




## WHO AM I?

- Fresh grad, BS Chemistry for Teachers, Philippine Normal University
- Music Ministry Head, Church of Grace-Navotas
- Social Media Head, Lovestruck Convergence 2014
- A certified Facebook guy. ☺
- A sinner saved by grace.



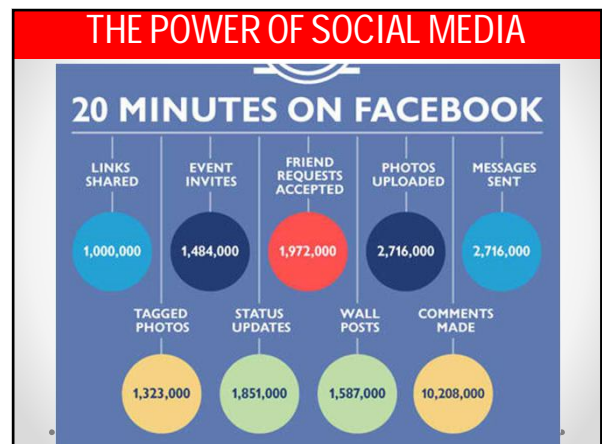

## SOCIAL MEDIA DEFINED

Concept Mapping:

What is your definition of **social media**?

## THE POWER OF SOCIAL MEDIA

- Social Media has overtaken pornography as the number one activity on the web.
- One out of eight married couples in US last year met via social media, but one out of five divorces have been blamed on Facebook.
- Social media services may be addictive according to University of Maryland.
- Social media services may lead to a “fear of missing out.”
- If Facebook is a country, it would be the third largest.



## THE POWER OF SOCIAL MEDIA

The power of social media is **not** just an ordinary power.

## THE POWER OF SOCIAL MEDIA

The power is **ONE CLICK AWAY.**

## THE POWER OF SOCIAL MEDIA

Church ↔ Social Media

POP CULTURE

## THE POWER OF SOCIAL MEDIA

Don King Evangelista  
February 25

Q: Kuya, napanood ko yung kagabi sa Bandida. Totoo po ba yung prophecy? Ito na po ba yun?

A: Only God knows if the prophecy is true or not. But we do not hold his prophecy with contempt. Iisa ang mensahe ng Panginoon sa oras man ng propesiya o wala mang propesiya at mga senyales: Mahal tayo ng Panginoon at nais Niya tayong magbalik-loob sa Kanyang piling. #askKuyaDK

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More posts from February 24

Don King Evangelista  
February 24

Our God is a God of mercy and grace. Let us HUMBLE ourselves in His glory. Lord HEAL our land. Lord, move!

Like · Comment · Promote · Share 28 3 Cha

## WHY USE SOCIAL MEDIA?

Then Jesus came to them and said, "All authority in heaven and on earth has been given to me. 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. And surely I am with you always, to the very end of the age." (Matthew 28:18-20)

## WHY USE SOCIAL MEDIA?

Know our **AUDIENCE.**

**ALL NATIONS**

All – Gk *pas* – all, any, every, the whole; thoroughly, whatsoever, whole, whosoever.

Nations – Gk *ethnos* – a race (as of the same habit.), that is a tribe.

**ALL NATIONS**

The social media is making a new TRIBE, a new GENERATION.

- Generation Emo
- Generation Selfie
- Generation Bitter
- Generation SOLD-OUT KAY LORD!

**WHY ARE WE NEEDED IN SOCIAL MEDIA?**

Where they are, there we are also.

We must **ENGAGE** the culture for us to be able to **ESTABLISH** them in the truth.

**WHY ARE WE NEEDED IN SOCIAL MEDIA?**

**Engage**  
**Establish**  
**Equip**  
**Empower**

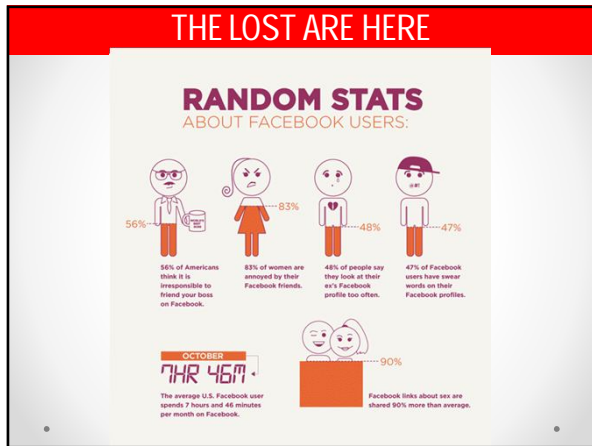
© Victory

**WHY ARE WE NEEDED IN SOCIAL MEDIA?**

**Your ministry needs to be involved.**

The screenshot shows the Facebook Page Manager for 'Lovestruck Convergence'. It displays various analytics and management tools. Key sections include:

- Post:** A table showing post performance with columns for 'Post', 'Total Reach', 'Total Likes', and 'Paid Reach'. The first row shows a post with 89 likes and 2,793 reach.
- Pages to Watch:** A list of pages with columns for rank, name, and reach. Top pages include 'Ronald C. Malibus' (9,024 likes) and 'Lovestruck Convergence' (2,793 likes).
- Pages to Invite:** A list of pages to be invited, including 'Joanilo Hernandez', 'Lousie Gregoria', 'Kim Zee Zolita', 'Kore Dimalasico', and 'Lydia Rogerson Alejandro'.



### PRACTICAL POINTS IN SOCIAL MEDIA

This social media generation is:

- A quickie generation
- A self-oriented and self-serving generation
- A generation who wants approval
- A minimalist generation.

# P

**Post regularly.  
Post schedule-larly.  
Post gentle-ly.**



# P

**Punctuation, intonation and tone matters.**

### Punctuation, Intonation and Tone Matters

Social media outputs are *non-verbal* communication.

The interpretation of your posts are based on what **the people knows about you. (SCHEMA)**

## Punctuation, Intonation and Tone Matters

God loves you.  
 God loves you?  
 God loves you!  
 God/loves you.  
 God loves/you.  
 God loves you.//

## O

**Open something you can stand to.**

## I

- **Invest** your time and finances.
- **Interaction** is important.
- **Integrity** in the internet.

## Interaction is Important.

**Don't make your seers/likers forever seers and likers.**

**Pose questions, surveys, and as the case may be – controversial issues.**

## Interaction is Important.



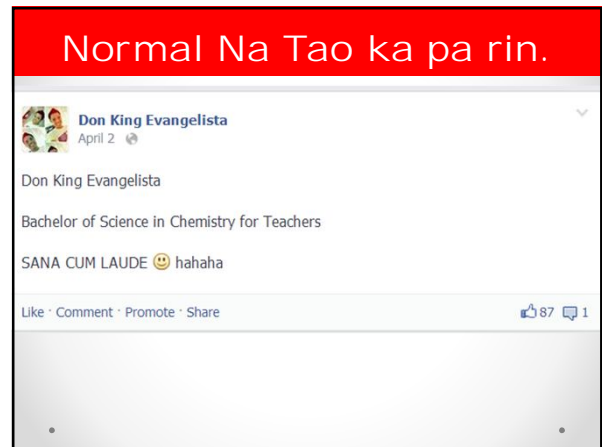
## Interaction is Important.

**NOT ALL YOUR POSTS will be LIKEABLE/SHAREABLE.**

**You can't please everyone – because we only please the Only One.**

**N** Normal na tao ka pa rin.

**Normal Na Tao ka pa rin.**  
**Don't alienate your posts as if your hyper-Christian.**  
 Christianese  
**Pwede pa tayong magpost ng ating buhay – to show the world that we are still normal – with a new focus.**



**N** Negatives are a no-no.

**Negatives are a No-No**  
**It's different to post a truth than to post a disapproval.**

Negatives are a No-No

**Appreciation – POST**  
**Encouragement – POST**  
**Correction in love/in truth (IN GENERAL) – POST**  
**Correction dahil magpaparinig/for a single person - PM**

**T** **Tao. Tao ang mahalaga.**

**Tao ang Mahalaga.**

Social media becomes social because there are people.

**BEWARE – we are NOT ENTERTAINERS, we are BRINGER of Good News.**

**E** **End always with a smiley (unless serious ang usapan.)**

**R** **Reply to messages and comments to your page/profile.**

**S** **Social Media Calendar is IMPORTANT.**

**S** Show Christ in your posts and the fruit of the Spirit.

Show Christ in your posts and the fruit of the Spirit

**Your posts reflect the condition of your heart.**

**S** Search your heart/motive.

Search your heart/motive

**QUESTION:  
Why am I posting this?**

**OVERFLOW!**

From the overflow of the heart, the posts speak.

**OVERFLOW!**

**HOW'S YOUR HEART?**



## Case Analysis

**Don King Evangelista**  
March 12 near Navotas

Makakagraduate ako. Tiwala lang kay Lord. 😊 #nofear #greatGod

Like · Comment · Promote · Share
👍 50 💬 14

## Case Analysis

**Don King Evangelista**  
March 5

Ang hirap ng alam mong na-lo-lost in focus ka sa relationship mo kay God. Na alam mong naghihintay lang Siya pero ikaw yung reluctant lumapit dahil sa katwirang "busy ako Lord. Mamaya na lang po." Tapos yung sinabi mong mamaya kay Lord, matatapos yung araw tapos di na kayo nakapag-usap ni Lord dahil sa kabusyihan mo. Pero, ramdam mo yung pagmamahal Niya. Thank you Lord for catching me when I'm falling. I thank God for His grace na super sufficient. #realizations

Like · Comment · Promote · Share
👍 30 💬 3

## Case Analysis

**Don King Evangelista**  
April 4

Mabuhay ang mga single! 😊

Like · Comment · Promote · Share

Mara Tilles, Derick Antonio Sigua, Trixie San Pedro and 43 others like this.

View 2 more comments

- Ezekiel Zapanta** grabe di naman porket single . bitter agad? di ba pedeng nag aantay muna ng opportunity 😊  
April 5 at 11:52am · Like
- Diether Rigor** Chamille Constantine P Angeles  
April 5 at 12:58pm · Like · ♡ 1
- Chamille Constantine P Angeles** AHAHAHAHAH BALIW.  
April 5 at 12:58pm · Like
- Diether Rigor** Hahahahahaha Ezekiel Zapanta Boom Panes :) di pala Bitter... :) Si Chamille oooohh :))  
April 5 at 1:01pm · Like · ♡ 1

Write a comment...
👍 🗨️ 📷

## Case Analysis

**Don King Evangelista** shared Marlon Molmisa's status.  
April 4

Move on move on na pag may time. 😊

Q- Kuya, may gusto akong girl pero may bf na siya. Ok lang ba umasa? Hindi pa naman sila kasal e.

Marlon Molmisa- Sakal gusto mo? 😊

Like · Comment · Promote · Share

Daphne Pearl Alarcon, Stephanie Sison Parami, Jackielyn Ocbina and 5 others like this.

- Jackielyn Ocbina** Bitter. 😊  
April 4 at 4:10pm · Like
- Lhiza Javier Vecida** wahahahaha  
April 7 at 1:50pm · Like

Write a comment...
👍 🗨️ 📷

## Case Analysis

**Don King Evangelista**  
April 7

May mangga sa bahay. Sabi ng lola ko, hinog daw sa pilit. Tinikman ko, medyo mapakla. Matamis sa una pero maasim yung iba.

Reminds me of my season. Season of waiting. Pag di pa panahon at pinilit, hindi matamis. Season season lang. 😊

Like · Comment · Promote · Share

Noraphel Casaje Sogueco, Raquel Mission, Phine Tabayonda and 36 others like this.

View 4 more comments

- Joesesa Bonares Dubria** yes true... that's the essence of true love. "patiently waiting is the basic virtue"  
April 7 at 9:55am · Like
- Mali Torno** yung totooo, hindi naman mangga tinikman mo eh. baka ampalaya kasi. jk 😊  
April 7 at 10:34am · Like · ♡ 2
- John Carlo Macuja** Mali Torno ang hard mo!  
April 7 at 7:48pm · Like · ♡ 1
- Noraphel Casaje Sogueco** Lufet talaga ng mga post mo kuya :))  
April 8 at 1:55pm · Like

Write a comment...
👍 🗨️ 📷

# WORKSHOP

## Social Media Calendaring