

UBF IT Social Media Utilization Strategy in the Covid-19 Era

August 15, 2020

Dr. Joseph Cho

The 2nd UBF Online Forum

- 1. Perspective on today's Covid-19 Pandemic**
- 2. Two Areas of Social Media Utilization for UBF**
 - 1) Campus Mission Support
 - 2) Personal Spiritual Life Support
- 3. Introduction to Online Mission Support Webpage & Webinar**

Coronavirus has changed lives in all areas of the world.

Entered the contactless world.



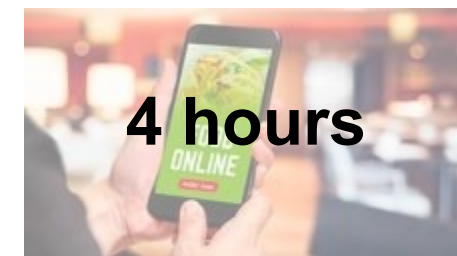
Business



School



Church



Lifestyle

What about campus missions?

On Campus



Campus Evangelism Crisis?

A Great Opportunity



**The people living in darkness
have seen a great light
(Matt 4:16)**

The most powerful media in history



Satan's tool ?



Porn



Wasting time

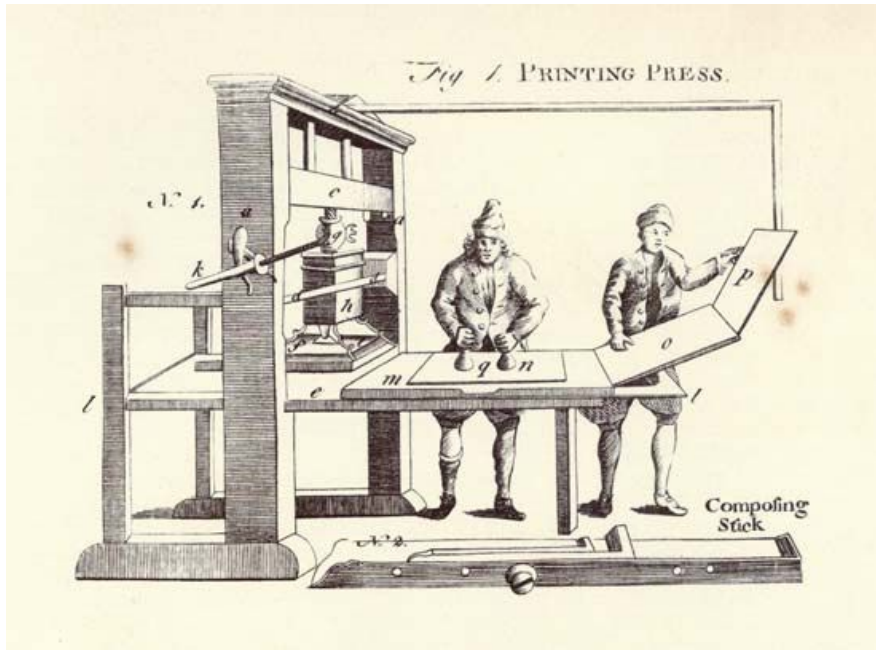


Addiction



Depression

When the church used the new media actively, evangelism has made great progress.



Printing Press



Martin Luther

2. Two areas of Social Media utilization that UBF is working on



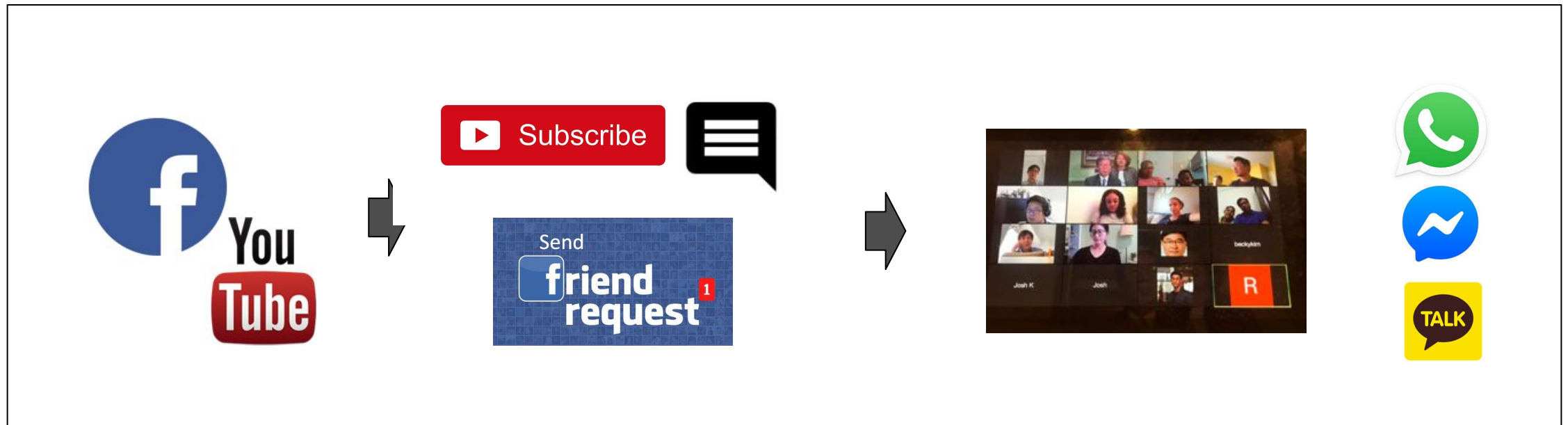
1) Campus Mission Support



2) Personal Spiritual Life Support

1) Campus Mission Support

Campus Mission Strategy



Preaching
Reach them

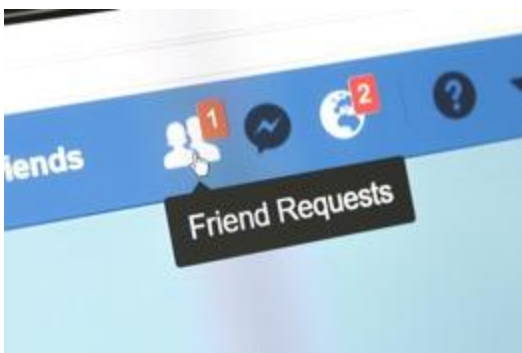
Invitation

Discipleship
1:1 & GBS
Sunday Worship

Personal
Relationship



Ryerson UBF



$$\frac{1}{10} \begin{matrix} A \\ R \end{matrix}$$



$$9_{BC} \longrightarrow 26_{AC}$$

Sunday worship service attendees

2019 Thanksgiving Dinner Event



6

Attendees

3 students
3 neighbors

Amount Spent

Total \$34.52



SNU UBF Club YouTube Usage

Fun



서울대 학관라운지스낵에서 flex 하기!!! 『라운지스낵 월드컵』 <...

Information



서울대 채점조교를 모셨습니다 "이 과 시험공부&답안작성"

Promotion



서울대 UBF 홍보영상 2020

Events



서울대 UBF 봄MT 수양회<청년아 일어나라!> - 메시지



Relationship

July 8~11 Summer Conference



Invitation

New Comers

Offline 47

Online 28

Case 4) Gospel preaching ministry using YouTube

GoodNewsTV (Msn. BanseokLee, Thailand)

Bible Study



Testimony videos



Series lecture
Bible study
Testimony
Life story

<https://www.youtube.com/user/ubfthai>

Lecture on 66 books of the Bible



• Pastor John Oh (Cheonan UBF Korea)

Isaac Bible Class



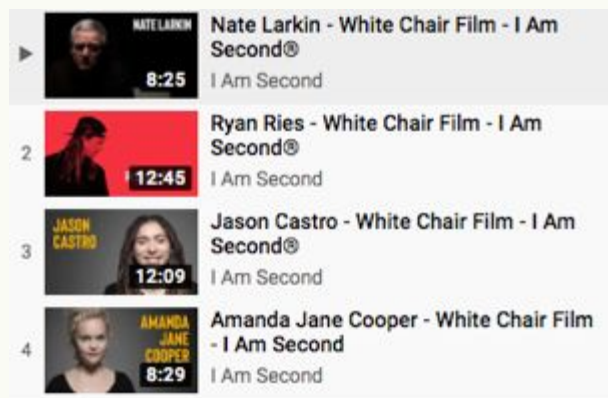
Msn. Isaac Lee (Humber, Canada)

I am second : Web & YouTube

Website



Testimony videos



Connect with a Coach



Daniella Oh : Personal YouTube Channel



My Testimony: How I came to Jesus Christ | How God...

220K views • 3 weeks ago



- Mid 20s young woman
- Heart moving personal testimony videos
- About 30,000 subscribers
- Hundreds to thousands of comments
- **Prayer ministry** through Google docs

Building personal spiritual life using IT Online Tools

Bible Reading Daily Bread Writing



Bible Study

1 The proverbs of Solomon son of David, king of Israel:

2 #1 for gaining wisdom and instruction; A KING OF IS.
AUTHOR OF PROVERBS

3 #2 for understanding words of insight;

3 #3 for receiving instruction in prudent behavior,
doing what is right and just and fair; CAN GAIN PRUDENCE

4 #4 for giving prudence to those who are simple,
knowledge and discretion to the young; LACK KNOWLEDGE & DISCRETION, BUT CAN GAIN IT

5 let the wise listen and add to their learning,
and let the discerning get guidance— CAN GAIN GUIDANCE

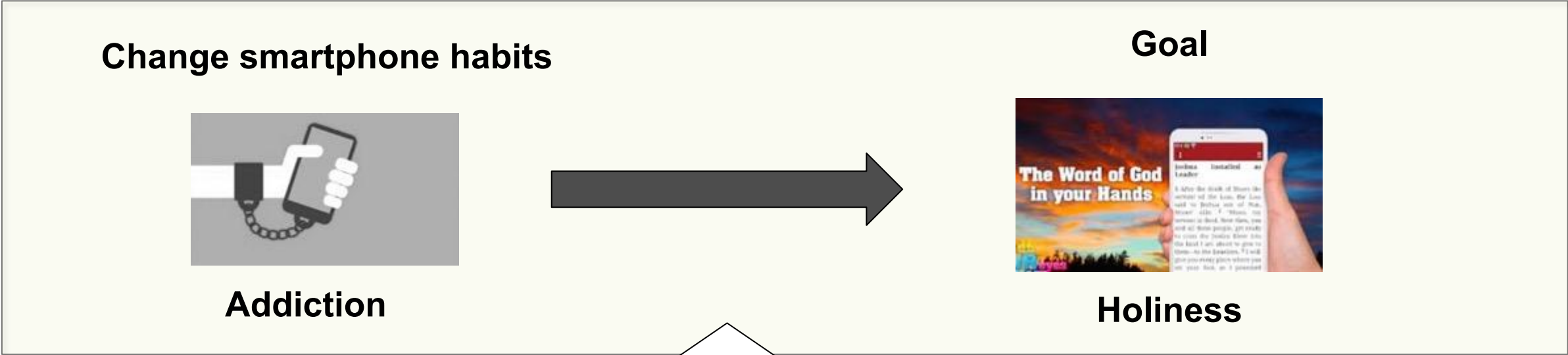
6 LEARNING for understanding proverbs and parables,
the sayings and riddles of the wise.¹⁰¹






7 DESPISE WISDOM & INSTRUCTION
The fear of the LORD is the beginning of knowledge,
but fools despise wisdom and instruction.

Prayer



Personal Spirituality Support Tools

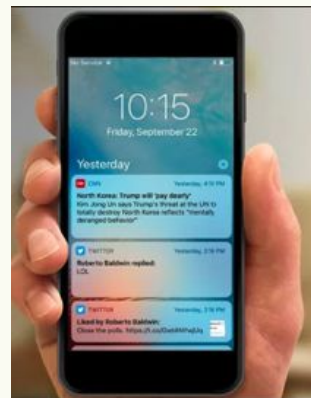


- 
YouVersion
- 
Blue Letter Bible
- 
Bible Gateway
- 
Logos Bible
- 
With Jesus Journal

Case 1) Bible Reading App & Bible Study Site

UBF Bible Reading App

URL : <https://bs.ubf.org>



2300 / 230

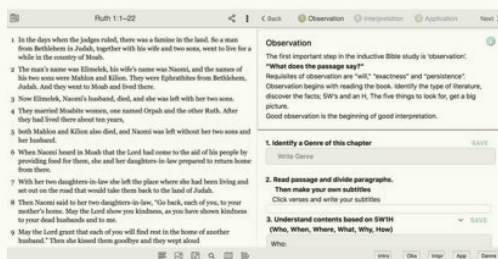
Mobile Web

- Bible Reading Plan
- Daily Bread Writing
- Personal Prayer Room

Smartphone App (TBD)

- Push Service
- Social Media Share

Inductive Bible Study Website



Observation ⇒ Interpretation ⇒ Application

⇒ Life Changing

Case 2) Daily Bread Writing & Sharing

With Jesus Journal : Pastor Kisung Yoo (Good Shepherd Church, Korea)

www.jwj.kr

Daily Bread Writing & Sharing

Writing

Sharing

Case 3) Prayer Relay Site

UBF Prayer Movement

pray.ubf.org



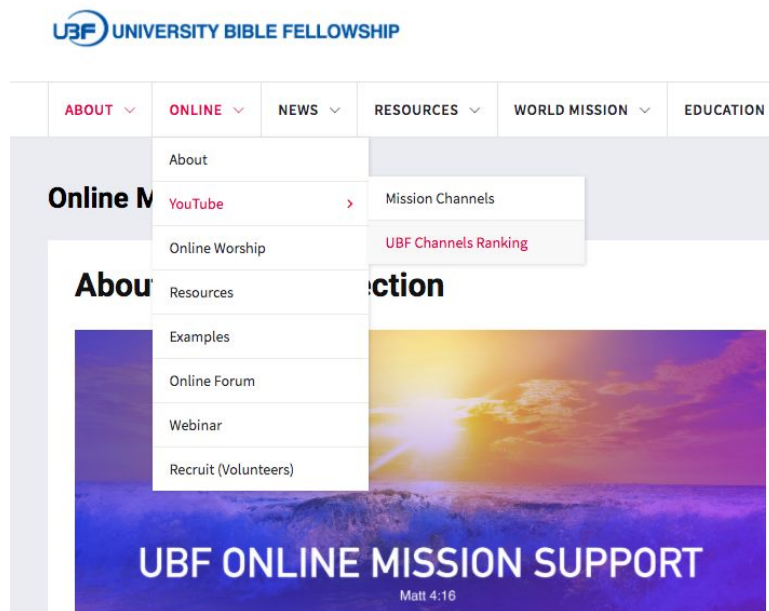
Join Our
PRAYER RELAY NETWORK

2020-07-20 ~ 07-27 Today: July 28, 2020, 1 pm

Local (GMT)	Mon 20	Tue 21	Wed 22	Thu 23	Fri 24	Sat 25	Sun 26
00:00 (05)	David & Maria Hong (Wuppertal Germany)	David & Maria Hong (Wuppertal Germany)	2 David & Maria Hong (Wuppertal Germany) Joseph (LA)	David & Maria Hong (Wuppertal Germany)	David & Maria Hong (Wuppertal Germany)		
00:30	David & Maria Hong (Wuppertal Germany)	David & Maria Hong (Wuppertal Germany)	David & Maria Hong (Wuppertal Germany)	David & Maria Hong (Wuppertal Germany)	David & Maria Hong (Wuppertal Germany)		Spencer Luebben (Minneapolis)
01:00 (06)	Wynelle+Walter (Cologne 1)		Wynelle+Walter (Cologne 1)	Deborah Cho (BNUE UBF, Korea)	Wynelle+Walter (Cologne 1)		Abraham Terasaki (JAPAN/TOKYO)
01:30	Wynelle+Walter (Cologne 1)		Wynelle+Walter (Cologne 1)	Deborah Cho (BNUE UBF, Korea)	Wynelle+Walter (Cologne 1)		Abraham Terasaki (JAPAN/TOKYO)
02:00 (07)	Deborah Cho (BNUE UBF, Korea)	Isaac Choi (Moscow)	Deborah Cho (BNUE UBF, Korea)		Deborah Cho (BNUE UBF, Korea)	David & Maria Hong (Wuppertal Germany)	

- **HQ Online Mission Support Webpage**
- **Webinar**

This online section provides instructional materials, examples, and resources for campus missions.

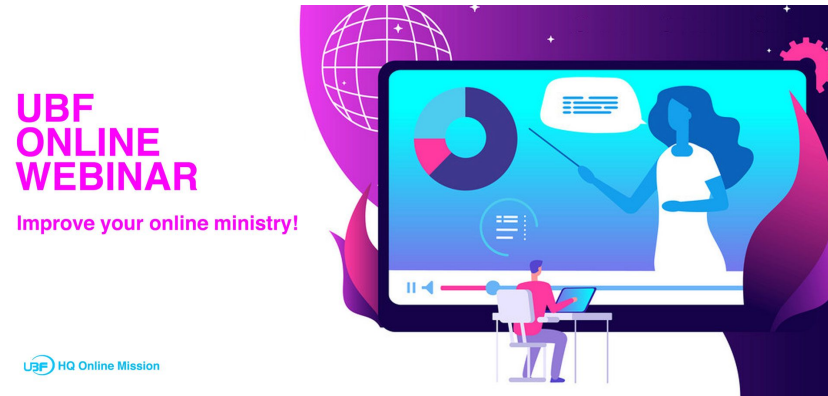


- YouTube Mission Channels
- YouTube Channel Ranking
- Online Worship
- Resources
- Examples
- Online Forum
- Webinar
- Recruit(Volunteers)

Online Mission Support Team : Recruit (Volunteers)

We are looking for **heroes** who will help us to create a new history through Social Media, in the post-Covid-19 era.

ubfonlinemission@gmail.com



How to use Social Media Effectively for Campus Ministry

Date : August 29, Saturday (English)

Time : 11am(CDT Chicago), 12pm(EDT New York), 6pm (CEST Berlin), 1am(KST Korea)

Session:

Case 1) Facebook Invitation

Case 2) Facebook advertisement

Case 3) YouTube ministry

Case 4) Live stream for Sunday Worship

Case 5) Zoom use case

- M.Charles Kim, Ryerson Canada
- M.Madeleine Min, Berkeley USA
- DaeHyun Choi, Gwanak 3, Korea
- M.Joshua Min, Chicago USA
- M.Abraham Bae, Washington USA

* Korean Webinar: August 22, Saturday, 8am(CDT), 9am(EDT), 3pm(CEST),10pm(KST)

A Great Opportunity

**Preach the Gospel
through the online highway**