

# JESUS on SOCIAL

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8 BILLION people  
on the globe, and  
4.9 BILLION of  
them are using  
social media as of  
2023.

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**TWO-THIRDS** of  
internet users and  
**ONE IN THREE**  
people worldwide  
are on social

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US AVERAGE time  
on digital hit over 8  
hours and 14  
minutes per day in  
2022.

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Facebook is the most used social platform worldwide.

58.8% of **EVERYONE** online uses Facebook.

Facebook is favored among the 35-44 demographic



1.5 Billion daily active  
global users

59% of U.S. adults use  
Instagram daily

Instagram is favored  
among age the 16-24  
demographic



TikTok is the world's most downloaded social media app

80 MILLION monthly active users in the US

TikTok target audience is Gen Z and young millennials, 60% of them are between the ages of 16-24



Youtube as 1.7 BILLION  
unique monthly visitors

In the U.S., 62% of users  
access Youtube Daily

99% of Youtube users  
are also on other social  
media platforms





Jesus as BRAND not BRANDISHING

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Brand is more than just a name or a logo, a brand is the recognizable feeling the product or experience evokes

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Jesus as BRAND not BRANDISHING

# Pareto Principle



Consequences

Causes

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Jesus as BRAND not BRANDISHING

“By this ALL people will  
KNOW that you are my  
disciples, if you have  
LOVE for one another.”  
John 13:35

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Jesus as BRAND not BRANDISHING



Exclusivity is the best  
allure.

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Jesus as BRAND not BRANDISHING

The inclusivity in Jesus is the most alluring from an overflow of what you are experiencing in Christ.

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Jesus as BRAND not BRANDISHING

Jesus as Brand honors the principle of living a 80/20 life like Jesus by focusing the bulk of our time in mingling towards healing by solving problems and adding value that impede healing in every area of life and begins within the brotherhood and overflows beyond.

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Jesus as BRAND not BRANDISHING

# JESUS as STORY and STRATEGY





Jesus told stories — a lot of them

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JESUS as STORY and STRATEGY

Because what's tied to everyday life  
would be triggered by everyday life

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JESUS as STORY and STRATEGY

Word of mouth is still the most effective  
form of marketing

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JESUS as STORY and STRATEGY

NEW YORK TIMES BESTSELLER

# Contagious

WHY THINGS CATCH ON



JONAH BERGER

"Jonah Berger knows more about what makes things 'go viral' than anyone in the world." — DANIEL GILBERT, author of *Stumbling on Happiness*

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JESUS as STORY and STRATEGY



PEOPLE understand better in  
CONTRAST to what something is NOT;  
they remember what's anchored to  
something ALREADY top of mind, value  
more what's about to be MISSED, what  
leads to authentic and meaningful  
TRANSFORMATION and connect to  
what's woven in EMOTION over logic

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JESUS as STORY and STRATEGY

For all of His stories, Jesus never forgot  
the main story was the one He was  
living

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JESUS as STORY and STRATEGY

“...the Son can do nothing of His own accord, but only what He sees the Father doing. For whatever the Father does, that the Son does likewise.” John 5:19

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JESUS as STORY and STRATEGY

Jesus modeled the story and strategy  
we are called to experience that leads  
to transformation.

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JESUS as STORY and STRATEGY

Jesus as STORY is the principle of not hiding behind someone else's story, even Jesus'. It's the belief that sharing your story in authentic vulnerability waters the seeds of faith that lead to the transformation of ourselves and others.

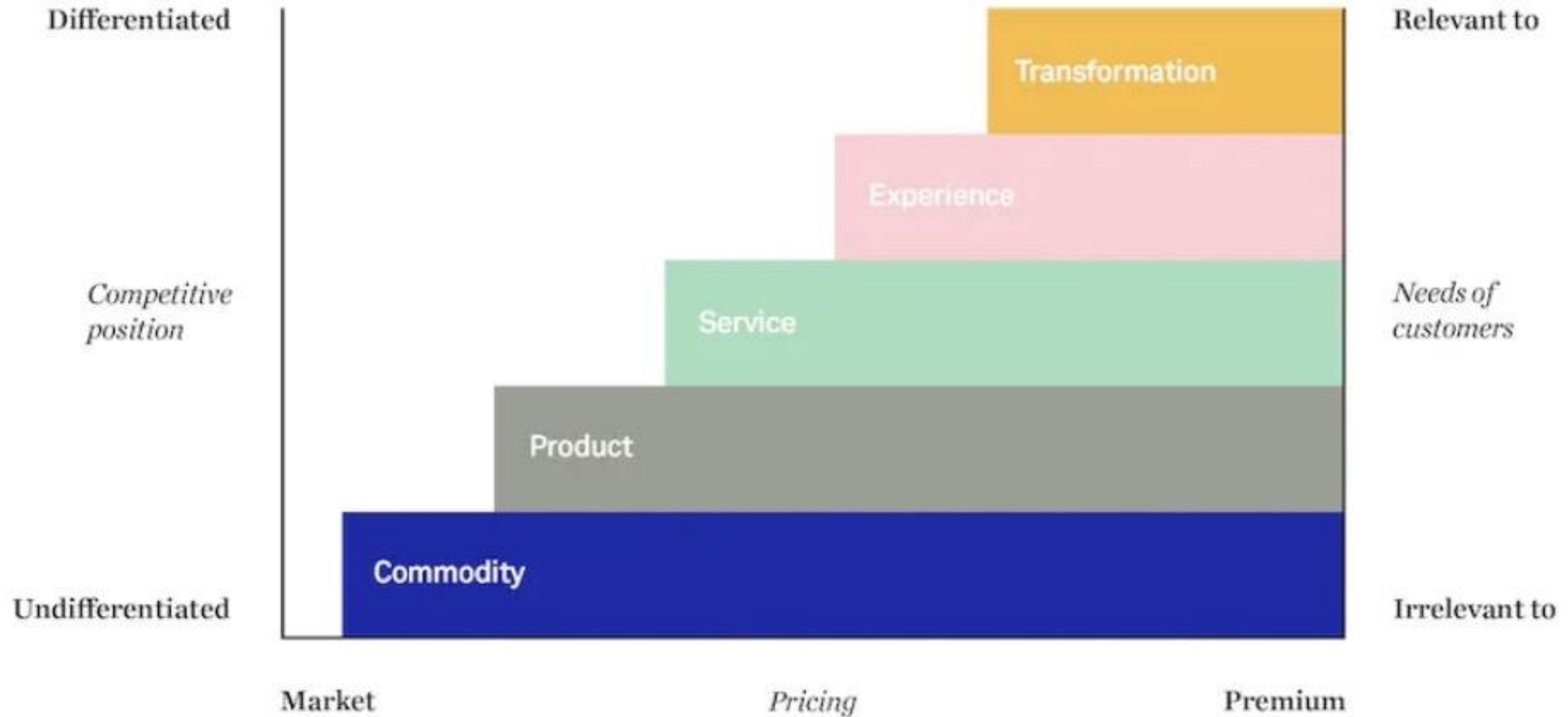
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JESUS as STORY and STRATEGY



# The transformation economy

Moving beyond experience



In the Transformation Economy, consumers are seeking more than mere experience. They crave something authentic and meaningful - some call it the 'soul' of the business - to which they can connect on the most personal level and, in doing so, undergo an actual sense of transformation.

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<https://www.thehappyprizecompany.com/blog/the-shift-from-the-experience-economy-to-the-transformation-econ>

You are the story that can most challenge and inspire not only you but ONE more and many more. Your own dependent and surrendered story confirms the validity of the story of Jesus, your story is what encourages a deeper look on the claims of Christ as Creator and Savior

# Jesus as CHAMPIONED and CANCELED



“Do not think that I have come to bring peace to the earth; I have not come to bring peace, but a sword.” Matt. 10:34

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Jesus as CHAMPIONED and CANCELED



Jesus wasn't afraid of being canceled

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Jesus as CHAMPIONED and CANCELED

Jesus showed up, spoke up, and stood up

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Jesus as CHAMPIONED and CANCELED

Jesus also shut up

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Jesus as CHAMPIONED and CANCELED

He also disappeared, avoided controversy,  
asked for secrecy and was silent

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Jesus as CHAMPIONED and CANCELED

Jesus as CHAMPION and CANCELED is about checking the human tendency to idolize human approval and ignore the holy appointment of God. There is a time, to stand-up, speak-up and yes shut up as directed by the will and ways of God and not the false comfort of man.

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Jesus as CHAMPIONED and CANCELED



# Top 3 Takeaways for the Individual

Take off the tie - resist the urge to show up as the professional, the one with all the answers, the final word. Share your insights anchored to your life and from your heart to better engage hearts on their own journeys.

Tie-in Into - leverage the preference to focus on and remember what is top of mind, as reinforced by environmental and personal triggers to better create sticky, memorable value. Don't create in a vacuum, contrast to what is unfolding, unpack what is missed, and speak to the heart of the issue.

Take us along: collaborative values dictate that active listening is a must, engaging are the causes towards a better self or/and a better tomorrow and are part of the transformation economy we all belong to.

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# Top 3 Takeaways At the Administration Level

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Digital discipleship should support the story telling from each department

Social media platforms for individual departments should be streamlined

Decision fatigue is a real thing

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Top 3 Takeaways At the Administration Level

Jesus IS on social, through you.