

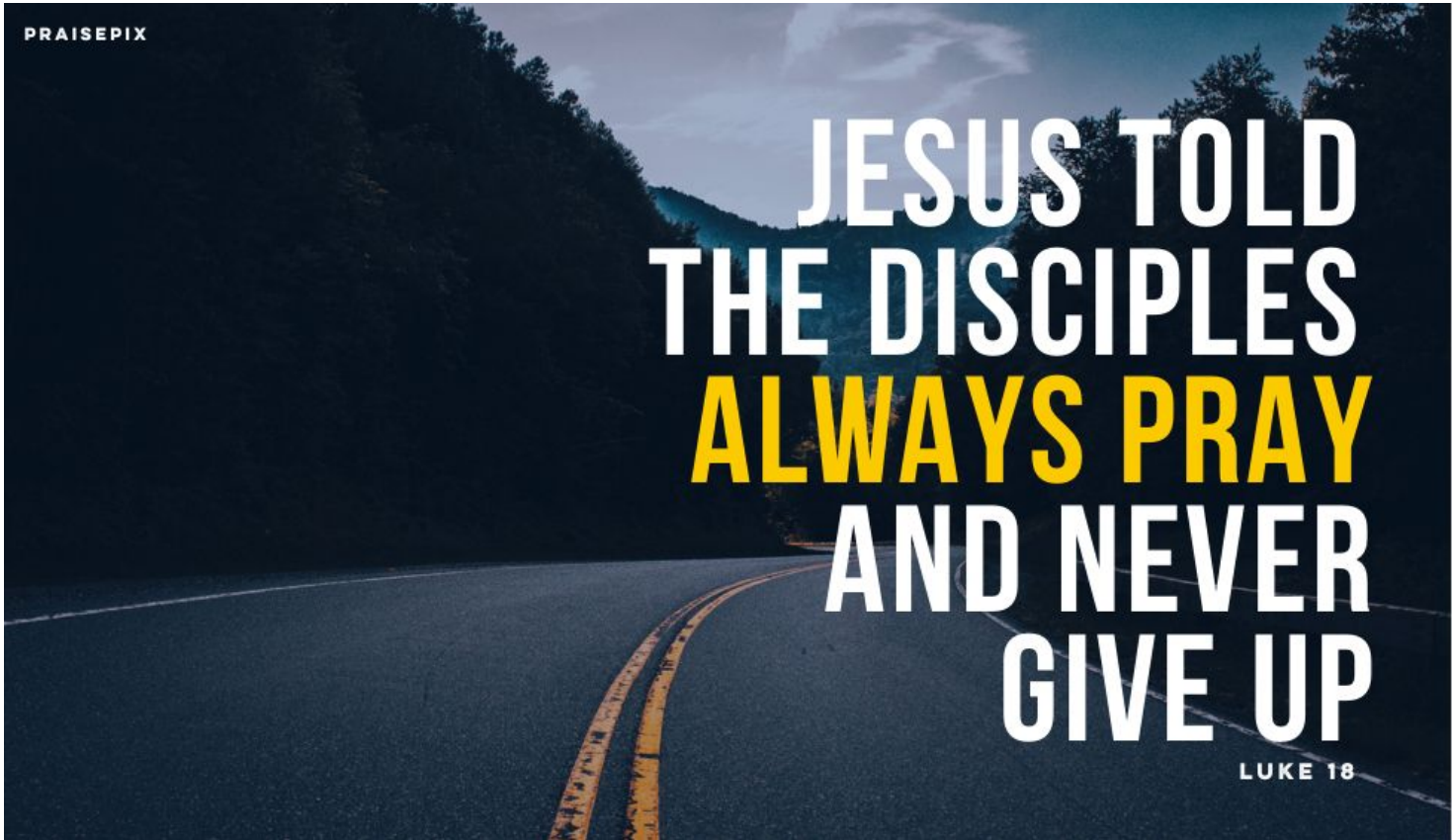


PRAISEPIX

The Story of an Online Ministry



PRAISEPIX



JESUS TOLD
THE DISCIPLES
ALWAYS PRAY
AND NEVER
GIVE UP

LUKE 18



[instagram.com/praisepix](https://www.instagram.com/praisepix)

HOW IT STARTED

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Growing up in the Adventist church, I had become privy to the privilege of the Gospel but found myself struggling to tap into its power. Three years ago, I graduated from Southwestern Adventist University and was a wide-eyed dreamer ready to change the world. Less than a year into my first job, I became disillusioned about life and my positivity “Petered out” as I started to question whether I could make an impact. To be totally transparent I still do, but thank God for His never ending grace and reassurance. I rededicated my life in service to Jesus Christ and on January 1, 2017 PraisePix was created.

At this current date by the grace of God, PraisePix has over 23,000 online followers, averaging 2,500 daily engagements, 430 weekly comments and over 250,000 monthly impressions. My professional background is in digital marketing, and below I've happily given away all the detailed creative strategies that were used to grow the page from zero within a little over a year.

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To God be the glory .



CREATING THE CONTENT.

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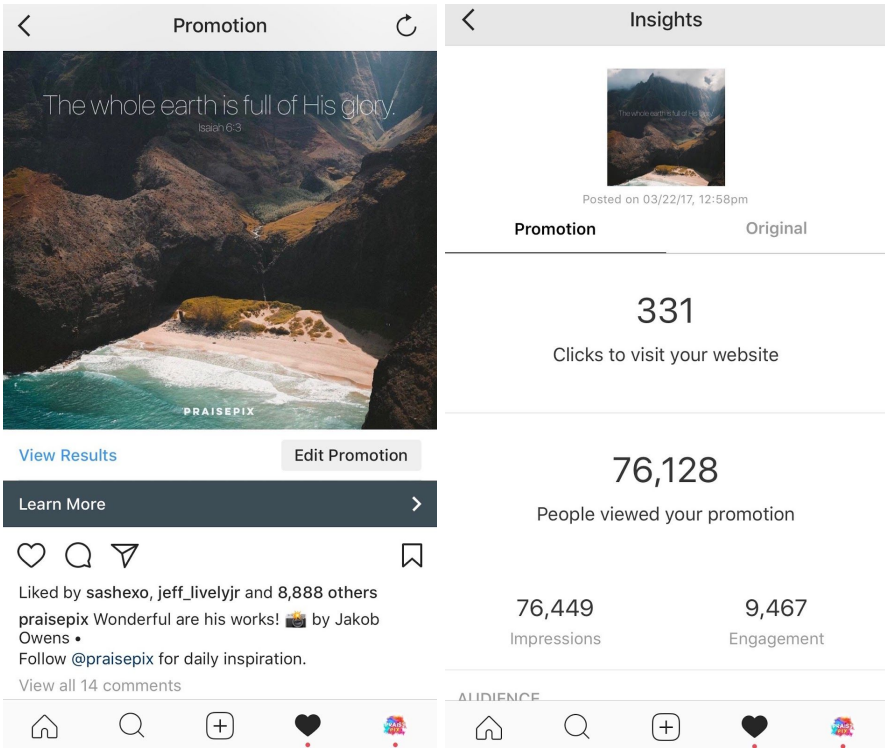
One of the most important things when it comes to growing an online community at scale is creating quality consistent content. If you have little to no experience on Photoshop, there are still numerous amounts of apps available on most smartphones that allow anyone to add text to photos. If you are looking for great pictures to use, there are thousands of

stock images available online at no cost under the creative commons licence. This provides an amazing opportunity for small or large churches looking to get more active on social media and need more content to post on their pages. As much as you can, try to update your pages a few times a week. On PraisePix, I upload new content at least 3 times a day.



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Below are examples of \$10 Instagram ads that were executed from PraisePix to targeted Christian social media users from the ages of 13-65 globally. Here is the digital data:





HASHTAGS

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In most cases, when you're starting an online ministry you will be working with a tight budget and that's okay. Hashtags on Instagram are a simple and effective way to introduce a wider audience to your page. For example, the hashtag #faith, #love, and #hope are searched and engaged with online over 450 times daily.

COMMUNITY AND VALUE

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Once your page is up and running, spend time as often as you can to be a part of the community. Whether you have 100 followers or 10,000, treat every person who's chosen to follow your page with Christ like love. Reply to comments, respond to direct messages, like and share other content that inspires you and create innovative ways to bring spiritual value to people in need of hope.



Every Wednesday morning on PraisePix, we have a community prayer where we encourage thousands of our followers to leave prayer requests in the comment section for 24 hours and lift up each other's petitions to Christ. This is a unique way to have people praying for one another all over the world and build relationships with our community online.

“ Be still and know that I am God. ”

DAILY DEVOTIONALS

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One of the new initiatives we began on PraisePix is providing daily devotions to people online who are seeking to build deeper and more meaningful relationships with Christ. The link in our bio allows anyone to voluntarily sign up using their email address for daily inspirational messages. If you are a Christian writer, blogger, vlogger, or content creator, please contact me if you would like to get involved in this new online ministry! It will be a blessing!

WORLDWIDE MINISTRY

God has given each one of us an enormous opportunity to spread the gospel online through social media. Facebook recently released data revealing over 2 billion active monthly users on their platform. People from all over the world are in desperate need of the hope and peace that comes from knowing and believing in the grace of our resurrected Savior. In March, PraisePix reached over 100,000 worldwide engagements and below is a detailed list of the top countries and cities reached in numerical order as reported by Sprout Social:

Top Countries

 United States	7,486
 Russia	1,651
 India	1,413
 Philippines	1,214
 Nigeria	650
 South Africa	634
 Ukraine	616
 Indonesia	543
 United Kingdom	453
 Canada	349
 Malaysia	295
 Australia	280
 Brazil	255
 Germany	220

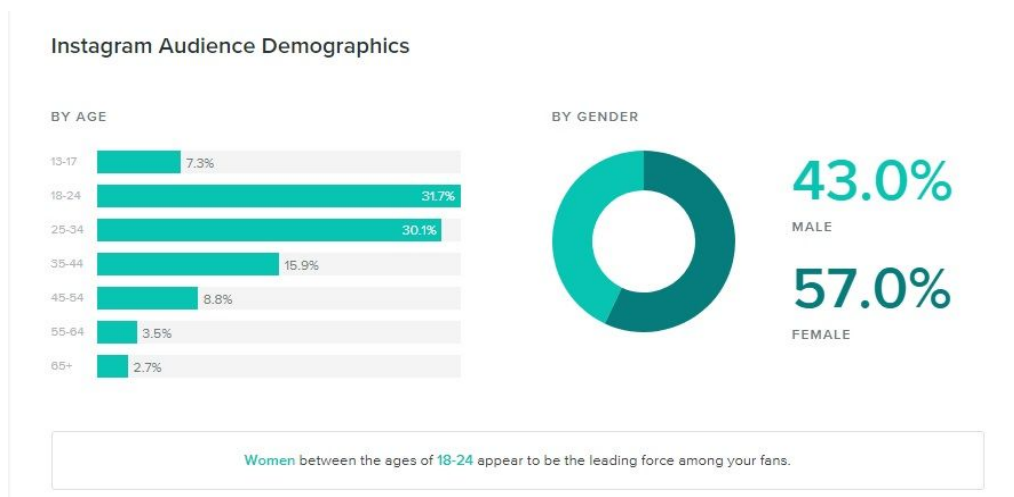
Top Cities

Moscow, Moscow	345
Lagos, Lagos State	274
New York, New York	169
Jakarta, Jakarta	139
Los Angeles, California	139
Kuytun, Irkutsk Oblast	138
London, England	137
Nairobi, Nairobi	135
Houston, Texas	134
Kyiv, Kiev	120
Quezon City, Metro Manila	110
Saint Petersburg, Saint Petersburg	108
Atlanta, Georgia	104
Johannesburg, Gauteng	97



ADDITIONAL DATA

Knowing your audience and understanding who you are trying to reach plays an important role in creating the type of content that should be allocated to reach them effectively. The figure below shows the percentages of age groups viewing the content on PraisePix and an average of daily engagements:





“ Jesus said, “And surely I am with you always, even to the very end. ”

THE GREAT COMMISSION

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If you have experienced the humbling joy of receiving salvation, you understand the price that Jesus paid for our freedom from sin. By committing our time to the cause of Christ, we never know how one image online can reach someone in the moment when they need it the most. Matthew 18:19 says, “Therefore go and make disciples of all nations”. Psalms 107:2 says, “Let the redeemed of the Lord say so!” Through faith, action, and Biblical principles, I believe we can reach as many people as God allows to awaken their faith and let others know that Jesus is coming again!

— David Mwansa
