



Borderless Ministry


Maximizing Technology for the Harvest

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The Social Media Pandemic

- The average time spent on social media by individuals is 2 hours 24 minutes daily.
- Social media is one of the fastest-growing people groups in the world, growing at 7.5% yearly. 10 new people join every second





With the right use of technology, we have an opportunity to reach and disciple people who have not and may never step into our church buildings



Three critical components

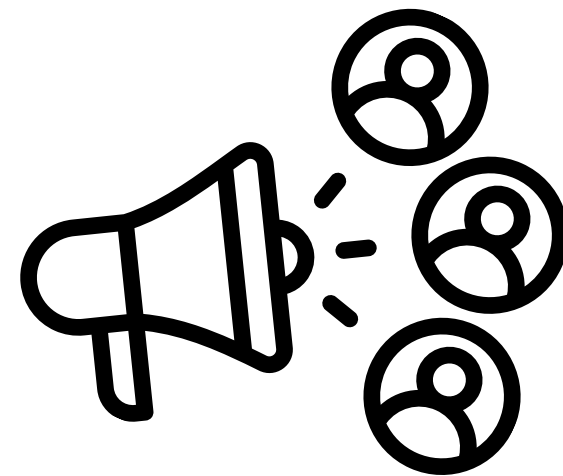
Message

What are we saying?



Audience

Who are we trying to reach?



Platforms

From where will they see and hear you?



Our Message

The Gospel; not methods, not vehicles



Our Job

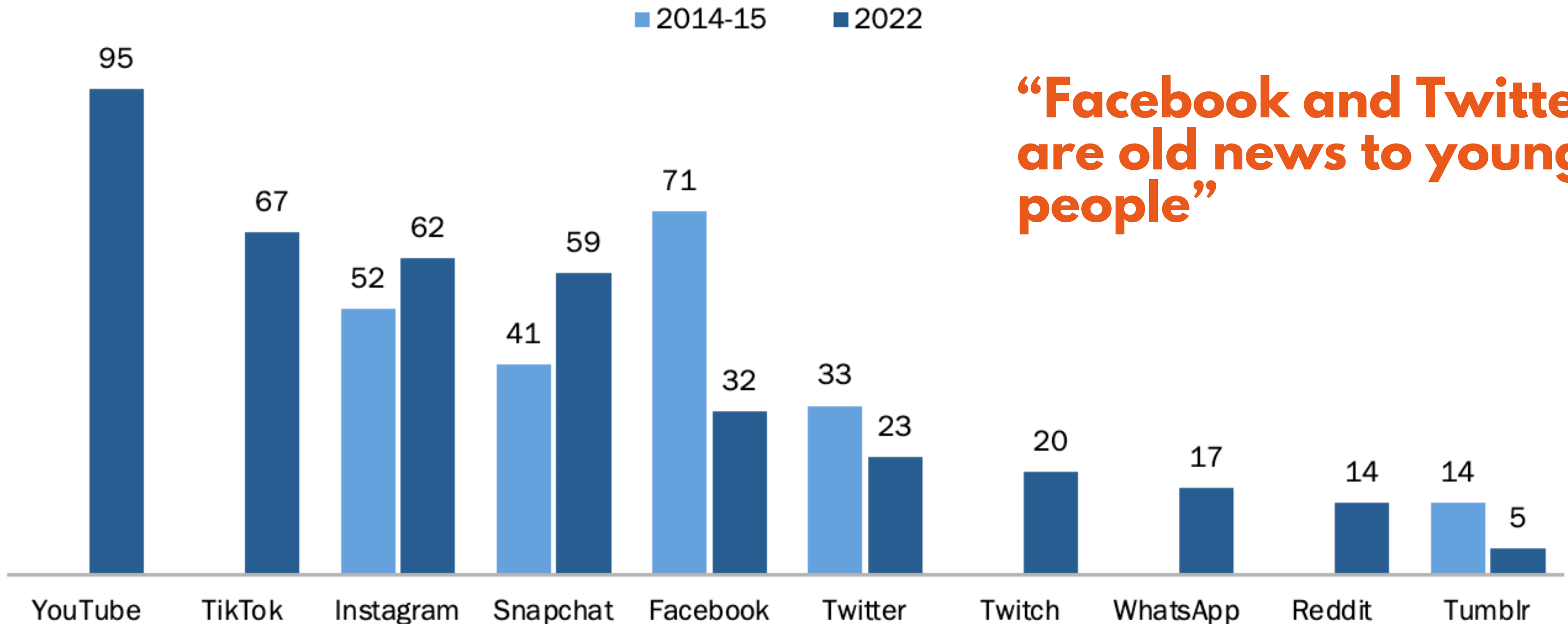
- Make Jesus Seen
- Make Jesus Heard
- Make Him known

To people who are not searching for Him

Audience, Platforms & Visibility

Majority of teens use YouTube, TikTok, Instagram, Snapchat; share of teens who use Facebook dropped sharply from 2014-15 to now

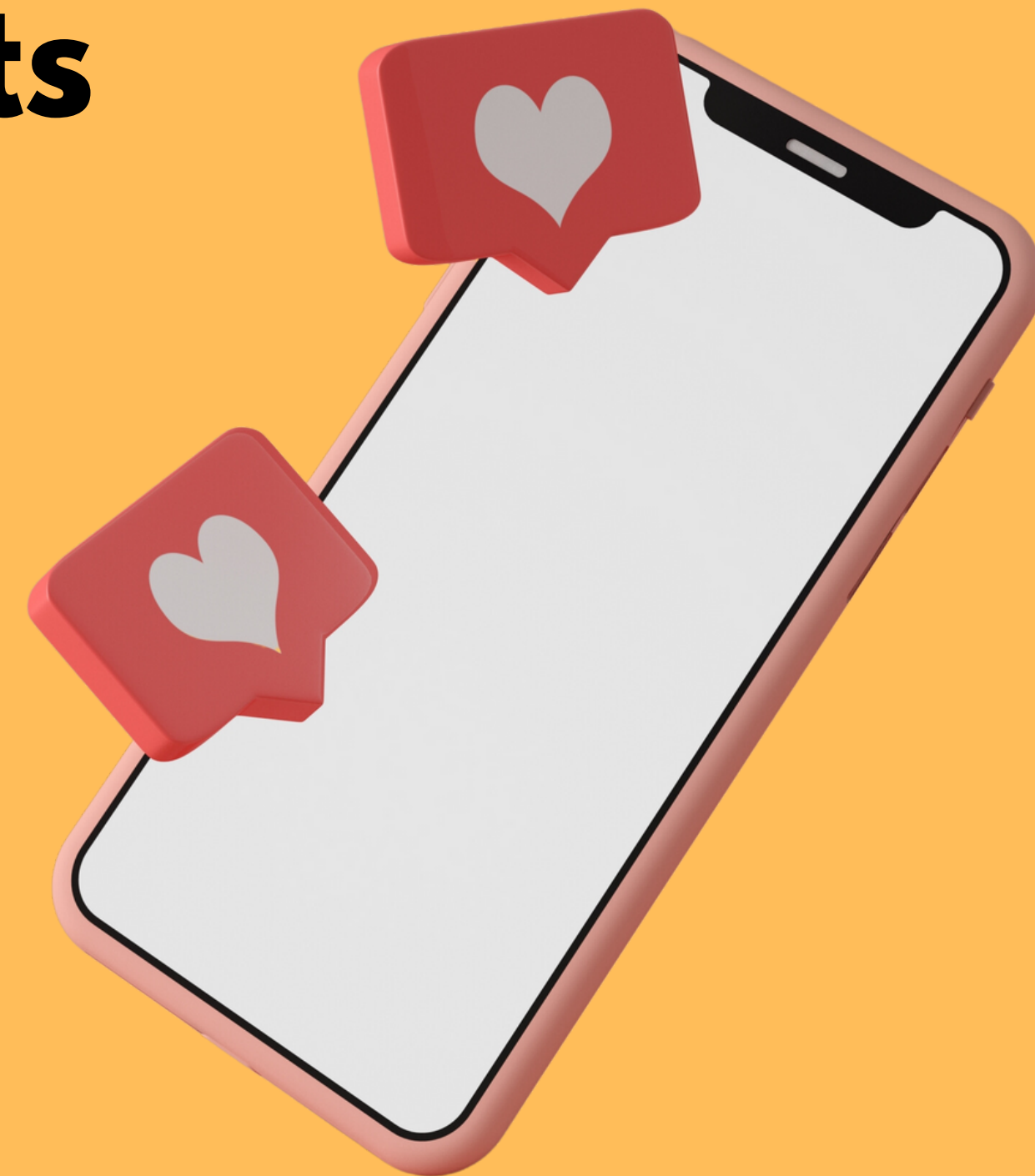
% of U.S. teens who say they ever use each of the following apps or sites



“Facebook and Twitter are old news to young people”

The Gospel is content, and all content works in 3 formats

- Visual Content
- Audio Content
- Audiovisual



Best practices for digital content creation

- Keep it short
- Keep it captivating
- Keep it simple
- Share it



What tools do we need?



Tools for Creating Visual Content

- [Canva.com](https://www.canva.com)
- [Designs.ai](https://www.designs.ai)
- [Fotor.com](https://www.fotor.com)



Tools for Creating AudioVisual Content

- Vidyo.ai
- Tiktok
- YouCut



Tools for Creating Audio Content

- Play.ht
- Murf.ai



Tools for Creating Audio Visual Content

- [Synthesia.io](https://www.synthesia.io)
- [elai.io](https://www.elai.io)



Tools for sharing content

- Buffer.com
- streamyard.com

Why Youtube beats Facebook for LiveStream





Implication

- People
- Tools
- Leadership



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