



# CALLED

PASTORS' FAMILY CONVENTION

Host: Arnaldo Cruz



“Go, therefore, and make  
*disciples off all nations,*  
baptizing them in the name of  
the Father and the Son and the Holy Spirit”

Matthew 28:19



And he said to them  
Go into all the world,  
**and give the good news**  
to everyone.

Mark 16:15

# **Social Media Stats you need to know**

# What happens *every minute* on social media

Source: Localiq



# **Total number of active users on each social media**

Until April 2022

# facebook



Number of Facebook users in the world  
(monthly active users)

# 2.936 billion

Number of people who use Facebook each day

# 1.960 billion

*Facebook's active user base is now larger than the total populations of China and India combined.*

Source: Meta Platforms, Inc.'s investor earnings report for 1Q 2022 (published April 2022)

# Instagram



Based on its global advertising audience reach numbers, Instagram has at least

**1.452 billion**

users around the world in April 2022

It is rumored there are actually over

**2 billion** monthly active users

*This figure suggests that 23.4% of all people aged 13 and above around the world use Instagram today.*





Number of YouTube users in the world (monthly active users)

**2.6 billion**

Since only the logged-in users are counted, the actual figures can be higher.

YouTube Premium and Music together have more than **50 million** subscribers in the world.

*YouTube is the second most popular social media platform in 2022 after Facebook.*

Source: Global Media Insight



# TikTok



Data published in September 2021 shows that TikTok had a total number of

**1 billion** monthly active users.

The United States of America has **136.4 million** active TikTok users aged 18 and above.

*At least 419.7 million users aged 18 to 24 uses TikTok.*

Sources: TikTok newsroom blog post | Kepios analysis



# twitter



The company's self-service advertising tools indicate that marketers could reach

## 465.1 million

users on Twitter in early April 2022.

Data published in the company's investor earnings report shows that there is a total of

## 229 million

monetisable daily active users around the world.

*The advertising audience figures suggest that 7.5% of all people aged 13 and above around the world use Twitter today.*

Sources: Twitter Inc.'s investor earnings report | Kepios analysis



**Social Media**  
**is more about**  
**sociology and**  
**psychology**  
**than technology**

**Social Media  
is not only about  
platforms but  
*experience***



**Concepts you should consider  
to manage your Social Media**



# C CALLED

Create

Content

Creativity

Customer  
Service

A blue-tinted photograph of a student with glasses reading books in a library. The student is in the foreground, looking down at an open book. In the background, another student is visible, also reading. The scene is dimly lit, with bookshelves in the background.

**A  
CALLED**



**Attention**  
to details



**Attractive**  
titles and thumbnails





# LL CALLED



**Learn**  
about Social Media



**Listen**  
to your audience



**E**  
**CALLED**



**Evangelize**



**D**  
**CALLED**



**Diversity**  
of culture, ages  
and more

• 04:39



**The Social Media content  
must focus on the needs  
of the listener.**

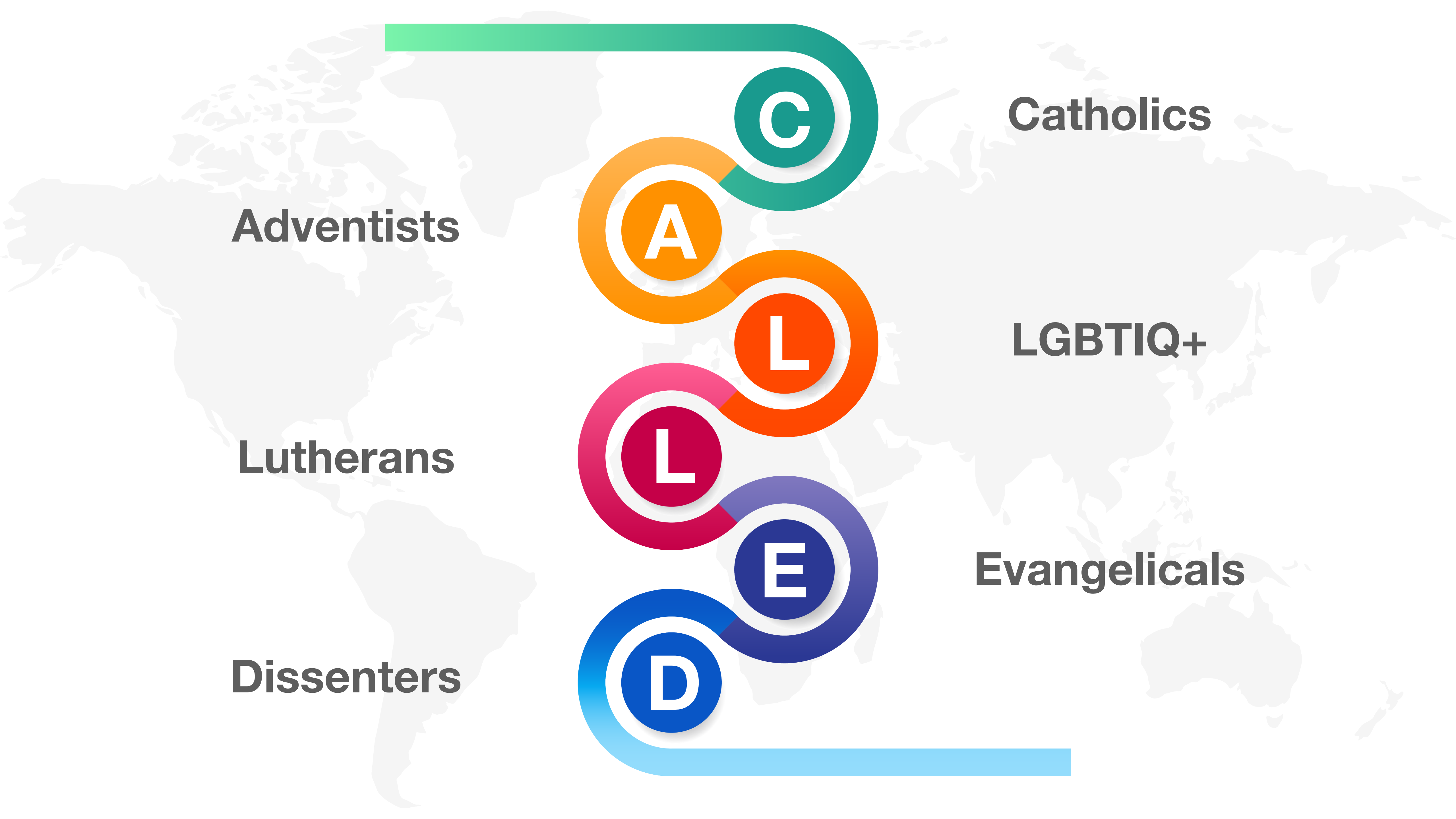
**That's why it should be  
*relevant***



## Testimony

**“In other churches they tell me that God has opened the dead sea for Moses, but in this one they tell me that God has the power to open my own dead sea”**

**Who is the audience  
you want to reach**



**Adventists**

**Catholics**

**Lutherans**

**LGBTIQ+**

**Dissenters**

**Evangelicals**

Your smile is your signature,  
your personality is your  
business card, and what people  
feels after talking to you is

your brand







It is more important  
*to be constantly present*  
on Social Media than  
advertising in them







A man in a dark, patterned shirt is shown in profile, looking down at a smartphone held in his hand. The background is dark with out-of-focus blue and white bokeh lights. The text is overlaid on the left side of the image.

Together we can  
turn Social Media  
into a new place of  
**salvation**