



SHIFT

Leveraging social media to reach the masses

Deacon Dipo Adesina

IF JESUS WERE TO BE LIVING IN THE
WORLD TODAY, HE WOULD SPEND 40-50%
OF HIS TIME ON SOCIAL MEDIA

“The word of God will not change, but the way we deliver it must
change.”

Pastor Sunday Adu



“Strategies must change from generation to generation.”

Pastor Taiwo Fagbuyi

FACTS



3.5 billion active social media users, which equates to about 45% of the population



Millennials - 90.4%
Gen X – 77.5%
Baby boomers - 48.2%



An average person spends 3 hours per day on social media



73% of marketers believe social media marketing has been “somewhat effect” or “very effective” for their business.

**“ If your business is not online,
you will go out of business. ”**

Bill Gates

SCRIPTURE

2 Samuel 5:17-21

17 Now when the Philistines heard that they had anointed David king over Israel, all the Philistines went up to search for David. And David heard of it and went down to the stronghold.

18 The Philistines also went and deployed themselves in the Valley of Rephaim.

19 So David inquired of the Lord, saying, “Shall I go up against the Philistines? Will You deliver them into my hand?”

And the Lord said to David, “Go up, for I will doubtless deliver the Philistines into your hand.”

20 So David went to Baal Perazim, and David defeated them there; and he said, “The Lord has broken through my enemies before me, like a breakthrough of water.” Therefore he called the name of that place [a]Baal Perazim.

21 And they left their [b]images there, and David and his men carried them away.

STRATEGY

2 Samuel 5:22-25

22 Then the Philistines went up once again and deployed themselves in the Valley of Rephaim.

23 Therefore David inquired of the Lord, and He said, “You shall not go up; circle around behind them, and come upon them in front of the mulberry trees.

24 And it shall be, when you hear the sound of marching in the tops of the mulberry trees, then you shall advance quickly. For then the Lord will go out before you to strike the camp of the Philistines.”

25 And David did so, as the Lord commanded him; and he drove back the Philistines from Geba[a] as far as Gezer.

STEPS TO EVANGELIZING



Everyone **MUST** have a social media account



You **MUST** be active & ready to be uncomfortable



You **MUST** be intentional



You **MUST** be relatable



You **MUST** be loaded with the word

2 Timothy 2:15- "Be diligent to present yourself approved to God, a worker who does not need to be ashamed, **rightly dividing the word of truth.**"