

# DIGITAL EVANGELISM TOOLKIT – EVERGREEN EDITION

Practical Guide for Members & Media Ministry  
World Victory Church & Life Center | Pastor Jeff Jones

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## About This Toolkit

This toolkit was created to equip members, ministry leaders, and media teams of World Victory Church & Life Center to use social media as a tool for evangelism and engagement. It provides practical steps to help every believer share the message of Christ with clarity, consistency, and compassion across today's digital platforms. By posting, sharing, and commenting with purpose, we extend our church's reach and help others experience the hope and transformation we celebrate every week.

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## 1. Facebook — How to Post to Your Feed or Story

*(for upcoming worship services, ministry events, or other engagement or event as directed)*

### Post to Feed:

- 1 Tap "What's on your mind?" Add a photo or video.
- 2 Write a short message, e.g. "Can't wait to worship this Sunday at World Victory! 🙌"
- 3 Tag @WorldVictoryChurchAndLifeCenter and 2–3 friends.
- 4 Add hashtags #WorldVictoryChurch #FaithInAction #ChurchMagnificent.
- 5 Tap Post.

**Result:** Stays permanently on your page.

### Story (24 Hours):

- 1 Tap "Create Story." Add photo or video.
- 2 Add text: "Don't miss this Sunday!" Tag church and friends.
- 3 Share to Story.

**Result:** Appears at top of Facebook for 24 hours.

**Best Results:** Post to Feed then Story; comment and share Friday–Sunday.

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## 2. Facebook — How to Share a Post from the Church Page

*(for upcoming worship services, ministry events, or other engagement or event as directed)*

- 1 Find the official church post (sermon, announcement, etc.).
- 2 Tap Share → Share to Feed.
- 3 Add your comment: “I’m excited for what God is doing at World Victory!”
- 4 Tag @WorldVictoryChurchAndLifeCenter and friends.
- 5 Share again → **Story** for 24-hour visibility.

**Best Results:** Do both; comment and react to boost reach.

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## 3. Weekly Sermons and Events

*(for upcoming worship services, ministry events, or other engagement or event as directed)*

**Share Sermon Posts:**

- 1 Tap Share → Feed. Write a short personal note.
- 2 Tag the church and 2–3 friends.
- 3 Use hashtags #SundayWord #FaithInAction.

**Sample Comments:**

- “This message restored my hope today.”
- “Challenged me to trust God more deeply.”
- “This is real talk and real healing.”
- “Join us Thursday for Bible Study online or in person.”

**Other Events:** Men’s Fellowship, Ladies’ Brunch, Youth Night, etc. Write simple invites and tag friends.

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## 4. YouTube — Sharing and Engagement

*(for upcoming worship services, ministry events, or other engagement or event as directed)*

- 1 On YouTube, tap Share → Copy Link.
- 2 Paste the link on Facebook, Instagram bio, or text message.
- 3 Add caption: “I’m still thinking about this week’s message from Pastor Jeff! Watch here 🙌 [your link].”
- 4 Encourage viewers to Like, Subscribe, and Comment.

**Best Results:** Share Sunday afternoon and Thursday; add your testimony to make it personal.

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## 5. Instagram — Feed, Stories, and Reels

*(for upcoming worship services, ministry events, or other engagement or event as directed)*

**Feed Post:** Tap + → Post, choose photo or clip, add caption and hashtags, tag church and friends.

**Story:** Tap + → Story, add image/video + text overlay, tag church and friends.

**Reel:** Tap + → Reel, upload 30–60 sec clip from service or testimony, add caption and share to Feed + Reels.

### **Sample Captions:**

- “Worship was 🔥 this morning! Come next Sunday!”
- “Real talk + real healing every week. #WorldVictoryChurch”
- “Can’t wait for Bible Study tonight!”

**Best Results:** Stories daily | Reels weekly | Feed for big moments. Tag and comment to boost visibility.

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### **World Victory Church & Life Center | Pastor Jeff Jones**

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Copy that text into **Word or Google Docs**, adjust line spacing or colors for your header accents, and then:

- *File* → *Download* → *PDF Document* to create the print version.
- *File* → *Share* → *Get Link* to publish the Google Docs version for your team.