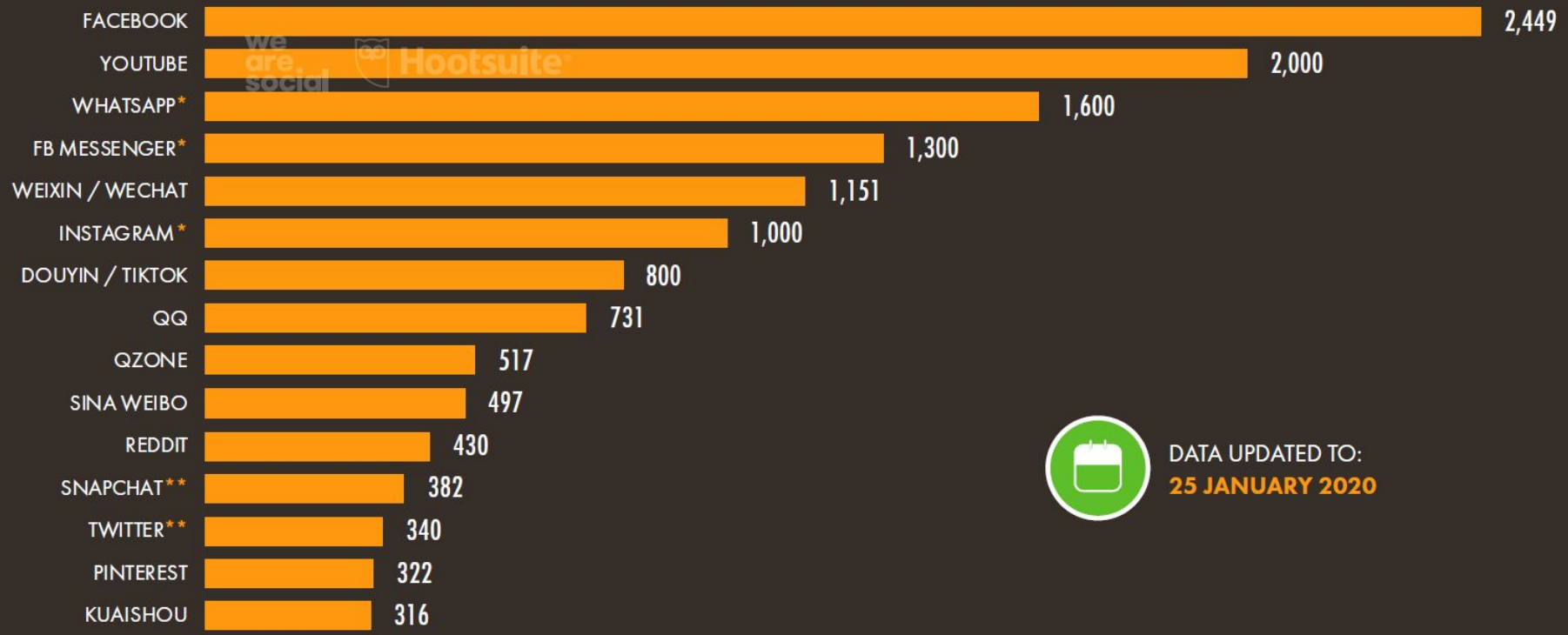
# THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)




DATA UPDATED TO:
**25 JANUARY 2020**



**SOURCES:** KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). **NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS. PLATFORMS IDENTIFIED BY (**) DO NOT PUBLISH MAU DATA. FIGURES FOR TWITTER AND SNAPCHAT USE EACH PLATFORM'S LATEST ADVERTISING AUDIENCE REACH, AS REPORTED IN EACH PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).

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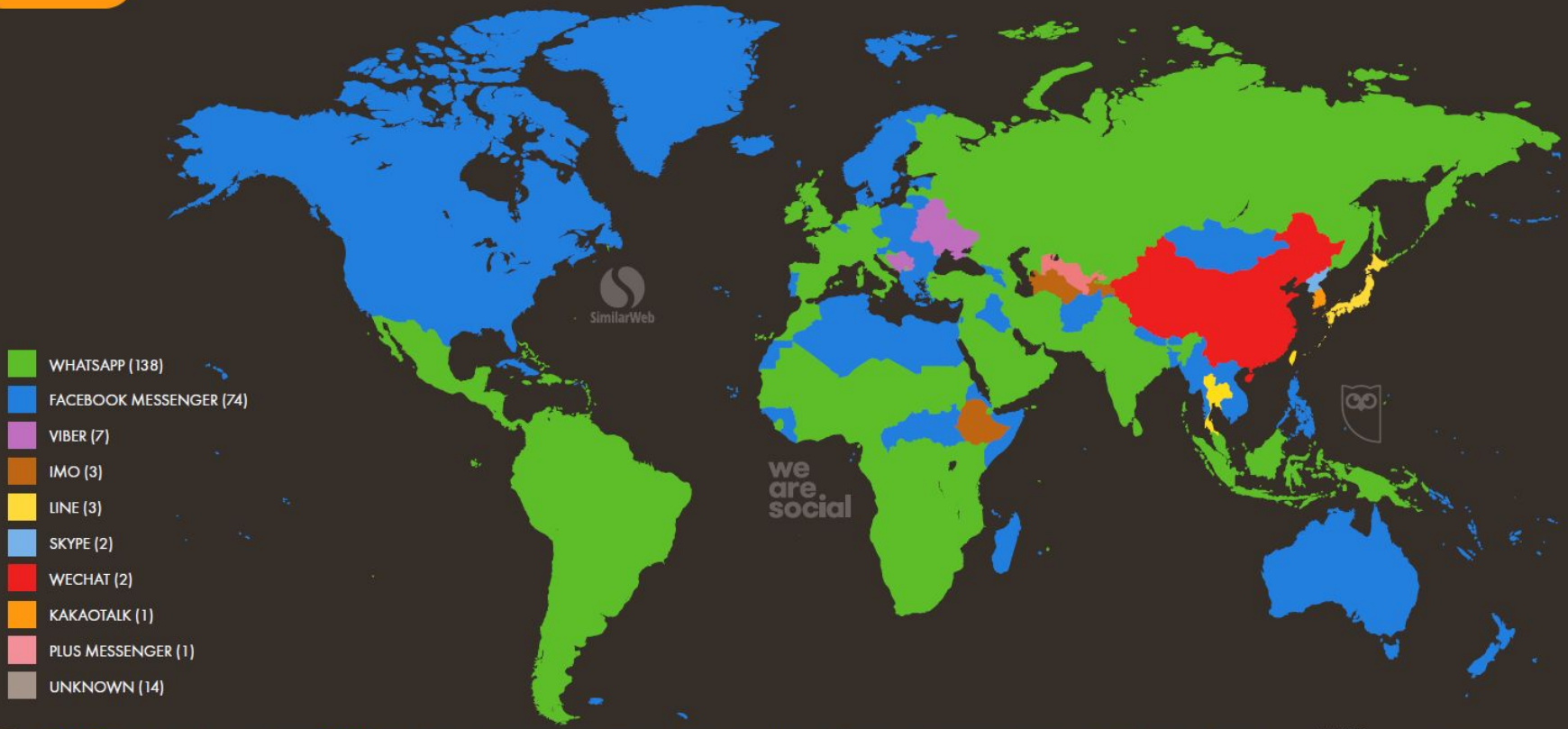
# TOP MESSENGER APPS AROUND THE WORLD

THE MOST ACTIVE MESSENGER APP* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019






**SOURCE:** SIMILARWEB (JANUARY 2020). ***NOTES:** RANKINGS ARE BASED ON MESSENGER APPS WITH THE HIGHEST NUMBER OF AVERAGE DAILY ANDROID APP USERS IN EACH RESPECTIVE COUNTRY OR TERRITORY DURING DECEMBER 2019. FIGURES IN PARENTHESES IN THE LEGEND DENOTE THE NUMBER OF COUNTRIES OR TERRITORIES IN WHICH EACH APP IS THE TOP-RANKED MESSENGER. FIGURE FOR FACEBOOK MESSENGER INCLUDES MESSENGER LITE.

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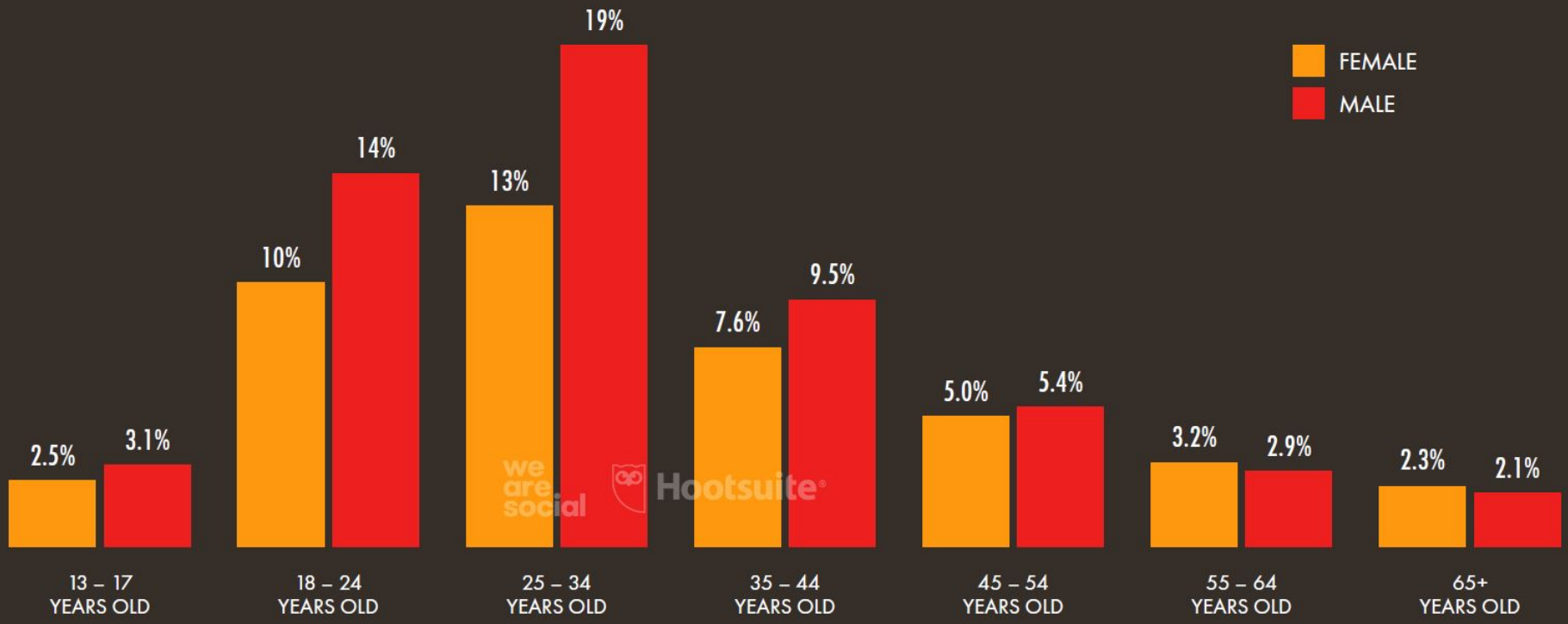
# PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*






**SOURCE:** EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT FACEBOOK'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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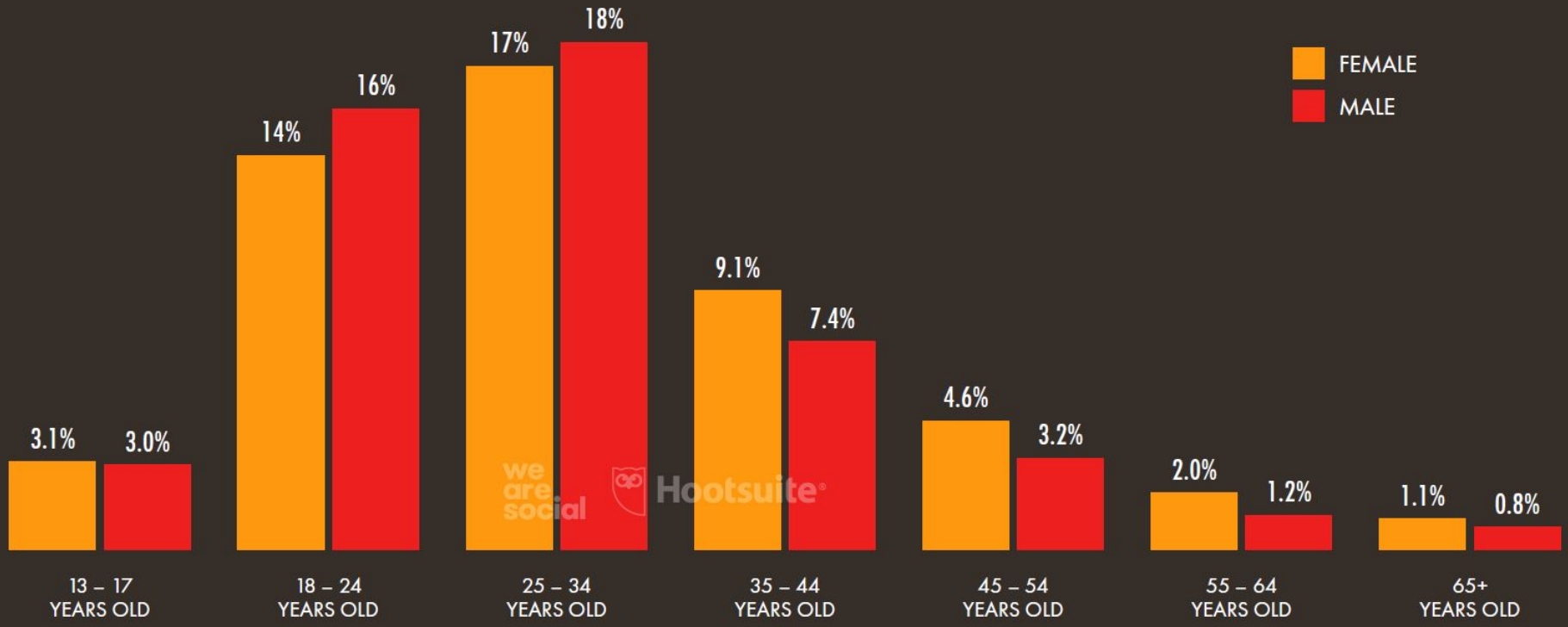
# PROFILE OF INSTAGRAM'S ADVERTISING AUDIENCE

SHARE OF INSTAGRAM'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER






**SOURCE:** EXTRAPOLATIONS OF INSTAGRAM DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT INSTAGRAM'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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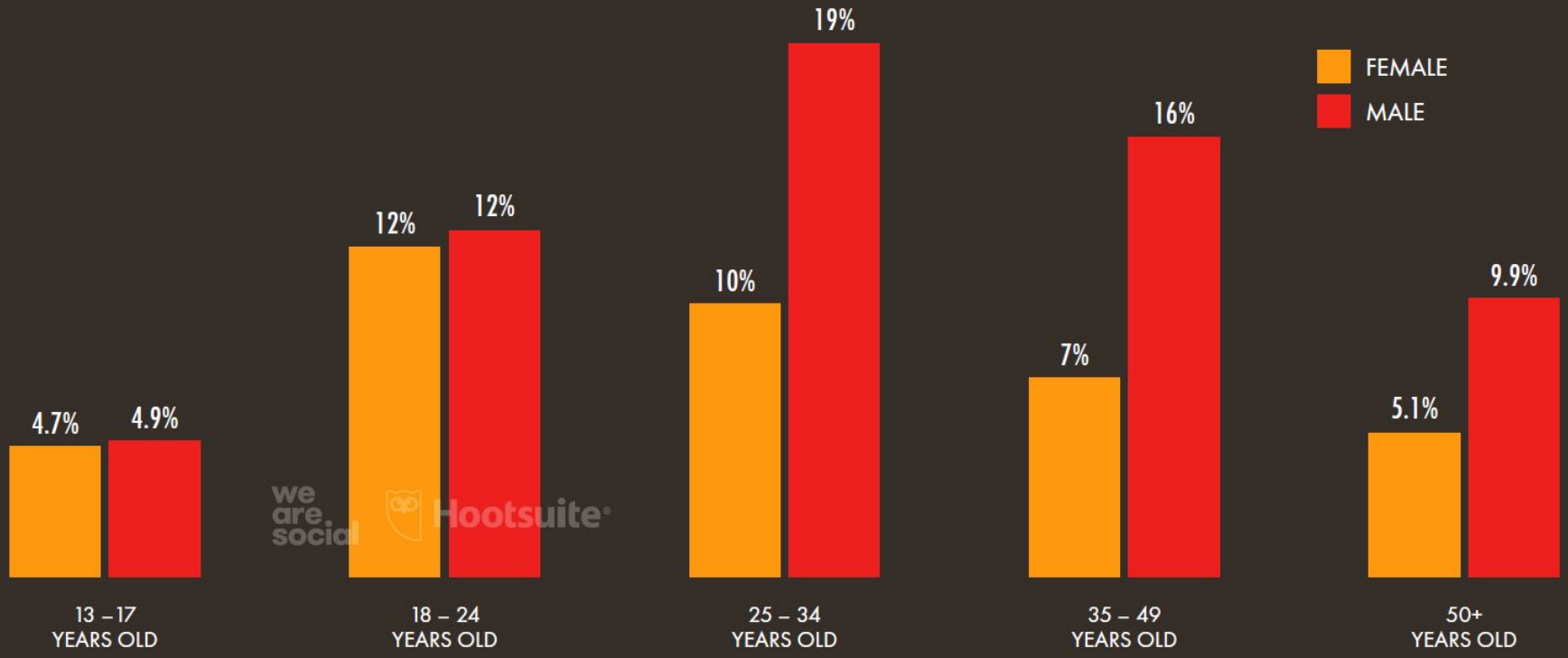
# PROFILE OF TWITTER'S ADVERTISING AUDIENCE

SHARE OF TWITTER'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*






**SOURCE:** EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), BASED ON MID-POINTS OF PUBLISHED RANGES FOR GENDER AND AGE GROUP.
**NOTE:** TWITTER'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA REPRESENT TWITTER'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO ACTIVE USERS. DATA REPORTED BY TWITTER'S SELF-SERVE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES.

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# Core Tenets of Social Media

1. Message - What is your message?
2. Content - Is the content worth sharing? What is the quality in capturing your message to your target?
3. Target - Who are you REALLY trying to reach?

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# The #Hashtag

A keyword phrase, spelled out without spaces, with a pound sign (#) in front of it.

Tie public conversations from all different users into a single stream, which you can find by searching for a hashtag, clicking on one.

#GIT2020 #GOFAMINTNA

Source: https://blog.hubspot.com/marketing/hashtags-twitter-facebook-instagram

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# Micro (Personal)

# Micro (Personal) Evangelism

## Opportunities & Scenarios

- Share existing content
- Your personal handles/accounts

## How?

- Use the “right” content (video, graphics, images, text)
- Have a “redemptive” personal testimony
- Be consistent

## Who?

- Those in your circle (private) vs. those outside of your circle (public)

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# Macro (Corporate)

# Macro (Corporate) Evangelism

## Opportunities & Scenarios

- CGTs, Sunday Services, Events

## How?

- Have a strategy
- Have a team - consider a Social Media Manager
- Prioritize (website, social media, video conferencing, live streaming)
- Do an audit - where are you now?

## Who (are we really targeting)?

- Those outside of the “church” circle (public)
- Global platform does not mean you have a global audience

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**What is your goal when you evangelize?**

**To increase the church universal, GOFAMINT, your local assembly?**

# Considerations

Do you want to add to, and keep, your audience?

Be intentional about your communication.

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# Be intentional in your communication

1. Going online is a choice with implications and trade-offs.
2. Be relevant to your target audience.
3. Be conscious and aware of context.
4. Be careful of any unconscious implicit bias.
5. You will be judged by what you say literally.
6. You can be taken out of context by people who don't know and understand you.
7. You can attract and detract your audience.

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# Social Media Strategy

1. SMART Goals
2. Define target audience
3. Do a social media audit
4. Chose right platform
5. Find inspiration
6. Create and test content
7. Engage
8. Evaluate and optimize

Sources:
https://www.centerforonlineevangelism.org/
https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/

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# Questions to Ask as a Church Leader

1. What are our current goals and have we met them?
2. How many visitors have visited our website? How many website referrals and conversions?
3. What are the top three most visited pages on our website? What are the top three viewed and/or downloaded content?
4. Which social media platforms are we on?
5. How many followers and/or subscribers do we have across all our platforms? What is the change over time? What is their key demographic info?
6. What is the total number of posts published?
7. What are the total engagement numbers, engagement rate, click-throughs, etc.? What is the change in engagement? What are the top three posts in terms of engagement?

Sources:
https://www.centerforonlineevangelism.org/
https://blog.hootsuite.com/social-media-audit-template/

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# Web

# What makes a great website?

## Usability

- Long paragraphs of copy creating walls of text?
- Too many hyperlinks buried in paragraphs?
- Typos or low quality images?
- Images that are buttons?
- Short paragraphs of copy that don't provide enough logistical info?

## Knowledge

- Internally focused content?
- Complex subject matter that first time visitors wouldn't understand?
- Big or undefined words?
- Information that assumes prior knowledge or steps?

## Actionability

- Any calls to actions at all?
- Easy to find CTAs?
- CTAs that stand out from other text?
- CTA buttons that use clear action-oriented verbs like: share, attend, watch, visit, contact, or learn more

## SEO

- Search Engine Optimization, ongoing process to help internet users find your church or ministry website.
- How easy can your website be found by keyword searches in google?
- Where is your website ranked in a search based on certain keywords?

## Content

- What is the variety and relevance of your content? blogs, podcasts, downloadables, eBooks, video, graphics, online small groups, photos, articles, infographics, newsletters, vlogs, how-to guides, eMagazines

Source: Ekklesia360 Strategic Review

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# Content Creation Ideas

- Start a YouTube channel about healthy, vegan cooking.
- Record a podcast reviewing Christian biographies.
- Produce videos sharing Bible stories in a creative way for kids.
- Write blogs on how church members can be entrepreneurs and practice good stewardship.
- Design an infographic explaining Bible prophecies.
- Create graphics with the most epic Spirit of Prophecy quotes.
- Publish an eBook for young Christian women on subjects they wrestle with.
- Launch an e-Magazine specially written for married couples.

Source: https://www.centerforonlineevangelism.org/what-is-digital-evangelism/

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# Live Streaming

# What do I need to start?

1. Video camera (https://www.kingdom.com/aver-2-camera-ptz-system.html)
2. Video capture device (https://www.blackmagicdesign.com/products/decklink/techspecs/W-DLK-33)
3. Live video streaming software (https://www.vmix.com/purchase)
4. A PC (https://www.vmix.com/software/supported-hardware.aspx#systemrequirements)
5. Broadband internet connection
6. A social media account (Facebook, YouTube)

# What do I need to start? (Basic)

1. Your smart phone or PC with webcam
2. Broadband internet connection
3. A social media account (Facebook, YouTube)

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# Live Streaming Best Practices

1. Engage your audience
2. Include a call to action
3. Welcome viewers periodically throughout the video for those who tune in later
4. Ask someone to monitor the comments
5. Ask engaging questions
6. Thank your audience for watching
7. An altar call is evangelistic

Source: https://www.centerforonlineevangelism.org/livestreaming-for-churches/

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# Video Conferencing vs. Live Streaming

## Video conferencing

1. Closed network
2. Internal/private meetings
3. Smaller groups
4. Personal interaction
5. Collaboration and two-way communication
6. More etiquette
7. Examples: Zoom, FreeConferenceCall, Teams

## Live streaming

1. Open network
2. Public broadcasts
3. Limitless audience
4. Broader reach
5. One-way communication
6. Less etiquette
7. Examples: YouTube, Facebook Live.

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# Blogs

# What do I need to start?

1. Topics of interest to you
2. A registered domain and domain host
3. Wordpress account
4. Wordpress theme
5. *Branding*
6. *Creativity*

# Roles and Responsibilities

# Questions

# Key Takeaways

# References & Resources

# References and Resources


1. “The Church & Social Media”, Pastor Sunday Adu, Pastoral Information, July 5, 2020
2. “Changes in the Global Workforce”, Olugbenga Atilola, September 2019
3. Jacques Bughin et al, McKinsey Global Institute “Skill Shift: Automation and the Future of the Workforce”, McKinsey Global Institute, May 2018
4. “New Media Marketing”, NYU Stern EMBA, Summer 2020
5. Germany Introduces In-Ground Traffic Lights For Phone Users
6. Digital Transformation Video 2019
7. https://blog.hootsuite.com/how-to-use-hashtags/
8. https://blog.hootsuite.com/how-to-build-an-authentic-voice-on-social/


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# References and Resources


9. https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/
10. https://blog.hootsuite.com/social-media-audit-template/
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12. https://churchleaders.com/outreach-missions/outreach-missions-how-tos/145329-12-simple-tips-for-online-evangelism.html
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# Closing

# Finally

1 Corinthians 3:6&7

6 I planted, Apollos watered, but God gave the increase. 7 So then neither he who plants is anything, nor he who waters, but God who gives the increase.

**I posted, you reposted, we retweeted, they shared, but God gives the increase.**

# Contact Us

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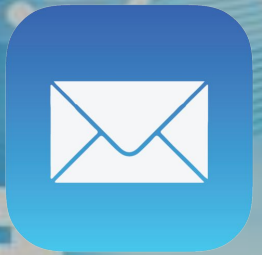

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