THE KING IS COMING

Online Evangelism Best Practices

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Online Evangelism Best Practices

Resource #41 | Witness Stage Level 3

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Introduction: Digital Ministry in the Modern Age {#introduction}

The internet is the modern-day mission field. With billions of people online daily, digital platforms offer unprecedented opportunities to share the Gospel with people who might never step foot in a church.

But online evangelism isn't just posting Bible verses.

It requires strategy, authenticity, and a commitment to building real relationships—even through a screen.

Why Online Evangelism Matters {#why-matters}

The Statistics

- **5.3 billion people** are online (67% of the global population)
- **4.9 billion people** use social media
- **Average person spends 2.5 hours/day** on social platforms
- **93% of online users** watch video content weekly

> *"Go ye into all the world, and preach the gospel to every creature."*
> *— Mark 16:15 (KJV)*

The "world" now includes the digital world.

The Opportunity

- **Reach people who would never enter a church**
- **Connect with seekers in private, judgment-free spaces**
- **Share testimonies that go viral and touch millions**
- **Build discipleship communities across geographic boundaries**

Core Principles {#principles}

1. Authenticity Over Perfection {#authenticity}

Don't: Post perfectly polished, overly religious content that feels fake
Do: Share real struggles, honest doubts, and authentic transformation

Example:

> *"I used to think Christianity was for weak people. Then I hit rock bottom and realized I needed God. Here's my story..." (Gets 10x more engagement than "God is good!")*

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2. Relationship Over Broadcast {#relationship}

Don't: Just post content and disappear

Do: Respond to comments, DM seekers, build genuine relationships

Online evangelism is about people, not metrics.

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3. Truth Over Popularity {#truth}

Don't: Water down the Gospel to avoid offense

Do: Speak truth with love, even when unpopular

> *"For do I now persuade men, or God? or do I seek to please men? for if I yet pleased men, I should not be the servant of Christ."*
> *— Galatians 1:10 (KJV)*

Best Practices {#best-practices}

Social Media Evangelism {#social-media}

Platforms: Facebook, Instagram, TikTok, Twitter/X

What Works:

- **Testimony videos** (1-3 minutes, authentic, unscripted)
- **Apologetics content** (answering common objections)
- **Behind-the-scenes** (real life, real faith, real struggles)
- **Scripture graphics** (beautiful design with KJV text)
- **Live Q&A sessions** (engage with seekers in real-time)

Content Formula:

1. Hook (grab attention in first 3 seconds)
2. Story (personal testimony or illustration)
3. Scripture (anchor in God's Word)
4. Call-to-Action (invite to respond, comment, DM)

YouTube & Video Content {#video}

Why Video?

- **95% retention rate** vs. 10% for text

- **Builds trust** through face-to-face connection

- **Shareable** and algorithmic reach

Content Ideas:

- Testimony reactions (like The King Is Coming Show)

- Apologetics series (answering skeptics)

- Bible study deep-dives

- "My Story" testimonies

- Spiritual warfare teachings

Technical Tips:

- Good lighting and audio (invest in basic equipment)

- Clear thumbnails with bold text

- SEO-optimized titles and descriptions

- End screen with CTA (subscribe, watch next video)

Blogging & Written Content {#blogging}

Why Blogging Still Works:

- **Long-form content** for serious seekers

- **SEO dominance** (Google ranks blog posts)

- **Evergreen content** that works for years

Content Types:

- Resource guides (30 Questions Skeptics Ask)

- Testimony collections

- Apologetics deep-dives

- "How to" articles (How to Become a Christian)

SEO Best Practices:

- Keyword research (what are people searching?)

- Internal linking (connect related articles)

- Meta descriptions and title tags

- Regular updates (keep content fresh)

Email & Direct Messaging {#email}

The Power of 1-on-1:

- **Personal connection** builds trust

- **Private space** for honest questions

- **Follow-up** keeps seekers engaged

How to Use DMs:

1. Respond to every comment and question

2. Offer to pray for people

3. Share relevant resources

4. Invite to deeper conversation

5. Follow up consistently

Email List Building:

- Offer free resource (eBook, guide, assessment)

- Weekly encouragement emails

- Testimony highlights

- Exclusive content for subscribers

Online Community Building {#community}

Platforms: Facebook Groups, Discord, Slack, Forums

Why Community Matters:

- **Support system** for new believers

- **Accountability** for discipleship

- **Peer-to-peer** evangelism (members share with friends)

How to Build:

1. Create private group/forum

2. Set clear rules and expectations

3. Moderate actively (keep toxic people out)

4. Encourage participation (ask questions, host challenges)

5. Celebrate wins (testimony shares, baptisms, breakthroughs)

Practical Steps {#practical-steps}

Step 1: Choose Your Platform

Start with ONE platform (don't spread yourself too thin)

- **Visual storyteller?** → Instagram/TikTok
- **Long-form teacher?** → YouTube/Blog
- **Real-time engager?** → Twitter/X
- **Community builder?** → Facebook Groups

Step 2: Define Your Mission

What's your unique contribution to online evangelism?

Examples:

- "I share testimonies of former atheists to reach skeptics"
- "I teach apologetics to equip believers"
- "I document my journey from addiction to freedom"

Step 3: Create a Content Plan

Consistency > Perfection

Post schedule:

- **Daily:** Social media posts (stories, reels, tweets)
- **Weekly:** Long-form content (YouTube video, blog post)
- **Monthly:** Deep-dive resource (guide, series, challenge)

Step 4: Engage Authentically

Respond to EVERY comment in the first 24 hours

- Answer questions honestly
- Thank people for sharing
- Pray for those who ask
- Invite deeper conversation via DM

Step 5: Track & Optimize

Metrics that matter:

- **Reach:** How many people see your content?
- **Engagement:** Are people commenting, sharing, saving?
- **Conversions:** Are people DMing, signing up, taking next steps?

Adjust based on what works.

Common Pitfalls {#pitfalls}

❌ Mistake #1: Being Overly Religious

Problem: Using Christian jargon that alienates seekers
Solution: Speak plainly, explain terms, lead with stories

❌ Mistake #2: Arguing Instead of Loving

Problem: Getting into heated debates in comments
Solution: Respond with grace, agree to disagree, invite private conversation

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❌ Mistake #3: Posting Without Purpose

Problem: Random content with no strategy
Solution: Every post should have a goal (educate, inspire, invite)

❌ Mistake #4: Ignoring Analytics

Problem: Posting blindly without tracking what works
Solution: Review analytics monthly, double down on what resonates

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❌ Mistake #5: Giving Up Too Soon

Problem: Quitting after 30 days because "nothing's happening"
Solution: Online evangelism is a marathon, not a sprint. Trust the process.

Keep Going! {#keep-going}

> *"And the things that thou hast heard of me among many witnesses, the same commit thou to faithful men, who shall be able to teach others also."*
> *— 2 Timothy 2:2 (KJV)*

Your online evangelism isn't just about reaching people—it's about **multiplying disciples** who will reach others.

Next Steps:

1. Choose your platform
2. Post your first testimony
3. Engage with 10 people this week
4. Track your progress

📖 View Detailed Roadmap

[View Witness Training Pathway →](#)

Related Resources

- [How to Share Your Testimony](#)
- [Apologetics Basics](#)
- [Building Your Ministry](#)
- [Spiritual Warfare Guide](#)