

# Introduction to evangelization with social media



by Jesus Christ

## **A guide for you to do evangelism quickly quickly quickly today**

follow Me, Jesus Christ, only and tweet and  
retweet quickly quickly quickly quickly  
quickly today at:

<http://www.twitter.com/guidetorepent>

# Why you can use twitter and other social media for evangelization

- Everyday, plentitude of users create, share and discover ideas on twitter
- Users like you will also find great value in connecting each other with twitter to:
  - Share their experiences, both good and not so good
  - Provide feedback on recent events or launches
  - Discuss new evangelism ideas
  - Learn about the Bible quickly and meaningfully
  - Get informal occasion to share and pray together.

The Twitter logo, consisting of the word "twitter" in a lowercase, rounded, blue font.

# How do twitter work?



- twitter let you write and read messages of up to 140 characters, or the very length of this sentence, including all punctuation and spaces.
- The messages (also known as tweets) are public, and you decide which accounts you want to receive messages from
- twitter works equally well from your desktop or mobile phone

To read more, go to  
[evangelismwithsocialmedia.blogspot.com](http://evangelismwithsocialmedia.blogspot.com)

# A number of social media technique that you can consider:



- Twitter user can also use tweetdeck and other twitter related site such as twellow;
- Do not overdo with one method only, you can also use the following method of social media, including:
- Youtube.com
- Facebook.com
- Ovi.com
- Tangle.com especially for Christian people

# A few thing you should keep in mind while using Twitter for evangelization



- As a user you search for other user who login to Twitter: enter a location in twellow.com
- Build first a blog or youtube video link, and then post that url in your twitter micro blogging site
- Do not post too many time, and do not too many repeat the same posting, be quality poster
- Do not overdo with twitter, and you can use post-it note if you wish to reach someone nearby (for example your colleague in office or school)
- Visit the blog site: [evangelismwithsocialmedia.blogspot.com](http://evangelismwithsocialmedia.blogspot.com)

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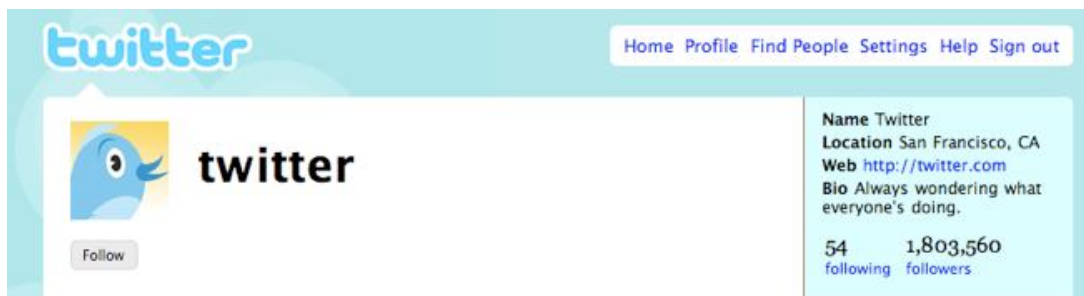
# Before you dive in

- If you want to spend time listening first, you don't need an account to search at [search.twitter.com](https://search.twitter.com)
  - Try searching for your company and a few key topics in your field
- Listening can help you get a sense of how you want to engage on Twitter

# Getting started is easy



- Signing up for an account takes just a few minutes
- To help people recognize and trust your account, fill out your profile completely and include a picture

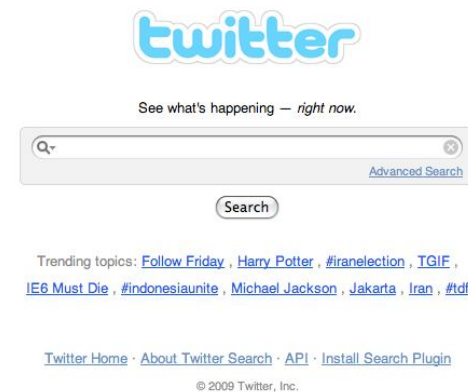


To read more, go to [business.twitter.com/twitter101/starting](http://business.twitter.com/twitter101/starting)



# Follow relevant accounts

- Following somebody means you've subscribed to their tweets
- To find people talking about your company or topics in your field, use [search.twitter.com](http://search.twitter.com)
- When you find a good candidate, look under their picture for the **Follow** button
- You can also choose to interact without following an account, just send them a tweet





# Post tweets

- People like tips, links to interesting stories and blogposts (they don't have to be about your company), exclusive deals and a good sense of humor.
- People like the human touch and will appreciate posts with your thoughts and experiences more than you think
- They also like it when you say hi, respond to their questions, comments, praise, complaints and jokes



# Key terms...

- To **follow** somebody is to subscribe to their messages
- A **tweet** is an individual message
- A **DM** or direct message is a private message on Twitter
- **RT** or **retweet** is to repost a valuable message from somebody else on Twitter and give them credit
- **Trending topics** are the most-discussed terms on Twitter at any given moment



## ...and some special lingo

- **@username** is a public message to or about an individual on Twitter
- A **hashtag**—the # symbol followed by a term and included in tweets—is a way of categorizing all the posts on a topic
- **Shortened URLs.** To fit links into the short messages, Twitter shrinks some URLs down automatically

To read more, go to [business.twitter.com/101/learning](http://business.twitter.com/101/learning)

# Best practices and ethics to keep in mind while using twitter

- Build relationships on twitter
  - Listen for comments about you
  - Respond to comments and queries
  - Ask questions
  - Post links to things people would find interesting
  - Retweet messages you would like to share
  - Use a friendly, casual tone
  - Don't spam people



# Best practices

- Leverage the real-time nature of Twitter
  - Ask questions, float ideas, solicit feedback – and expect fast feedback most of the time
  - If you've launched a product, new store or new campaign, search Twitter for comments
  - Respond to customer service issues quickly
  - Engage in discussion on a tricky public issue your company is dealing with



# Best practices

- Measure the value of Twitter
  - Before setting up measurement tools, focus on the quality of your engagement: do a gut-check of how things are going
  - Try to analyze the quality of feedback and topics of discussion, you may find this changing over time
  - Keep a tally of questions answered, customer problems resolved and positive exchanges held
  - When offering deals on Twitter, use a unique coupon code or separate landing page

To read more, go to [business.twitter.com/101/best\\_practices](http://business.twitter.com/101/best_practices)

# For more info and feedback

- [Twitter 101](#), Twitter's guide for businesses, includes ideas, tips and terrific case studies.
- For feedback
  - If you are using Twitter in a cool way please [let us know](#)

