

Everything You Need to Know About
ONLINE EVANGELISM



Part One



Content



What is Digital Evangelism?



About



Digital Discipleship



Key Terms



About

The **Center for Online Evangelism** is a supporting ministry of the Seventh-day Adventist Church that seeks to train church members to be online missionaries and thereby improve the online reputation of the Adventist church.

We apply digital marketing strategies to accomplish our goals and also provide resources and services so that others in ministry could use these best practices.



What is Digital Evangelism?

- Digital evangelism is the systematic and intentional use of internet platforms to spread the Gospel to the online population. The goal is to introduce people to Christ and then connect them to a church family.
- You may see the terms **digital evangelism** and **online evangelism** being used interchangeably. Both cover various evangelism strategies that require the use of the internet, cell phones, laptops, video cameras, and other modern technologies.



Digital Evangelism should be incorporated with traditional forms of evangelism - it does not replace traditional methods such as canvassing, tent meetings, or distribution of tracts.

Gospel workers should survey their fields and use the methods that would be most effective.





Another term you may come across is digital discipleship. It is "*a movement to make disciples and inspire people to grow in discipleship.*" Rachel Lemons-Aitkens explains three categories of digital disciples; content creators, content distributors, and content engagers.



So whether you say online evangelism, digital evangelism, or digital discipleship, all of the terms involves working with people online (directly or indirectly) to propel them toward a strong relationship with Jesus Christ and bring them into a community of faith.

Digital Discipleship



KEY TERMS

There are a few terms you will come across occasionally in the world of online evangelism.



Key Terms in Online Evangelism



Digital Marketing

Umbrella that covers other strategies



Content Marketing

Creation and distribution of online material



SEO

Optimizing websites for better rankings



Online Ads

Promotions using online platforms



Digital Marketing

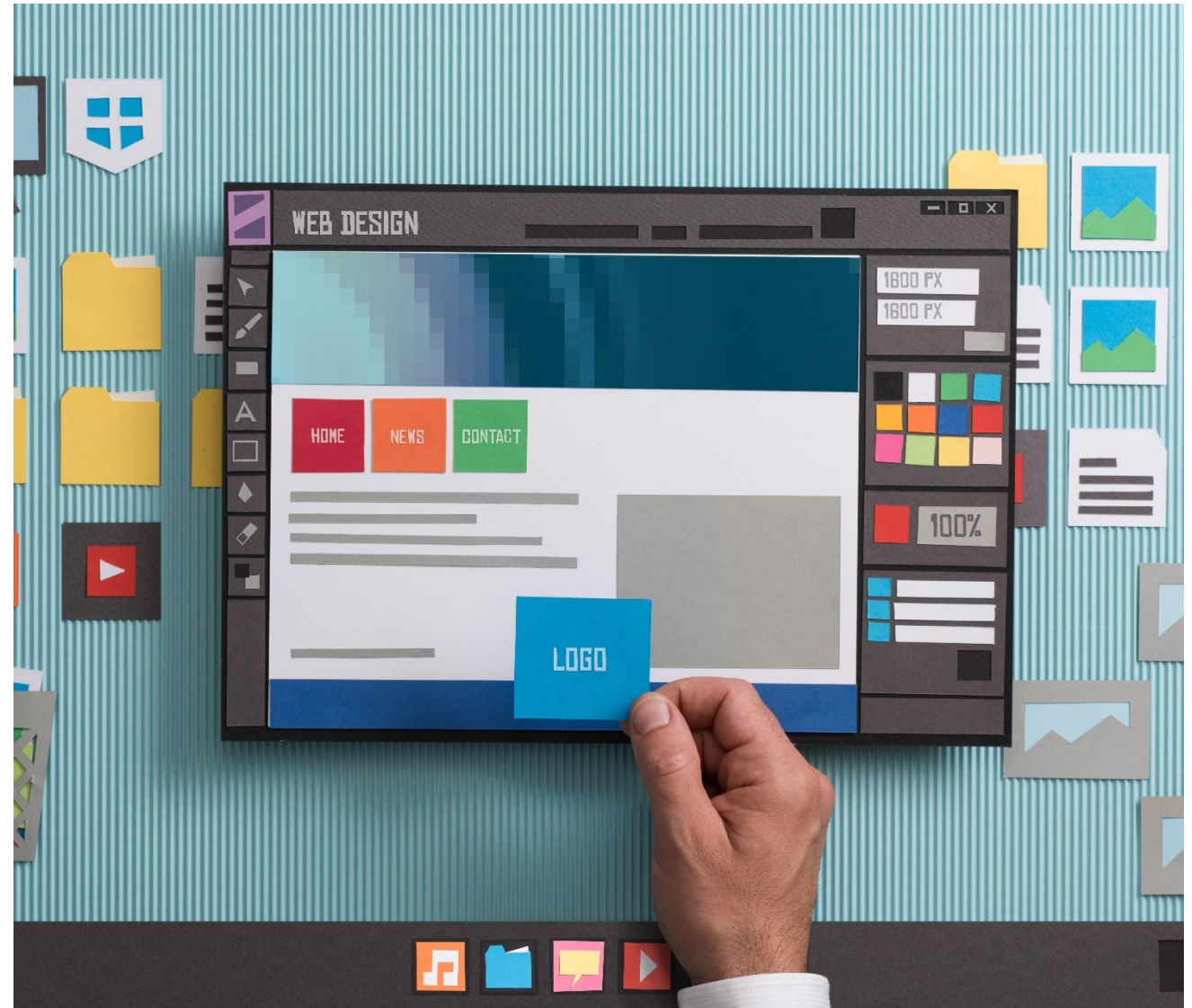
Digital Marketing incorporates strategies such as content marketing, search engine optimization (SEO), online ads, social media strategies, and other online methods to help churches and ministries **rank higher** in search results. That way, thousands more are blessed.



Content Marketing

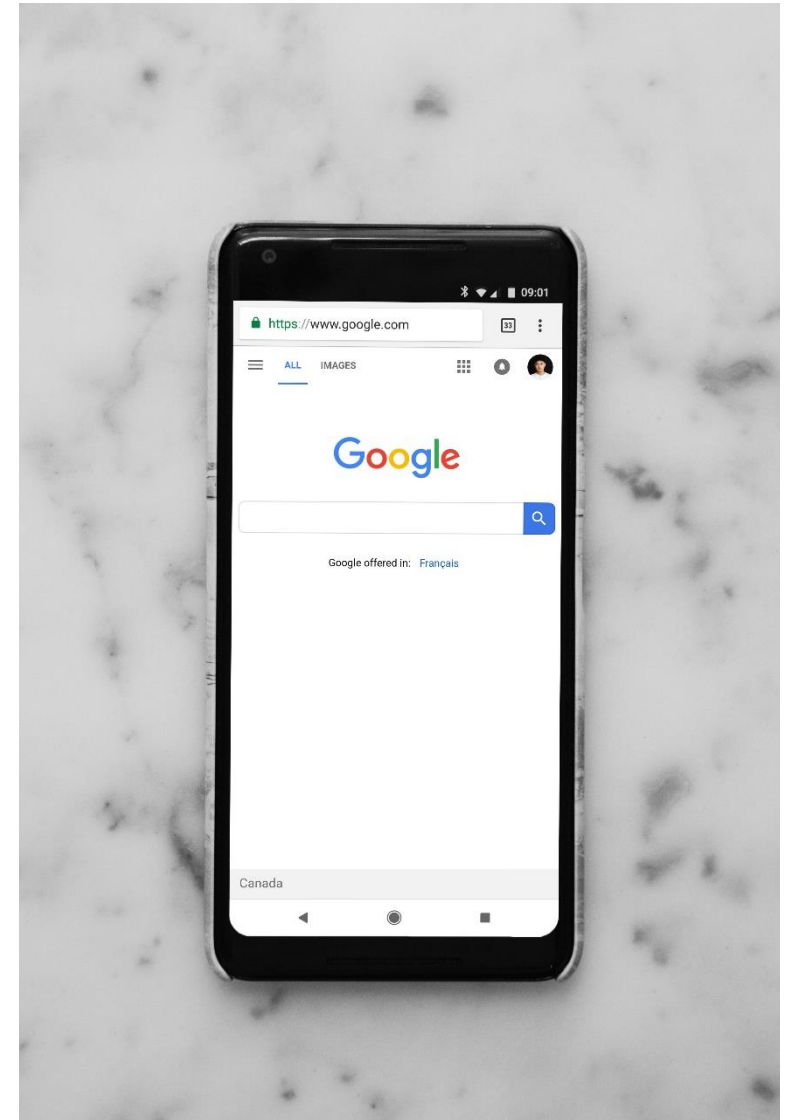
This involves the production and distribution of online material that elicits interest in church or ministry services, rather than direct publicizing and promotion.

Materials can be blogs, videos, podcasts, or graphics.



Search Engine Optimization

- Proper SEO helps church and ministry websites to rank higher in search engine results.
- Without SEO, quality information about Adventists remains hidden away online.



Online Advertising

Online ads (e.g. Facebook or Google ads) reach far more people than any other form of advertising.

Churches can launch Facebook ad campaigns to promote evangelistic campaigns, community events, or any other program.

Ministries can recruit supporters and get more donors through digital ads.



The truth will be made so prominent that he who runs may read. Means will be devised to reach hearts. Some of the methods used in this work will be different from the methods used in the work in the past; but let no one, because of this, block the way by criticism.-- *Review and Herald*, Sept. 30, 1902.



Learn why online evangelism is now critical to church growth.

Download part two

