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Digital Evangelist

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Ali Johnson

- Husband and father
- Digital learner
- Church leader
- Trustee at AWC and CEA
- Digital Evangelist
- Award Winner - by accident
- Tech optimist



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Opener

Best thing about your phone?

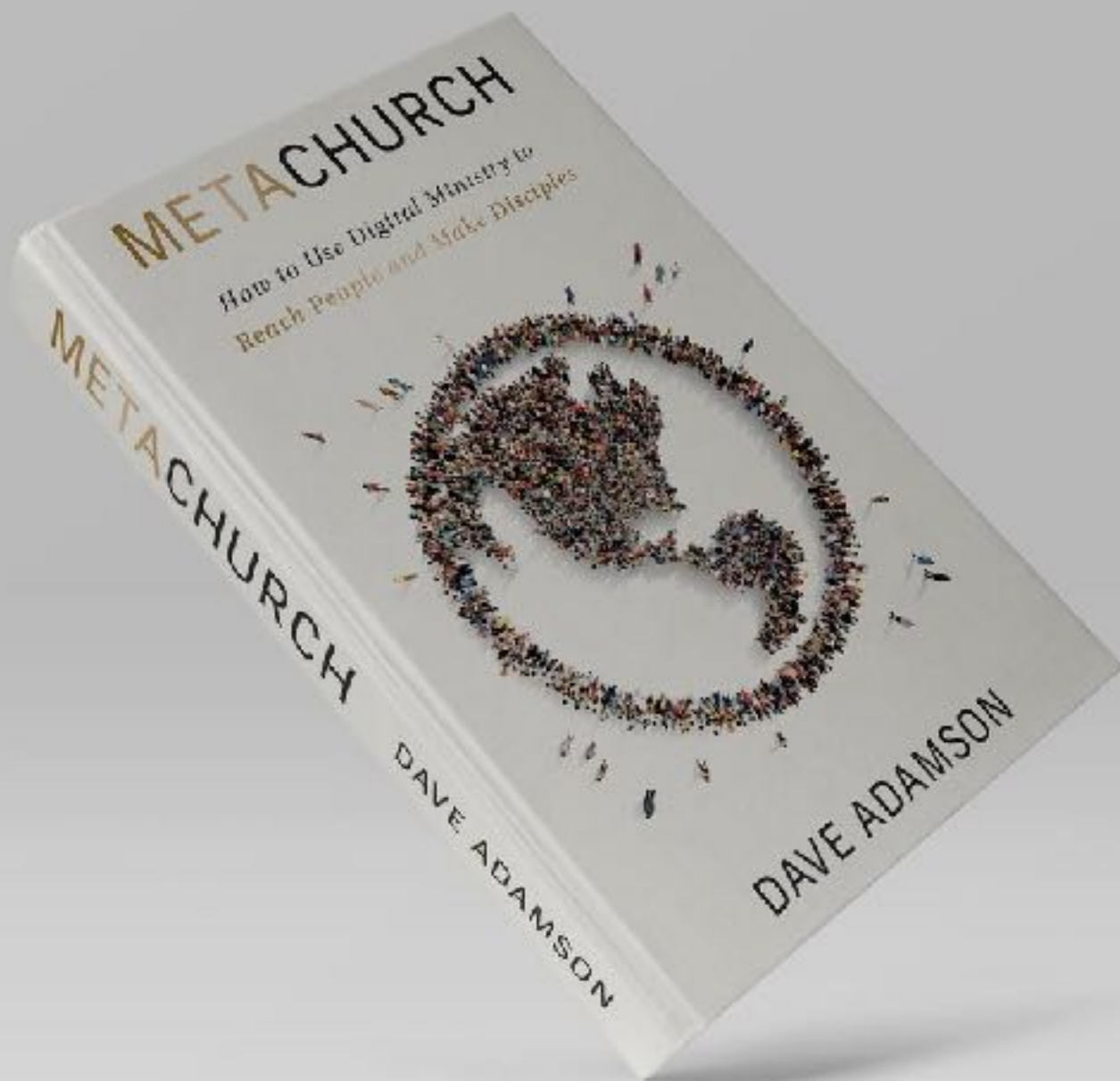
Where do you see technology in scripture?

A vital and practical resource for churches today
John and Esther Mumford
Unpar Church, 2014

SO EVERYONE CAN HEAR

**COMMUNICATING CHURCH
IN A DIGITAL CULTURE**

MARK CROSBY



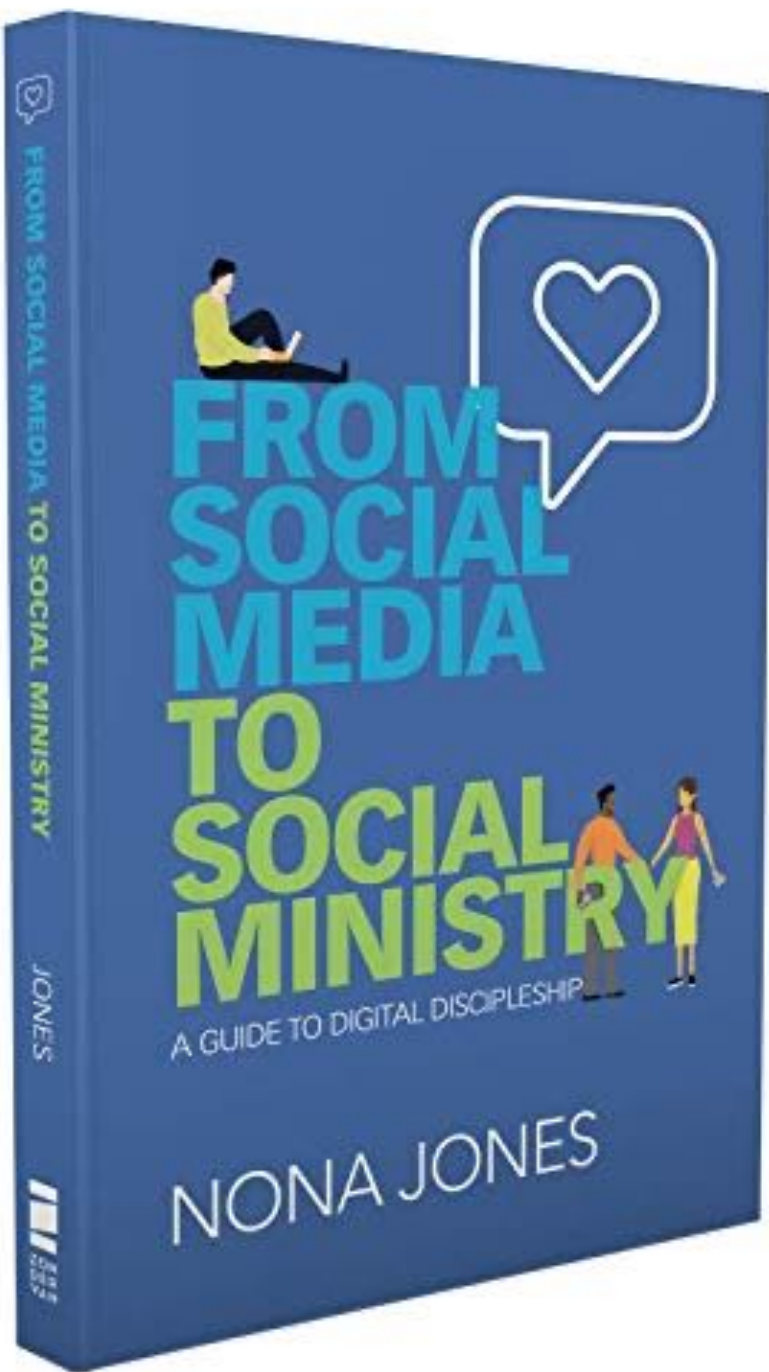
METACHURCH

How to Use Digital Ministry to
Reach People and Make Disciples

METACHURCH

DAVE ADAMSON

DAVE ADAMSON



FROM
SOCIAL
MEDIA
TO
SOCIAL
MINISTRY

A GUIDE TO DIGITAL DISCIPLESHIP

NONA JONES

FROM SOCIAL MEDIA TO SOCIAL MINISTRY

JONES

KNOX PRESS



BOOKS

Gen Z Explained: The Art of Living In A Digital Age, R Katz, S Ogilvie, J Shaw, & L Woodhead

The Social Media Gospel, Meredith Gould

The Happiness Effect, Donna Freitas,

Online Mission and Ministry, Pam Smith

Ethnography for the Internet: Embedded, Embodied and Everyday, Christine Hine

The Medium is the Massage: An Inventory of Effects, Marshall McLuhan



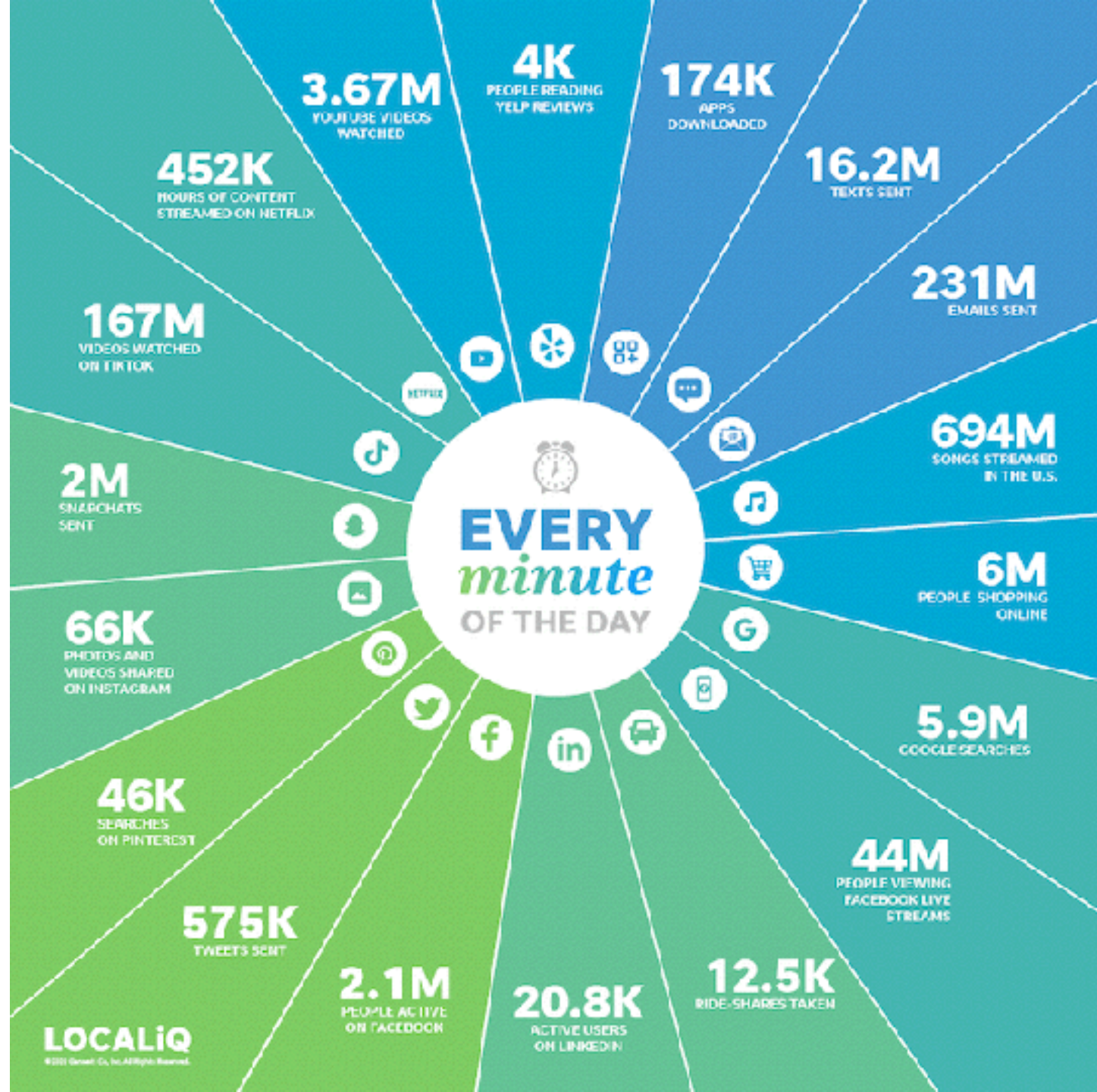
BLOGS/YT/PODCASTS

<https://careynieuwhof.com/>

<https://churchcommunications.com/>

[https://www.youtube.com/c/
ProChurchTools](https://www.youtube.com/c/ProChurchTools)

<https://www.strongernetwork.com/>



Top Uses of the Internet (2022)



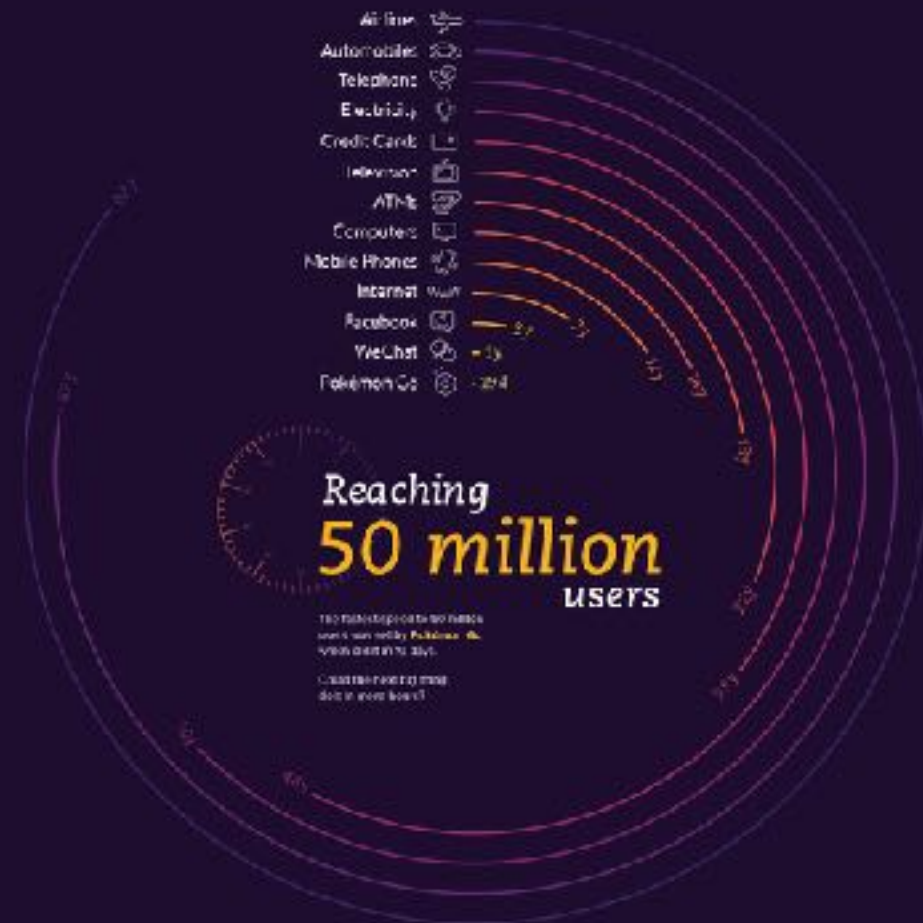
Source: DataReportal.com

OBERLO

HOW LONG DOES IT TAKE TO HIT 50 MILLION USERS?

The impact of the shift to digital, and the power of network effects

In the digital age, companies can attract users at scale in an unprecedented way. This is possible through **network effects**, exponential consumption, and the nature of digital goods themselves.



JAN
2023

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



GLOBAL OVERVIEW

TOTAL
POPULATION



we
are
social

8.01
BILLION

URBANISATION

57.2%

UNIQUE MOBILE
PHONE USERS



Meltwater

5.44
BILLION

vs. POPULATION

68.0%

INTERNET
USERS



KEPIOS

5.16
BILLION

vs. POPULATION

64.4%

ACTIVE SOCIAL
MEDIA USERS



4.76
BILLION

vs. POPULATION

59.4%

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA; INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; ON NIC; ARJIL; TAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OECD; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.

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DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



GLOBAL OVERVIEW

TOTAL
POPULATION




Meltwater

+0.8%

YEAR-ON-YEAR CHANGE
+67 MILLION

UNIQUE MOBILE
PHONE USERS




KEPIOS

+3.2%

YEAR-ON-YEAR CHANGE
+168 MILLION

INTERNET
USERS




we
are
social

+1.9%

YEAR-ON-YEAR CHANGE
+98 MILLION

ACTIVE SOCIAL
MEDIA USERS



+3.0%

YEAR-ON-YEAR CHANGE
+137 MILLION

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITC; WORLD BANK; EUROSTAT; ENINIC; APIII; JAMA J & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OECD; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL
INTERNET
USERS



5.16
BILLION



INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



64.4%
YOY: +1.1% (+70 BPS)



YEAR-ON-YEAR CHANGE
IN THE TOTAL NUMBER
OF INTERNET USERS



+1.9%
+98 MILLION



PERCENTAGE OF THE
TOTAL FEMALE POPULATION
THAT USES THE INTERNET



61.6%
YOY: +1.4% (+87 BPS)



PERCENTAGE OF THE
TOTAL MALE POPULATION
THAT USES THE INTERNET



67.2%
YOY: +0.8% (+53 BPS)

AVERAGE DAILY TIME
SPENT USING THE INTERNET
BY EACH INTERNET USER



6H 37M
YOY: -4.8% (-20M)



PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



92.3%
YOY: +0.2% (+20 BPS)



PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA COMPUTERS AND TABLETS



65.6%
YOY: -7.9% (-560 BPS)



PERCENTAGE OF THE
TOTAL URBAN POPULATION
THAT USES THE INTERNET



78.3%



PERCENTAGE OF THE
TOTAL RURAL POPULATION
THAT USES THE INTERNET



45.8%

SOURCES: KEPIOS ANALYSIS; ITU; GAMA INTELLIGENCE; EL BOSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; ARIJ; KANTAR & TAMAL; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3-2022). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". PERCENTAGE CHANGE FIGURES IN THE BOTTOM ROWS OF DATA SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

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TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP, RANKED BY CUMULATIVE TIME ACROSS ALL ANDROID USERS



01: YOUTUBE



23H 09M

YEAR-ON-YEAR CHANGE
-2.3% (-32 MINS)

02: FACEBOOK



19H 43M

YEAR-ON-YEAR CHANGE
+0.7% (+8 MINS)

03: WHATSAPP



17H 20M

YEAR-ON-YEAR CHANGE
-6.7% (-1H 15M)

04: INSTAGRAM



12H 00M

YEAR-ON-YEAR CHANGE
+6.9% (+46 MINS)

05: TIKTOK



23H 28M

YEAR-ON-YEAR CHANGE
+19.7% (+3H 51M)

06: FACEBOOK MESSENGER



3H 07M

YEAR-ON-YEAR CHANGE
+5.5% (+10 MINS)

07: TELEGRAM



3H 57M

YEAR-ON-YEAR CHANGE
+33.2% (+59 MINS)

08: TWITTER



5H 28M

YEAR-ON-YEAR CHANGE
+6.7% (+21 MINS)

09: LINE



10H 59M

YEAR-ON-YEAR CHANGE
-5.5% (-39 MINS)

10: SNAPCHAT



3H 10M

YEAR-ON-YEAR CHANGE
+7.0% (+12 MINS)



“In a world of smartphones, smart homes, smart watches, smart lights and smart cars, the Church has found itself outsmarted.”



DIGITAL IMMIGRANTS

Turn to the Internet for information second rather than first

Read the manual for a program, rather than allowing the program to teach them how to use it

Print out a document on the computer to edit or read it

Show people a website rather than sending them the URL

DIGITAL NATIVES

Speak the digital language of computers, video games, and the Internet

Like to receive information really fast

Prefer graphics before text

Function best when networked

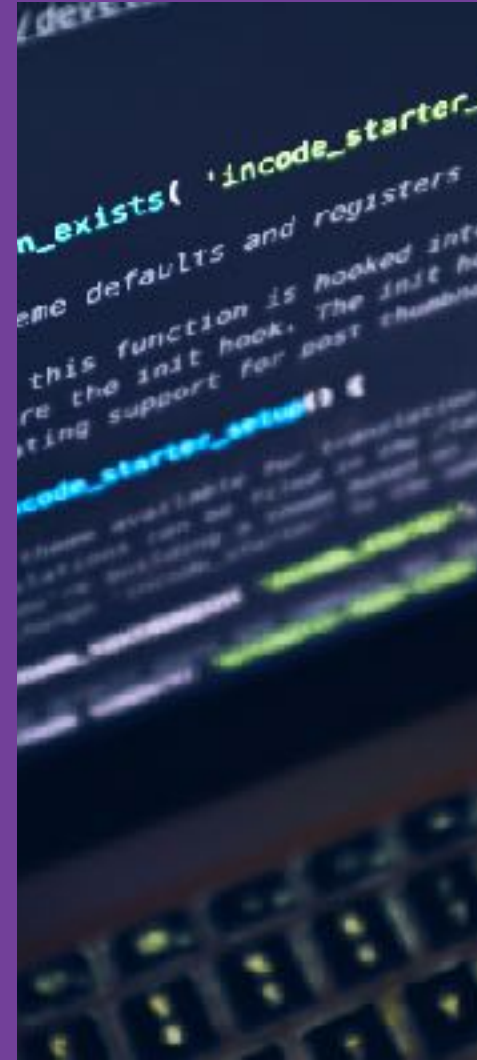
Thrive on instant gratification and frequent rewards

Prefer games to “serious” work



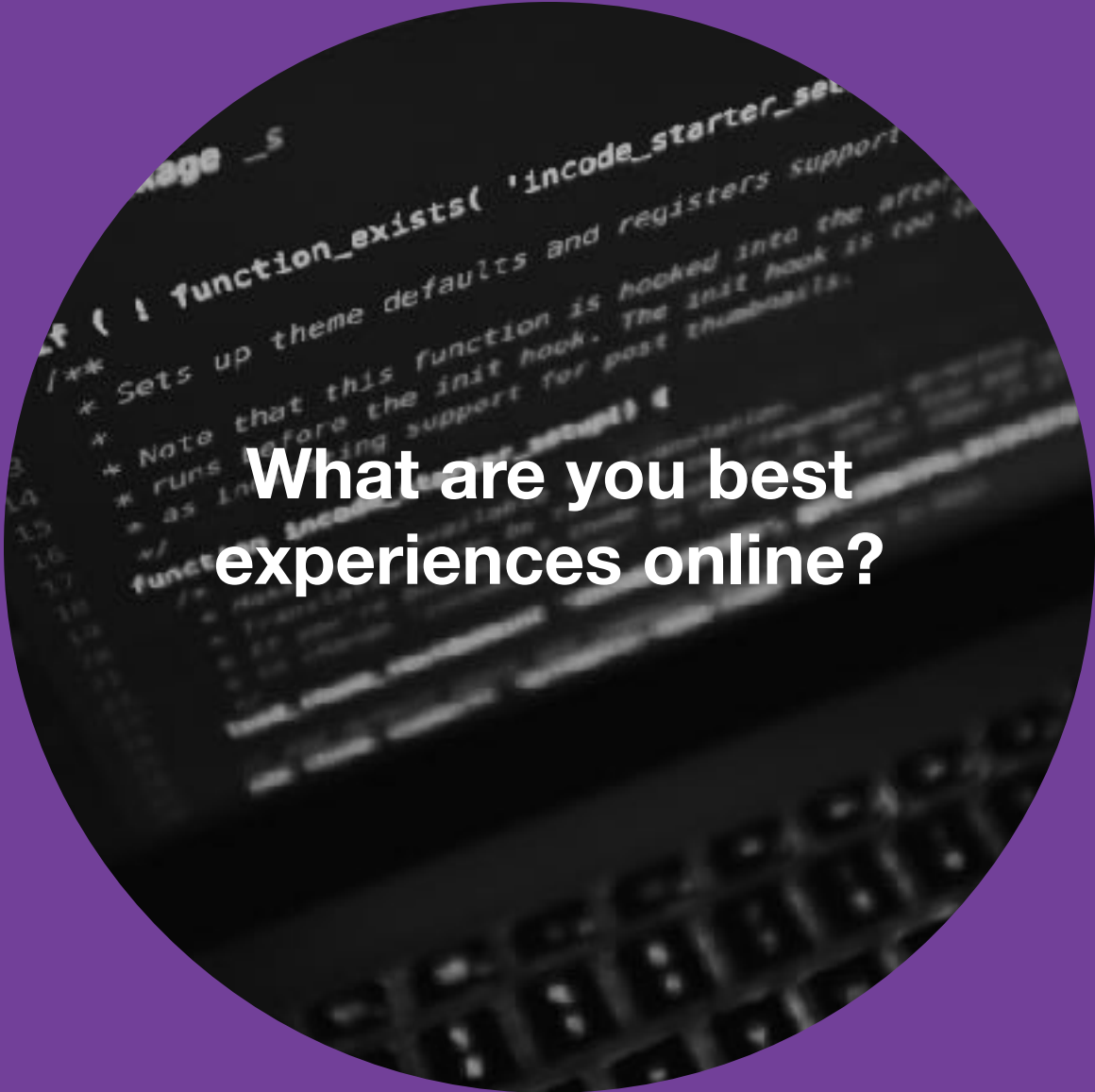
“that we do not necessarily think of going online as a discrete form of experience but we instead often experience being online as an extension of other embodied ways of being and acting in the world.”

Christine Hine



**Are we present to one
another online?**





What are your best experiences online?

NOT BROADCAST
ONLINE

INNOVATION IS
KING



COMMUNICATION

Message

What do you need to say?

Market

Who do you need to reach?

Media

Where can you find them?

Moment

When is it best to find them?

VALUES

Are the foundations of why you do what you do.



A hand-drawn illustration on a light-colored surface. The word "JOURNEY" is written in a bold, black, sans-serif font. A black arrow with a feathered tail points to the right, passing through the letter 'J'. The arrow is surrounded by several small, red, five-pointed stars. In the bottom right corner, the tips of two markers, one black and one orange, are visible.

VISION

Is a picture of a preferred future.

SOME EXAMPLES

HOPE AND ANCHOR -

CHRISTAINITY.ORG.UK

STORY PROJECT

NATWIVITY