

Competing with the Digital Phenomenon

Before she knows it, Julie is staring at explicit content that popped up on social media and now she cannot erase the image from her head. This leaves her with no proof to show that she did not click on it while her parents scolded her. Media is corrupt with biased, inaccurate, and often inappropriate content that is unnecessary and trivial. Even worse, this content often leads to behavior in kids and adults that harms society and ruins human nature. Social media should be an area for people to share common interests and content, however, it is a painful warzone that hurts everyone involved. Contrary to the belief that religion does not belong in social media, the Church can evangelize in the digital age through online advertisements, catchy rap songs, and a religious social media platform.

To begin, the church can evangelize digitally through religious advertisements. Tons of platforms are clouded with advertisements for drugs, vacation resorts, and the newest electronics. People are spending more and more time on technology, but ironically, they are not becoming any happier. Instead of the negativity that people face, hearing and seeing God's message displayed would change society. People who need a positive boost in their life would benefit from the truth of God's love and will be encouraged to trust in God throughout life's trials. Religious advertisements on television, social media platforms, and online websites would help the Church compete with all the secular noise that fills the internet. Additionally, the plethora of ads that crowd social media, people are pressured to spend more money. This leads to financial crisis, debt, and possibly home instability leading to even more stress and anxiety for young adults. With religious ads, parents would not have to worry about what their kids are exposed to, and these messages could plant seeds in some hearts that have not yet found Jesus.

Furthermore, online music platforms offering catchy religious tunes geared toward the younger crowd could help the church digitally evangelize. The music that people listen to today is often vulgar, violent, and extremely inappropriate. On that same thought, things that rhyme often stand out to people and catch their attention. If the church offered clean, interesting, and of course catchy rap songs online, specifically geared to the younger generation, then the Church could spread the gospel in a more relaxed care-free way. The church is often viewed as old, traditional, and strict so if they released something interesting and avant-garde, it would definitely catch people's attention.

For one final thought, digital evangelization could be accomplished through the creation of a religious social media platform. Nowadays, people get ousted off social media for political statements or religious beliefs. In reality, the purpose of media is for connecting people, but instead they are becoming more divided than ever. Creating a religious platform would allow people to ask questions and share similarities with others without judgment or unneeded outside information. This way, people will only see information that is relevant to one's faith and needs. This would be like Facebook or Twitter but would be centered around God and loving each other. There could be a setting where someone picked what religion they were so they only saw their religions information and it could offer chat rooms, games, podcasts, church event advertisements, and altogether unite Church Communities. A possible title is the God-Squad, as it would grab people's attention with the rhyming and catchy name. This app would be a united group of followers of God who have one thing in common, faith in the Lord. Lastly, there would be different versions for different age groups so that kids could see religious cartoons, while adults listened to deep faith related topics.

To wrap this up, it is important for the church to gear their approach to all age groups to convert more people and properly spread God's word. Through online advertisements, catchy rap songs, and religious platforms, the church could evangelize despite the secular digital culture. The rap songs would be geared toward children, while the advertisements are meant to tug at the hearts of adults, and teens would be engaged by yet another social media platform. The church is losing members with each new generation, so to keep up, the church must respond digitally and evangelize using new methods. While the church can respond electronically, it is every Christians responsibility to verbally spread God's message to everyone they meet.

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