



JAMIE DOMM - FEBRUARY 13, 2021

Online with Christ

in the "new normal"



Today's Discussion

Tips for Staying Spiritually & Mentally Healthy

How to use your digital influence to:

- build community
- improve the well-being of others
- share the gospel

Q&A

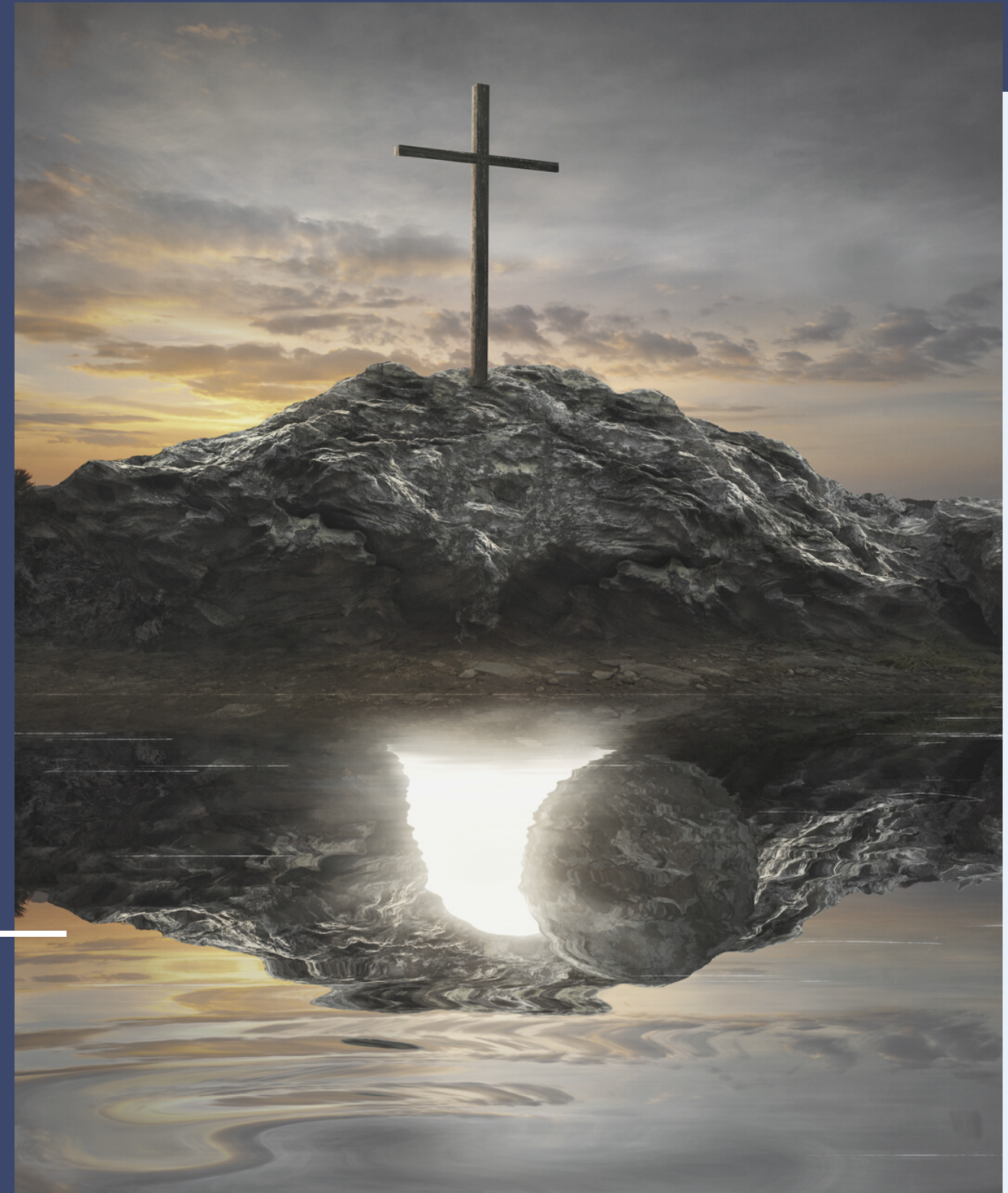
If necessity is the
mother of invention,
discontent is the
father of progress.

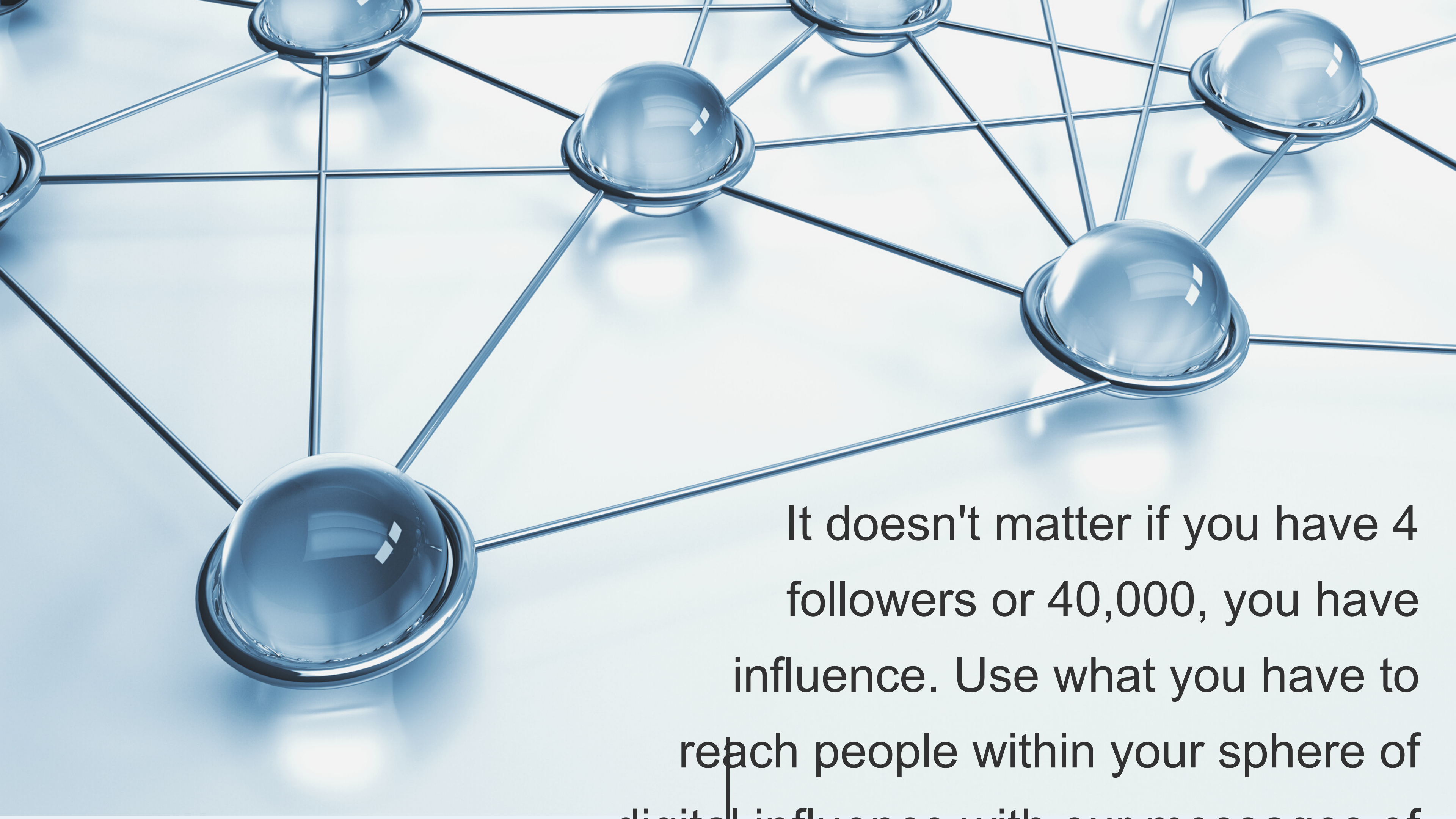
- DAVID ROCKEFELLER -



Where is your God now?

WE MUST WORK TO EXTEND THE
CHURCH EXPERIENCE
beyond the confines of time and space
in a building.





It doesn't matter if you have 4 followers or 40,000, you have influence. Use what you have to reach people within your sphere of digital influence with our message of



But isn't social
media
dangerous?



Setting Boundaries

4 PRACTICAL TIPS

for maintaining your spiritual and mental health while engaging in the digital mission field.



Guard the edges of your day.

“Very early in the morning, while it was still dark, Jesus got up, left the house, and went off to a solitary place, where he prayed.” – Mark 1:35 NIV

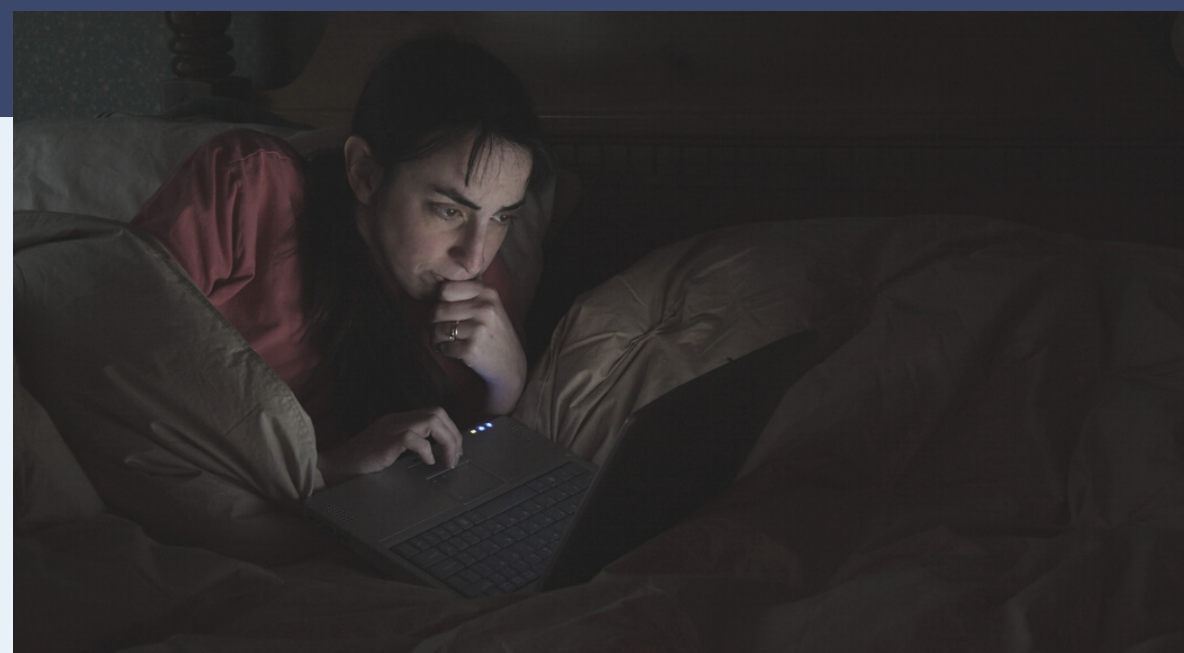
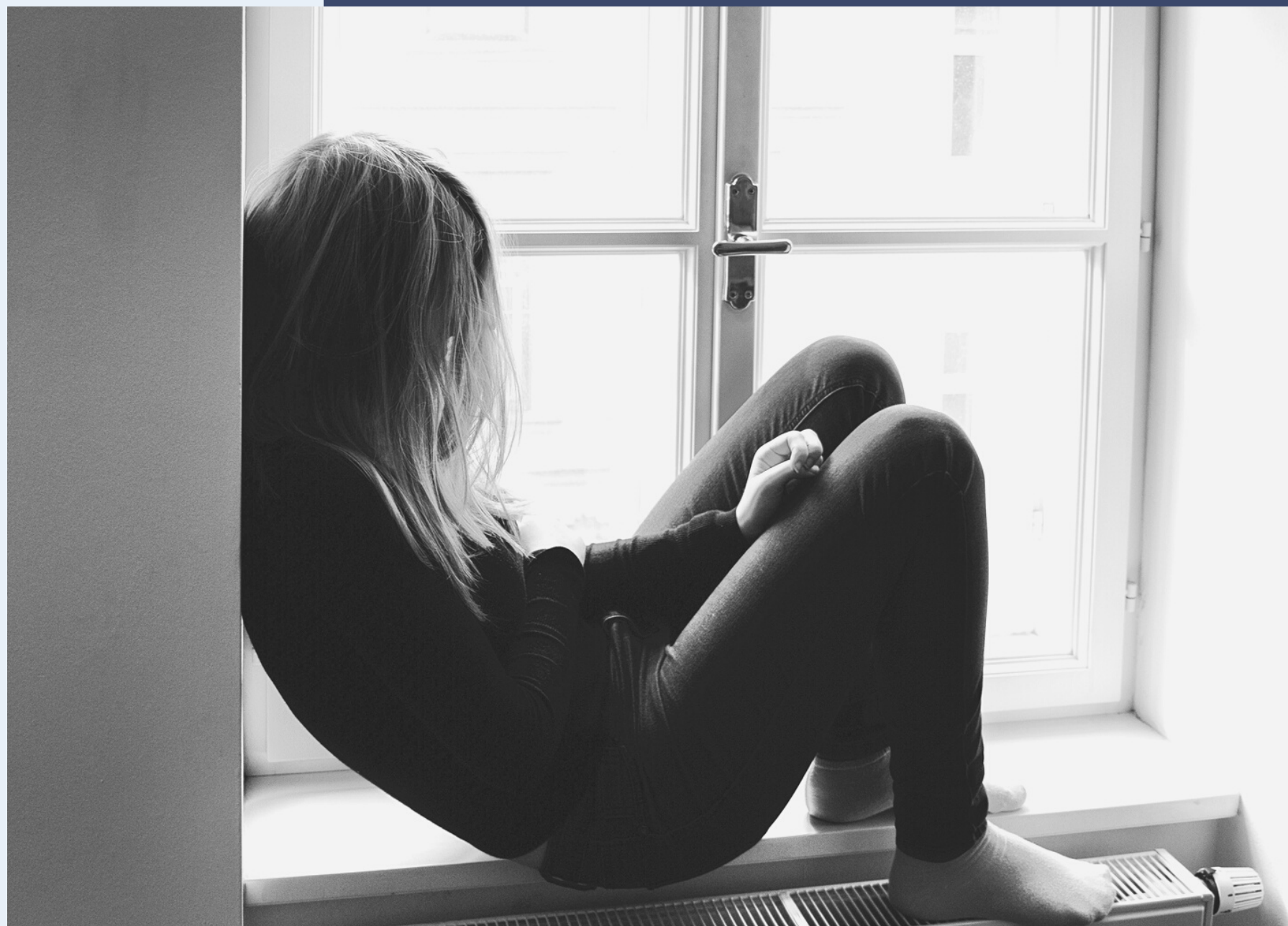
Structure your digital evangelism/discipleship and personal life like a missionary outpost center.





Have a clear purpose for going online

Treat social media like a post office.



When you're lonely and have nothing to do, don't try to fill the void by going online.

God has not called us to live in social media but to influence people through social media.

A young woman with long dark hair and bangs is looking intently at her smartphone. The phone is held in front of her face, partially obscuring it. The background is a soft, out-of-focus grey. A dark blue horizontal bar is positioned over the bottom part of the image, containing the text 'PART 2'.

PART 2

Practical Tips for

building community online and using your digital influence to share
the gospel and improve the well-being of others

DEFINE YOUR PURPOSE FOR GOING DIGITAL

then frame your strategy
accordingly.



Your purpose(s) may include:

CREATE AWARENESS

Let people know about Bible studies, services to the community, and opportunities to help.

MINISTER TO THOSE IN NEED

Use digital tools to improve the well-being of those inside the church and members of the broader community

SHARE THE GOSPEL & SPREAD HOPE

Use your digital influence to engage in digital door-knocking to help spread the gospel and lead people to wholeness.

GROW PARTICIPATION & COMMUNITY

Use digital tools and technologies to better connect with community members and grow participation in Sabbath School groups and Bible Studies.



A BIBLICAL MODEL

Jesus sought first to fulfill people's needs; He then invited them to follow.

Jesus' — Model

What Did

Jesus

Do?

DURING HIS THREE-AND-A-HALF-YEAR
MINISTRY, JESUS:

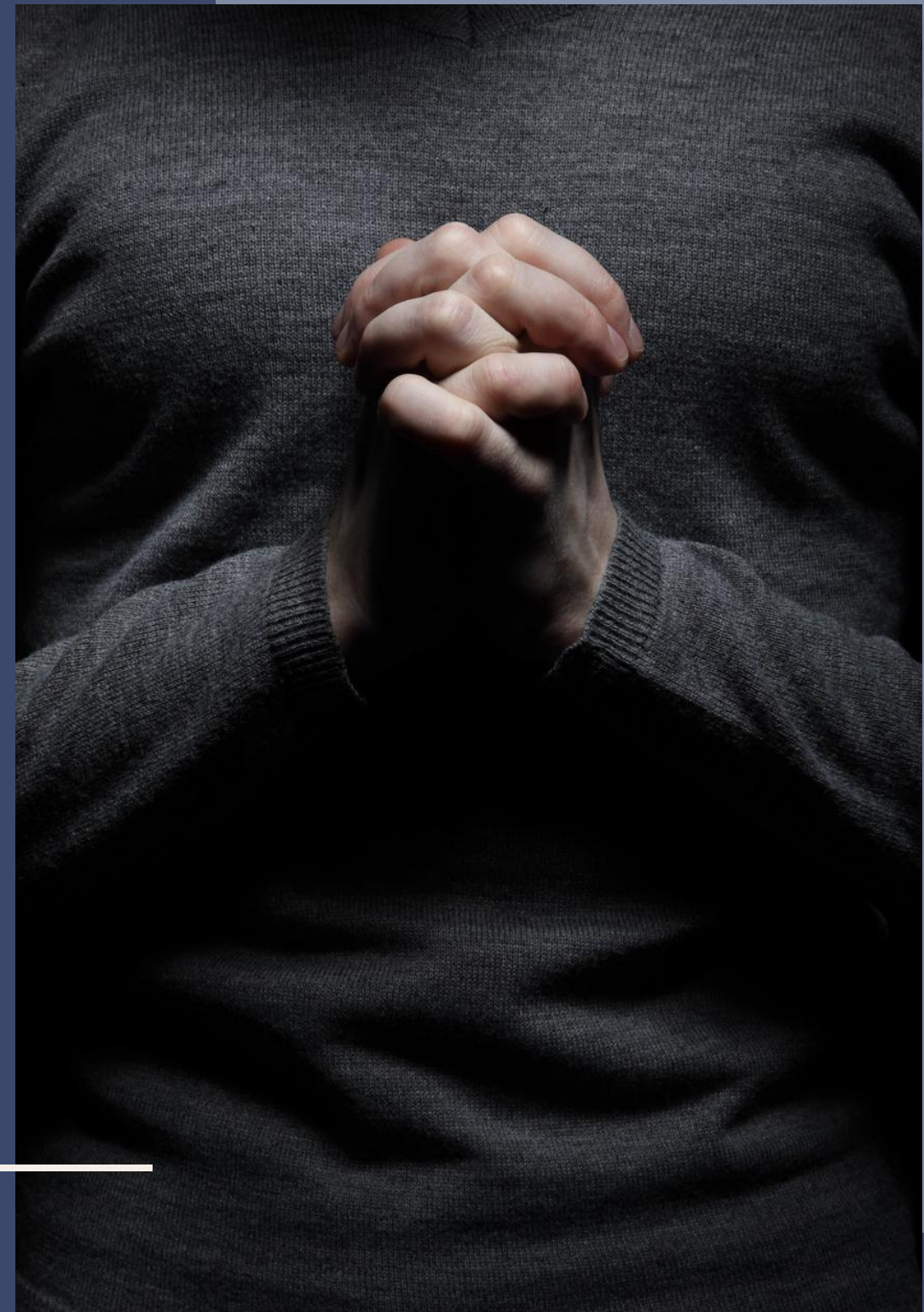
- shared stories
- shared Godly (and scripture-based) wisdom
- attended to people's needs, physically and spiritually
- answered people's questions regarding spiritual matters and everyday challenges
- gave them hope
- created community
- developed an engaged/active church body
- lead people to wholeness
- equipped people to be disciples and to replicate

#1

CONNECT WITH CHURCH & COMMUNITY
MEMBERS THROUGH DIGITAL TOOLS

be intentional about reaching out

Start small and
be purposeful





Community Building

WHAT DOES COMMUNITY LOOK LIKE
IN THE DIGITAL SPACE?

Every opportunity to connect is an
opportunity to advance the kingdom of God.



"Being listened to is so close to being loved that most people cannot tell the difference."

- David Augsburger (Oxberg)

360° Community Care Strategy

Your goal in using social media for ministry ultimately should be to understand and fulfill a need, making a tangible impact in the real world. This means listening and taking action on a daily basis.

SCALE UP FRIENDSHIP EVANGELISM BY:

- Being connected through social media and other digital tools
- Learning more about people's lives through social media in addition to socializing in person
- Taking the time to engage and show interest
- Using digital tools to inform and invite friends to fellowship opportunities/events
- Taking advantage of opportunities to serve people by better understanding their expressed needs, for example, help with moving, distress after loss of a loved one, etc.
- Starting meaningful conversations
- Listening more than you speak
- Utilizing digital tools to follow up and stay in contact



#2

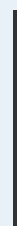
Build Relationships &

BENEVOLENT DISINTEREST

Go online with the intention of investing in the lives of others as part of a holistic approach to ministry.



Rejoice with those who
rejoice, and weep with those
who weep.
ROMANS 12:15



Practical Tips

Set aside time each day to engage with your community's posts, pay attention to cries for help, and search for ways to practically help.

How many prayers can we answer by simply paying attention?



ask questions

respond in meaningful ways

seek to understand the felt needs of every individual.

pray for them (send recorded prayers)

take action

follow up

TRUST



Be open, objective & honest about your faith, causes, and involvement in ministries



Respect other's privacy and model that behavior in all you do and post.



Be vulnerable to show you're human and that you can relate

Building trust starts with transparency

Be Authentic



YOU ARE NOT ONE DIMENSIONAL

Be you, showcase a whole person

Let people get to know you and what you're passionate about, they will be more drawn to you and what you offer. People can become inspired by your passion, and want to join you in this ministry. By relating to you, they can see themselves in a similar group or situation. Your faith becomes less foreign.



BE CONSISTENT IN PERSON & ONLINE

People should know what to expect from you. Your digital presence is an extension of yourself or personal brand and the perception you want people to have of you. People perceptions are based on their experiences. You may be the only interaction they have with a person of faith, consider: how are you representing Christ to them?



#3

Improve the
Well-being of

WHAT PRAYERS CAN WE
ANSWER BY SIMPLY
PAYING ATTENTION?

Go online with the intention of
finding ways to improve the
well-being of others.

Suicide

10 Leading Causes of Death

Cancer

2016 Florida Hospital Center for Community Health Ministry

9 Contributing Factors

Illicit Drug Use

Diet & Activity Patterns

Kidney Disease

Stroke

8 Root Causes

Motor Vehicles

Alcohol & Substance Abuse

External & Internal Stress

Low Self Esteem or Self Worth

Anger & Frustration

Economic Disparity

Meaningless Existence

Loneliness & Social Isolation

Helplessness & Emotional Despair

Lack of Information or Education

Influenza & Pneumonia

Chronic Lung Disease

Sexual Behavior

Firearms

Pollutants & Toxic Agents

Tobacco Use

Infectious Agents

Diabetes

Heart Disease

Alzheimer's Disease

Accidents

Digital Disciples

EMPOWERED PEOPLE:

Small Actions, Big Impact

Reframe how you view your time spent in the digital space so that you can:

- Be intentional online with how you spend their time
- Pay attention to the posts of your friends/contacts
- Proactively reach out to friends online or via digital tools
- Take action in appropriate and timely ways





#4

Share the Gospel

CONTENT AS MISSION

People search online for answers to their problems. What better place for the Church to share its message of hope and wholeness?

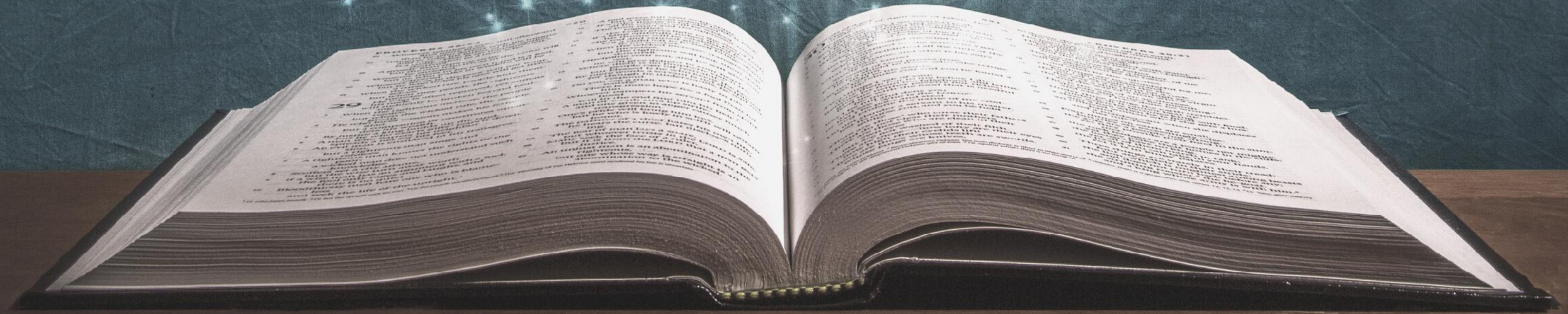
We don't have a message
problem;
we have a distribution problem.

WE HAVE THE GOSPEL—THE GREATEST STORY EVER
TOLD—OF CHRIST'S BIRTH, LIFE, SELF-SACRIFICING DEATH,
RESURRECTION, AND SOON RETURN.

Digital door-knocking is when you share spiritual content on your social media profiles or through messaging and email to create an opportunity for people to engage with you about your faith.

Engage in Digital Door-knocking





Social media allows us to share our faith and engage with our community when it's most convenient for them. It allows our audience to self-select whether or not they want to engage

CREATE CONTENT

Create content that focuses on mental, physical, and spiritual needs specific to your community.



CURATE CONTENT

The burden is not on you to create everything. You have many resources to draw from.



DON'T JUST CREATE OR CURATE CONTENT, CONSIDER:

How will their attitude or perceptions of God/themselves or their situation change because of the [article, video, blog, image, podcast] you shared?





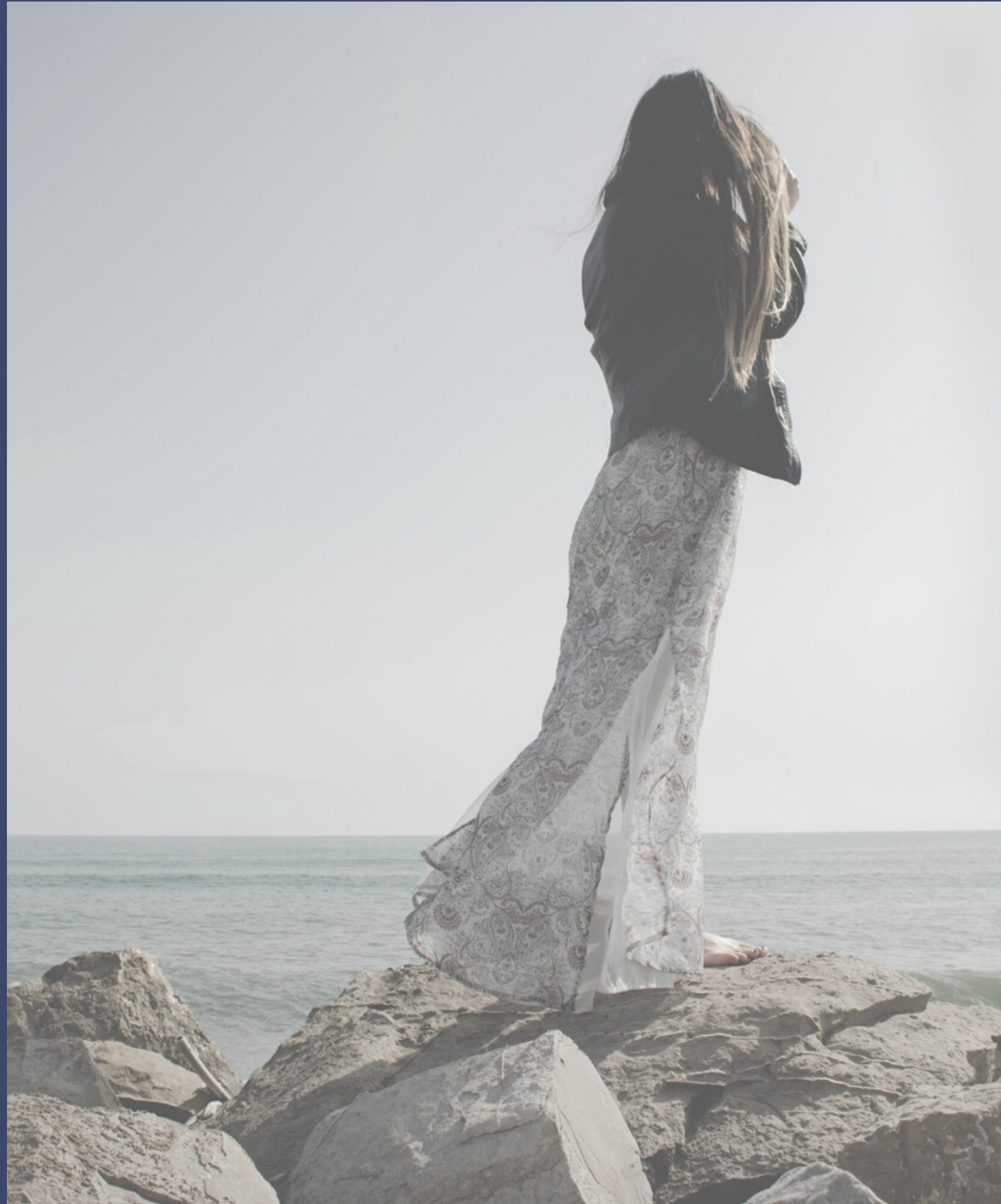
Stories never tell us what
to think, they cause us to
think.

They don't tell us what to
feel, they cause us to feel.

Tell the Whole Story

PAINT A MORE ACCURATE PICTURE

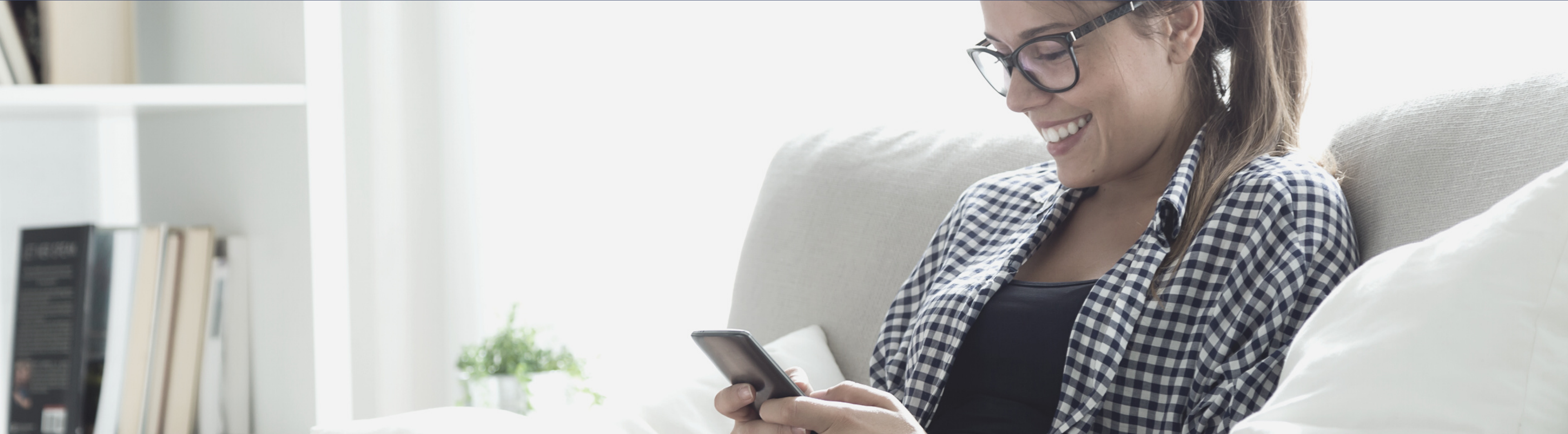
Through connection and relating to the human experience, you can generate connection in the broader community. Share how God is working in your life, make it personal, draw people in.



What to share

How to engage in digital door-knocking:

- Forward emails.
- Text invitations with an info link to contacts, or send invitations via messenger apps.
- Share content from your church's profiles or a ministry you follow and add a personalized message.
- Live-stream events, sermons, Bible study groups, etc., from your social media profiles.
- Hit "like," "love," or "wow" on ministry Facebook posts to increase organic reach.
- Post to community groups or apps like Next Door about upcoming events.
- Find digital ways to connect with neighbors and community; then share your faith with them.
- Follow, friend, or join online Christian groups to help increase their digital influence.

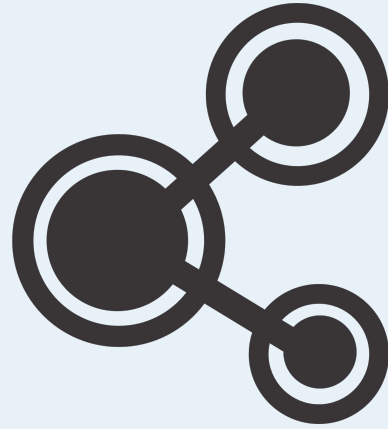


#5

Be Accessible & Responsive

BE THE VOICE THAT
ANSWERS BACK

Treat each digital conversation like
you were speaking to the person
face-to-face.



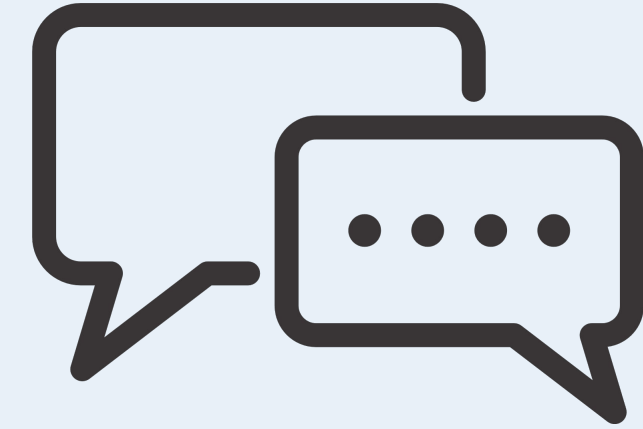
GIVE OPTIONS

Text, DM, email, phone number, Snapchat, even snail mail or a simple "like this post" for prayer, no strings attached and easy.



CHECK DAILY

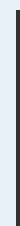
Develop a habit of checking your comments, messages and emails at least once a day. Keep your inbox tidy.



RESPOND QUICKLY

Even if it's just acknowledging that you received their message. Download relevant apps for on the go engagement.

TIPS FOR BEING THERE WHEN PEOPLE REACH OUT



Evaluate success differently

EXAMPLES OF QUESTIONS YOU CAN ASK

TO GAUGE SUCCESS:

- How many times did you share the love of Christ?
- How many conversations did you start or engage in on social media?
- How are you painting a more authentic picture of yourself, faith, or the church?
- How are you building relationships?
- Do you better understand the needs of those you are connecting with online?
- Have you found meaningful and practical ways to help people?



Don't give up too soon! Post reach and interaction will ebb and flow based on your audience's personal preferences, attitude of the day, the news, that evening's supper, or just the busyness of life. Keep posting. Keep interacting. Keep adapting.

ERICA JONES - WOMEN'S MINISTRIES, NAD

When we offer a place where people can share without fear of condemnation, where we listen more than we talk, where our advice stems from understanding and compassion rather than moral judgments, they find that the

Church--faith--is relevant.

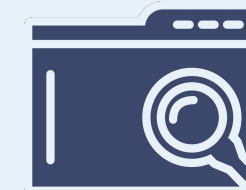
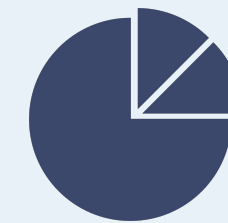
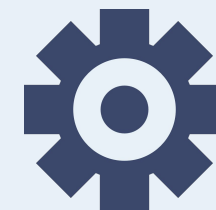
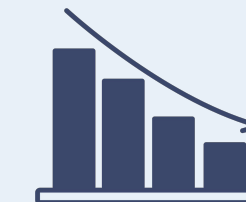
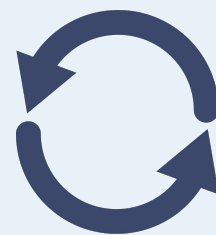
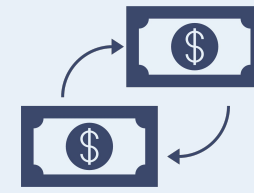
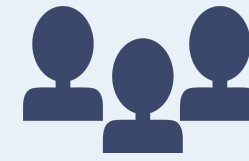


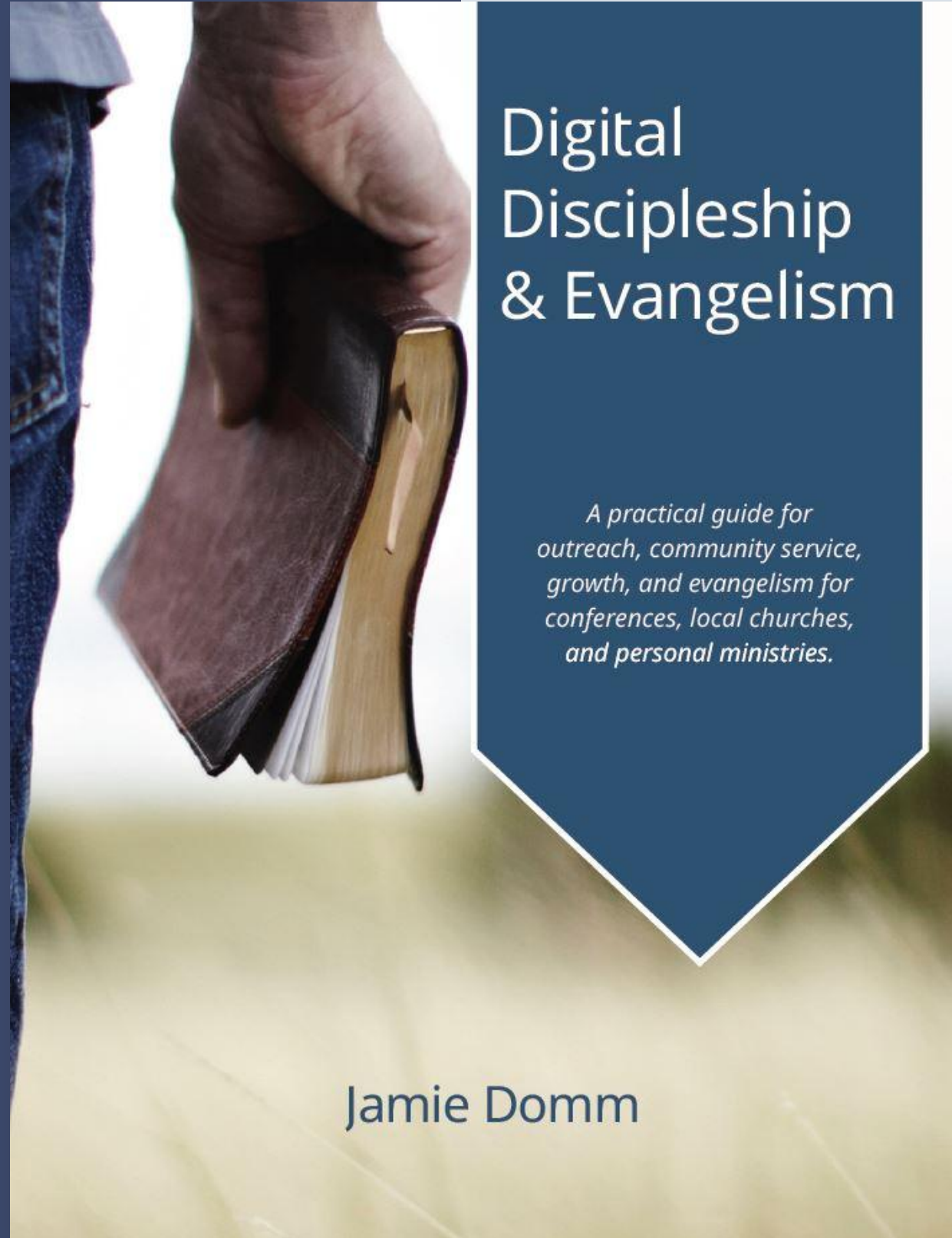
Free Resources

SDAdata.org

Contact me:

JDIM.digital





Digital Discipleship & Evangelism

*A practical guide for
outreach, community service,
growth, and evangelism for
conferences, local churches,
and personal ministries.*

Jamie Domm

Get the book!

PRINT & DIGITAL AVAILABLE

AdventSource & Amazon

Learn more:

JDIM.digital/book



Q&A