

SOCIAL MEDIA: THE UNCULTIVATED HARVEST FIELD FOR MISSIONS

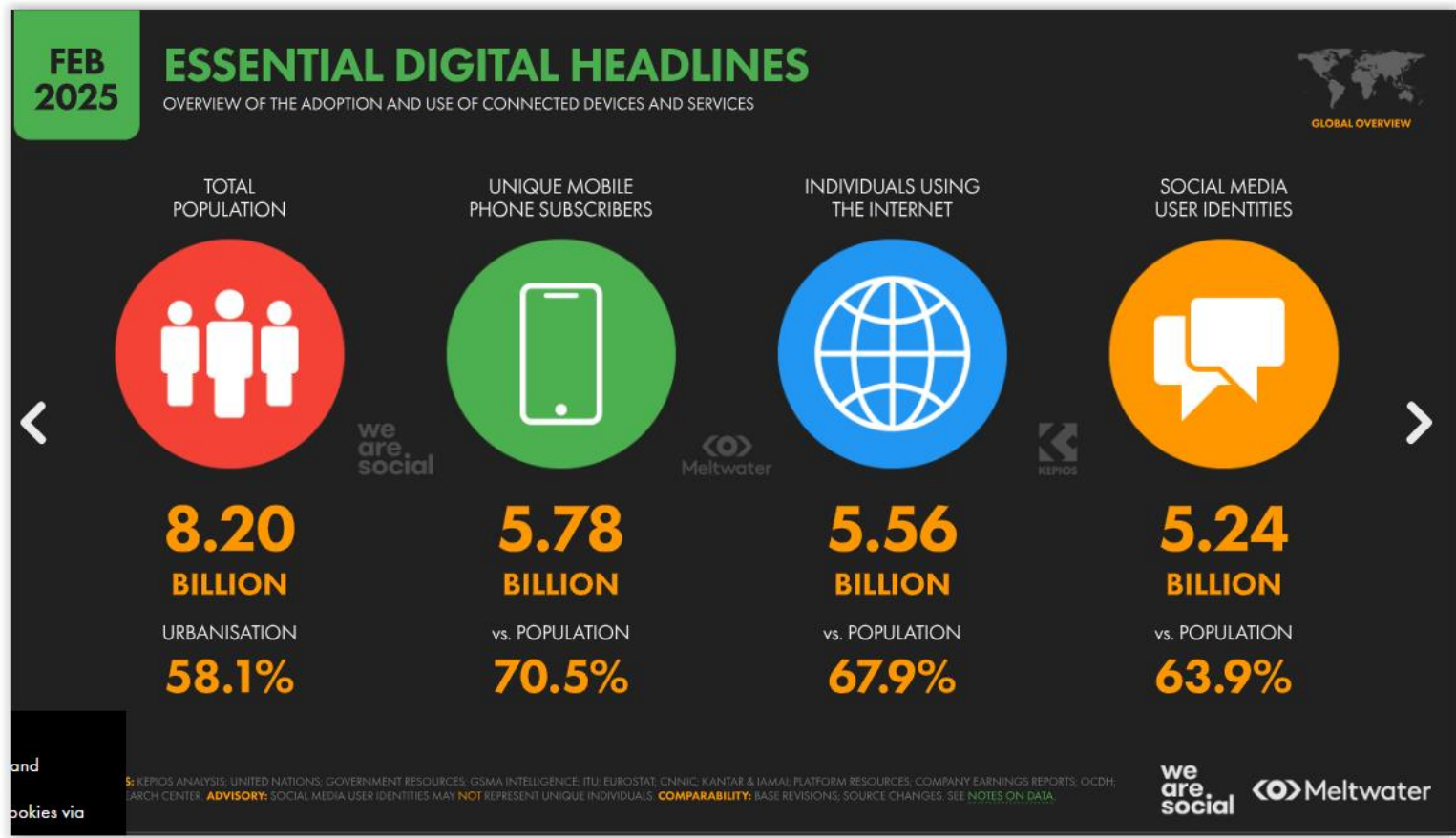
A STRATEGY PRESENTATION FOR DIGITAL EVANGELISM



THE OPPORTUNITY: GLOBAL SOCIAL MEDIA REACH

- **- OVER 5.07 BILLION PEOPLE USE SOCIAL MEDIA GLOBALLY (62.3% OF THE WORLD)**
- **- AVERAGE TIME SPENT DAILY: 2 HRS 23 MINS**
- **- PLATFORMS ARE BORDERLESS MISSION FIELDS**
- **- DAILY ENGAGEMENT CREATES CONSISTENT GOSPEL WINDOWS**
- **SOURCE: DATAREPORTAL, 2025**

SOCIAL MEDIA USERS



THE OPPORTUNITY: GLOBAL SOCIAL MEDIA REACH

- **5.78 BILLION PEOPLE USE A MOBILE PHONE TODAY, WHICH EQUATES TO 70.5 PERCENT OF THE WORLD'S TOTAL POPULATION. UNIQUE MOBILE SUBSCRIBERS HAVE INCREASED BY 112 MILLION OVER THE PAST 12 MONTHS, DELIVERING YEAR-ON-YEAR GROWTH OF 2.0 PERCENT. MEANWHILE, DATA SHOWS THAT SMARTPHONES NOW ACCOUNT FOR ALMOST 87 PERCENT OF THE MOBILE HANDSETS IN USE AROUND THE WORLD.**

YOUTH: THE PRESENT AND FUTURE

- **- 83% OF AGES 16–24 USE SOCIAL PLATFORMS DAILY**
- **- TIKTOK, INSTAGRAM, YOUTUBE DOMINATE YOUTH USAGE**
- **- FOR MANY, SOCIAL MEDIA SHAPES THEIR IDENTITY & BELIEFS**
- **- THE CHURCH MUST MEET THEM WHERE THEY ARE**

PLATFORM-BY-PLATFORM MISSION POTENTIAL

- **YOUTUBE: 2.7B USERS – TESTIMONIES, TEACHINGS**
- **INSTAGRAM: 2.3B USERS – VISUALS, REELS, INSPIRATION**
- **FACEBOOK: 3B USERS – LIVESTREAMS, GROUPS**
- **TIKTOK: 1.8B USERS – SHORT GOSPEL CLIPS, MUSIC**
- **WHATSAPP: 2.8B USERS – PRIVATE STUDIES, FOLLOW-UP**

UNREACHED PEOPLE ARE ONLINE

- **- 2.7B+ HAVE NO PHYSICAL CHURCH, BUT MANY HAVE SMARTPHONES**
- **- MISSIONS IN CLOSED COUNTRIES USING SOCIAL VIDEO TESTIMONIES**
- **- 10,000+ SALVATIONS THROUGH TIKTOK ADS (CHRISTIANITY TODAY, 2023)**
- **- THE HARVEST IS ONLINE AND REACHABLE**

DIGITAL MISSION STRATEGY FRAMEWORK

- **- IDENTIFY TARGET PLATFORMS BASED ON AUDIENCE**
- **- CREATE ENGAGING SHORT-FORM AND VISUAL CONTENT**
- **- USE ANALYTICS TO REFINE REACH & MESSAGE**
- **- TRAIN DIGITAL MISSIONARIES AND STORYTELLERS**

CONCLUSION: THE HARVEST IS PLENTIFUL

- **“THE HARVEST IS PLENTIFUL, BUT THE LABORERS ARE FEW.”
(MATTHEW 9:37)**
- **SOCIAL MEDIA IS NOT JUST A TOOL, IT’S A DIVINE OPPORTUNITY.**
- **LET US RISE AND REAP THE DIGITAL HARVEST FOR THE KINGDOM.**

SOCIAL MEDIA PLATFORMS AND THEIR BEST AUDIENCE

- **OVERVIEW OF MAJOR
PLATFORMS, AUDIENCE TYPES,
AND IDEAL USES**

Social Media Platform Comparison

Platform	Best Audience	Ideal For
Facebook	Adults 25–55+, communities, older generations	Community engagement, events, ads for services
Instagram	Youth 18–35, lifestyle and visual brands	Influencer marketing, visual storytelling
TikTok	Teens & young adults 13–30, creative & fun content seekers	Viral trends, fast edutainment, music & DIY
LinkedIn	Professionals 25–55+, job seekers, recruiters	Networking, job posting, B2B marketing
YouTube	All ages 18–45, learners, educators, vloggers	Tutorials, education, product reviews, vlogs
X (Twitter)	News followers, activists, professionals 18–45	Quick updates, commentary, public debates
Pinterest	Creative women 18–45, planners, DIY lovers	Planning, visual ideas, DIY inspiration
Snapchat	Teens & Gen Z 13–25, influencers	Stories, behind-the-scenes content, promos
WhatsApp	All ages, especially 25–55+, local users	Direct engagement, customer support, updates