



Using Social Media for Outreach

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**Have you ever had someone visit
your church who first found out
about your church through
social media?**

The Great Commission

“Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you.”

Matthew 28:19-20

The Message Hasn't Changed,
But The Methods Have

If Social Media Sites Were Countries (Population in Millions)

1	Facebook	1,590
2	China	1,382
3	India	1,326
4	Instagram	400
5	US	324
6	Twitter	302
7	Indonesia	261
8	Brazil	200
9	Snapchat	200
10	Pakistan	193

Facebook Network

- Attendance of 60: 169 Facebook Likes & Facebook Network of 65,000
- Attendance of 400: 531 Facebook Likes & Facebook Network of 190,000
- Attendance of 1,100: 2,559 Facebook Likes & Facebook Network of 1 million

we
are
social

NORTH
AMERICA

59%

WEST
EUROPE

48%

EAST
EUROPE

45%

CENTRAL
ASIA

6%

EAST
ASIA

48%

CENTRAL
AMERICA

40%

MIDDLE
EAST

26%

11%

SOUTHEAST
ASIA

37%

SOUTH
ASIA

11%

AFRICA

we
are
social



GLOBAL
AVERAGE:
31%

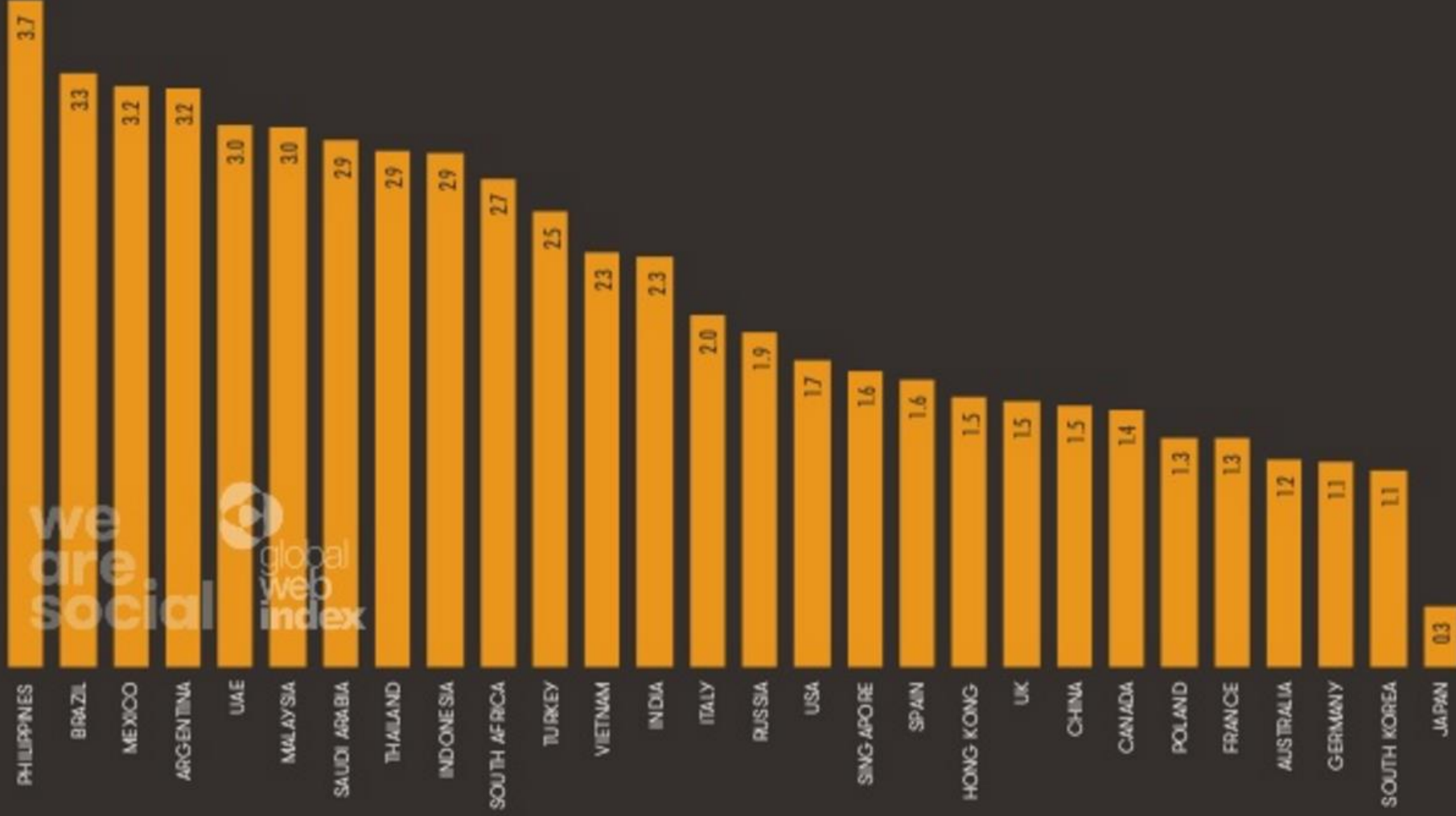
SOUTH
AMERICA

50%

SOUTH
ASIA

OCEANIA

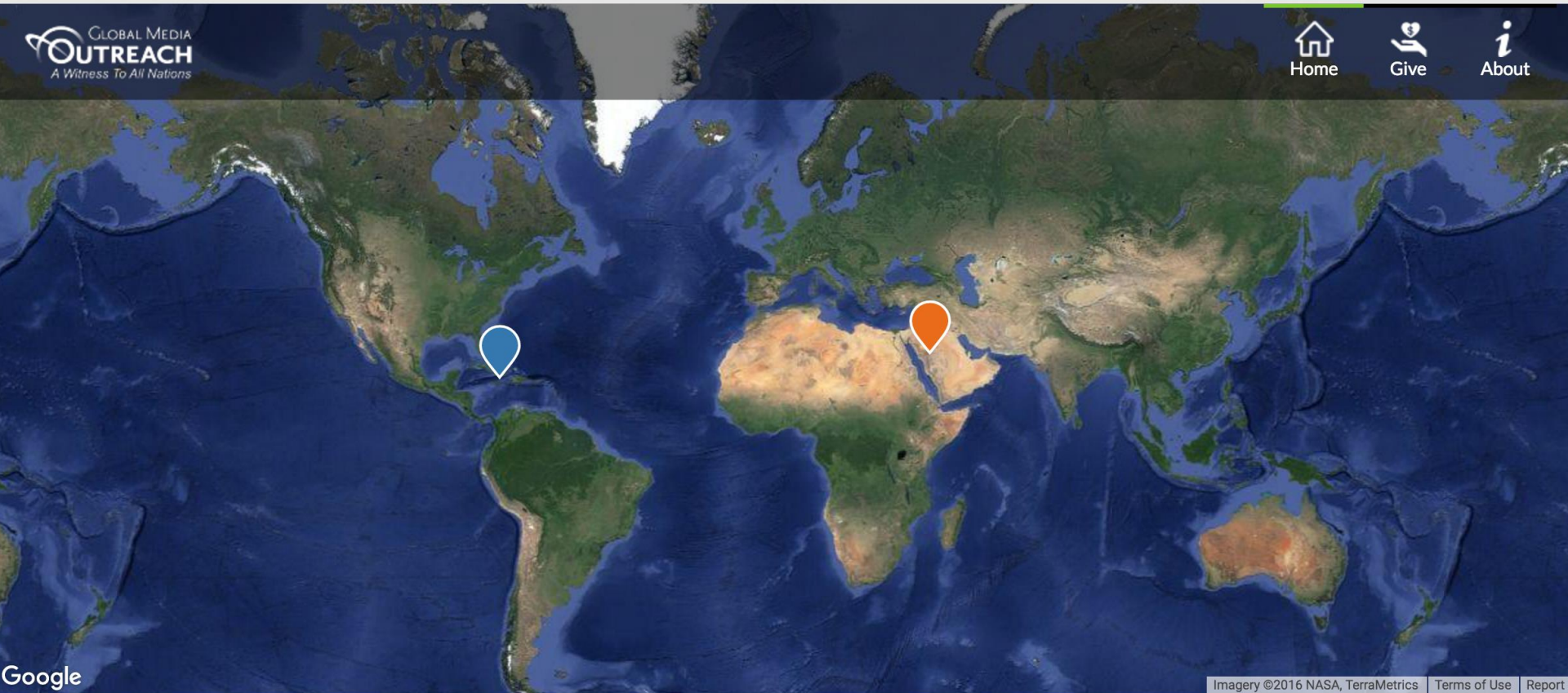
45%



56% say they read their Facebook
feed at least weekly

56% say they read their Facebook
feed at least weekly

37% say they read their Bible
at least weekly



Google

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In real time so far
TODAY...

 Gospel Visits
420,055

 Indicated Decisions
33,190

 Discipleship
81,292

6 Steps To Build A Social Media Outreach Strategy

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6. Measure Results

Practical Ideas to Jumpstart Your Social Media Outreach

Imagine the Kingdom Impact Your Church Could Have Through Social Media

Alyght.com/wfx-reach

