



## *Whaaat.. Social Media For Ministry?*

By Kurt von Schleicher

It's time for you to go public with Christ and bring some attention to Him as well as to the most worthy of all horizontal causes.

Will you allow God to use you to fish for you're your peeps ..and even help others do this equipping of fishers in the best kind of fishing endeavor.. using social media?

Ok, how about using any tool or method for that matter, short of compromise?

You up for that.. or are you up for Christ starting to help you be up for that?

*"Kurt, what are you even talking about.. fishing?"*

I'm simply bringing up one of the most important things that any of us can be a part of. Yup, if you call yourself a Christian, and choose to accept this mission, you've gotta learn about what's expected of you in this area! How?

### **Simplify how we give His Message.**

*"When I say to the wicked, 'O wicked man, you shall surely die!' and you do not speak to warn the wicked from his way, that wicked man shall die in his iniquity; but his blood I will require at your hand." ~Ezekiel 33:8, nkjv*

*"The ultimate of the Spirit-filled life is sharing Jesus with others" ~Ron Dunn*

*"The fruit of the uncompromisingly righteous is a tree of life, and he who is wise captures human lives for God, as a fisher of men—he gathers and receives them for eternity." ~Proverbs 11:30, Amp*

I love my old pastor, Chuck Smith, who is still great at *simply teaching the Bible simply*. He loves people and I love how he puts a hook in every Message. Wish there were more like him and that I was more like him. Wish we all were more like Christ, the most excellent Fisher of men! You do too huh.

Want to get His Gospel out there?

Listen, if your message is real complex, don't expect it to be read or spread, by people. Edit your message down to the bare essentials of what you want to come across. Ask what are the relevant facts

here? Can I use the more simple language to get this point across? How will it stand out among all the other message people are sending?

Ask how could this be misinterpreted? Don't want that! I like well thought out concise distilled truth.. and so others probably will too. Do unto others as..right.

Do I prayerfully meditate up Scripture alone? How can I verbalize old truth, age old proverbs and such in a fresh new way that doesn't come off as merely religious?

When I say "simplify" this doesn't necessarily mean that you should be way-brief every time (man, I fail at "brief" so often and shouldn't), but it does mean that you can crystallize your own ideas.

Personally, I hate it when I overlook typos and blunders when I feel like being in a hurry to say hi and also get a Message across. And sometimes I just seem to ramble on and later on.. don't even make sense to myself, as I go back to read it or listen to it.

Use personal or Bible stories to illustrate what you're saying. Yes, quote Scripture – it's powerful. You don't need to edit it, add to it, subtract from it, or water it down. It's ok to use words like judgment, wrath and hell at times ..with a real tear in your eye, People need to know.

In Europe some people told me to speak without using the Bible, because they said quoting Scripture is simply too Fromm (pious) for anyone. What? Hello! My opinions are probably worth only a penny like other's opinions.

The Bible clearly claims to give us everything pertaining to life and godliness (2 Pet. 1:3) and it is adequate to equip us for every good work (2 Tim. 3:17). Those who teach extra biblical doctrines (like that popular demon possession of Christians trash) are by implication, denying the sufficiency of Scripture and are going beyond its authority ..by promoting their own. Have they forgotten the warning of Paul: "that in us you might learn not to exceed what is written.." (1 Cor. 4:6). And ***"..learn through us the meaning of the saying, 'Follow only what is written in the Scriptures'"*** (ncv).. "Do not go beyond what is written" (niv).

Paul said, ***"All Scripture is given by inspiration of God and is profitable for doctrine, for reproof, for correction, for instruction in righteousness, that the man of God may be complete, thoroughly equipped for every good work"*** (2 Tim. 3:16,17). That word "inspiration" in the original language is theopneustos, (teh-op'-nyoo-stos) and it means: "breathed out of the nostrils of God." Literary-wise, this Book is a breath of fresh air! It's nourishment for your spiritual man just as natural food is for your physical man. It is pure, inerrant and infallible and we are to give heed to its every admonition with holy fear.

Honestly, we've heard so much entertainment, pop psychology, politics, comedy, stories about self, giving messages, moralizing, endless religious blah, blah and people are still hungry. Duh!

If you desire to speak for God, know that Expository Preaching is the only kind of preaching that God is committed to bless, for that's what He mandates: ***PREACH THE WORD!***

***Here in Texas we've heard every kind of preaching there is, good and bad:***

***Biographical preaching***

***Expository preaching***

*Textual preaching*

*Topical preaching*

*Antidotal preaching*

*Evangelistic preaching*

*Devotional preaching, and*

*Longhorn preaching – It has two points and a lot of bull in-between!*

***“My heart was hot within me, while I was musing the fire burned: then spake I with my tongue” ~Psalm 39:3***

Whatever you do, explain the historical context and meaning with familiar main street terms that are clean. Clarity matters, matters, matters!

Ask yourself these things: 1) What do I want them to know ..that's 100% true? 2) What do I want them to do that is 100% Christ-honoring? 3) Why will they even find this at least 1% interesting? 4) Why should anyone give a flip more than 0% about this Cause as I articulate it and cast vision? 5) What will add some percentage of value to em, or is different here in a practical, edifying or beneficial way?

Where, when and how you present His Message to people is very important too. Break out of that familiar mold if you will, but not in a sinful way.

Learn to zig skillfully when others zag. Be yourself rather than just another clone for Jesus. Don't manipulate, but do tug at their heartstrings with possibly a good human interest narrative as God might lead you.. for an eternal purpose. Know when to pull in the net and don't pass up this moment!

Be bold and tell people what you want them to share with others after you share it with them—after you lead them to Jesus.

Start the viral process for Christ and world-changing's sake. I mean spell it out simply—tell em why it's rad-important to share this! Tell the willing exactly what they need to do.

Pray for and graciously pitch His Message directly to key influencers in a tactful but non-suck-up kind of way. Why not? They need the Gospel as well. And they also need to become a part of God's global plan!

Influencers or not, some hearers might curse at you, get angry, put you on their hit-list, or start pushing Joseph Smith on you.

Some might yell at, stamp on, sucker punch, rip-off, spit, rib-kick, shoot or malign you. Others might be rad-jihadist wannabes and get up in your face telling you about Allah or their prophet Mohammad. Whatever, Jesus will be with you and prepare you for anything! Some might reject you, slander you, or de-friend you.

Others may ditch you, divorce you or totally ignore you, but Christ'll hang tight by your side! Might seem far away at times, but He's near and will hear you. He always cares.. ALWAYS (With appropriate action)! Man's love is WAY micro. God's Love is macrogigundimous (large in scope + gigantic + huge + enormous).. ***“Greater love has no one than this..”*** (See Jn. 15:13).

There indeed is an offense in the Cross because men's deeds are evil, but we never want to add to the offense by being trite, cavalier, disrespectful, or obnoxious.

Never make it about you or your personal opinions and interests.

After you share the Lord with them, tell them in a straightforward fashion how to take the next step with Jesus and then leave the results up to God. Don't bombard em with everything you know, but rather help them become hungry to hear more? Give them an easy out, and leave it up to them to come back to you for more truth. No pressure!

It ain't about you or me, it's about Jesus. But do put their needs, their goals, their wants, their dreams and desires ahead of your own here. Most people in the world unfortunately don't care about them or this kinda stuff. Their mamas do.

*“I looked on my right hand, and beheld, but there was no man that would know me: refuge failed me; no man cared for my soul.” ~Psalm 142:4, kjv*

*Would you care if some friend that you texted day by day should never be told about Jesus? Are you willing that he in the judgment day should say “God, no one ever made it clear to me or told me about Christ”?*

*“You live or die, sink or swim, struggle upstream or drift downstream, and no one seems to care.” ~Lloyd Cook*

Writers ask this: Is there any clutter to cut out? Are there better words to use—simpler terms? God, what is useless and non-edifying in here? What would be good to remove? What doesn't directly support the Message that you want heard? What doesn't support your appeal or your argument? With some T-I-M-E, candid prayer and feed back, I personally try to improve in this area too.. but I have a ways to go. Lot's of the times I'm in a hurry to make some meeting or something.

**Hey, if it's worth doing, it's worth doing right for God's glory alone—with excellence!**

Concentrate, focus, listen up.

People in the world want to look out for and avoid dangers and problems. Many want to provide for their loved ones better and protect them from snares, even though they often fall into ones that they don't yet know are snares. Keep these things in mind as you gently and respectfully address them.

In breaking through to them, try turning the Message you bring into a rational warning with hard cold facts. Try verifying potential dangers for them so that this will lodge deep within their minds and so they'll get it for years to come. Many things in our contemporary-culture-a-drift today are worth warning people about ..with urgency!

Without being fickle, flakey, or into passing spiritual fads that are spooky-lame, try using key terms or phrases (minus all expletives, crudeness and even those words resembling expletives) that seem to interest younger people. Be passionate about Jesus and His plan! Learn about their language, popular hobbies and the terms they are looking for when they surf the web!

When such terms, cool products, or star's names (or perhaps even quotes from such people) pop on to their screen, then guess what.. their reticular mental activating system will go: “Yo, time to be awake and check this out!” Wise fishers can't ignore the next generation!

*“Eighty percent of those who become Christians, do so by age fifteen!” ~Luis Palau*

*“Effective communication is twenty percent what you know and eighty percent how you feel about what you know.” ~Jim Rohn*

Never forget that young people are on the web ravenously hungry today ..using their iPads, iPhones etc and looking for something to really believe in! Many don't know what (Who) they are looking for. They're actually looking for absolutes too. Youth want a "real" challenge—a noble world-changing Cause that's bigger than themselves and bigger than all the superficial junk that their contemporaries are getting messed up with.

Ask God what to preach and how to deliver it. Maybe inject a short video clip with it. Remember to go back to God for the details! Ask yourself: "If I could put this message into one sentence, what does God really want to tell them?" Ask "What is the one main thing I want them to apply over other things to apply?"

If your entire article, note, posting ..builds to address several arguments, it might become more confusing or it could lessen its impact. If the entire article, note, posting is prayed over and builds to biblically address one argument though ..that is worthy, it will indeed be more potent, memorable and impacting. Watch straying off on rabbit trails.

Getting your message out there is not always about what you say as much how you say it. Don't just shovel your messages out into your social media channels sloppy. Is there a specific group to target? Pre-think carefully about your audience, what they like and react to, and what else is going on within those services and networks they use.

What matters horizontally is what your readers think they hear you saying more than what you are actually trying to say. What's their perceived grasp of it? It's hard for any of us to find biblically literate proof-readers these days to insure what we say is understandable, but when you do, try to make it worth their while to help you in this area (I'm especially talking to pastors on this one). Buy em lunch perhaps.

If you are a public sermonizer, you'd also do well to humbly listen to those who would constructively critique you, instead of quickly writing them off as some unspiritual negative thinker.

Listen, if you are called to be a messenger boy or girl for the Lord on any level, you will also be called to be a studier too. So preserve in your studies and put Bible principles into practice until you get it right. Witnessing is learned in sharing Jesus online or off, just like tennis is learned in swinging a racket.

God will help you every single day to build a bridge or relationship. If your readers or hearers don't quite understand what you mean, then pray some more and work on it until they do!

***"Study to shew thyself approved unto God, a workman that needeth not to be ashamed, rightly dividing the Word of truth."*** ~Paul, 2 Timothy 2:15, kjv

***"As iron sharpens iron, a friend sharpens a friend."*** ~Proverbs 27:17, nlt

***Only this cyber generation can reach this cyber generation!***

***"Go into all the world.. you shall be My witnesses"*** ~Mark 16:15, Acts 1:8.

I like to use some youth slang without trying hard to be like them, but I also make some of the same grammatical and phraseology mistakes over and over again. I just don't like that. So on that note, do let me know your thoughts on how I could improve as well. True ironmen and women are committed to sharpening each other for a great Cause!

Seems like everyone wants to get heard today and sadly too many still have nothin' to say. Don't mean to slight anybody here, because I'm not yet near where I want to be in all this either. What am I saying? Well, many people not only say stuff that isn't helping their friends spiritually or practically, but what they

do say is actually corrupting and polluting others on multiple levels. But I encourage you and challenge you with all that is in me, to be different and go against the current of this world. Any dead fish can drift and float down stream.

Would you like to cut through much of this social media noise and internet chatter with a higher purpose in mind? Wanna sow seeds truth and love and see God change lives forever by His Spirit? It can happen in Jesus Christ! **[You can be free to serve Him today!](#)**

Have a prayer request or some questions about knowing God ..and how to properly walk in Jesus Christ? At [fish4souls.org](http://fish4souls.org) click "[Contact](#)" and let us know! Perhaps we can help. Follow. [Facebook.com/ShareJesus](https://www.facebook.com/ShareJesus) or at [Twitter.com/kurtwvs](https://twitter.com/kurtwvs)

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