

#DigitalChampionsSummit

MOBILIZING AND MULTIPLYING DISCIPLES IN THE DIGITAL WORLD

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NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

TOTAL POPULATION



34.45
MILLION

YEAR-ON-YEAR CHANGE

+1.9%
+650 THOUSAND

URBANISATION

59.5%

CELLULAR MOBILE CONNECTIONS



38.95
MILLION

YEAR-ON-YEAR CHANGE

-7.4%
-3.1 MILLION

TOTAL vs. POPULATION

113.1%

INDIVIDUALS USING THE INTERNET



24.06
MILLION

YEAR-ON-YEAR CHANGE

+1.9%
+454 THOUSAND

TOTAL vs. POPULATION

69.8%

SOCIAL MEDIA USER IDENTITIES



7.40
MILLION

YEAR-ON-YEAR CHANGE

+31.0%
+1.8 MILLION

TOTAL vs. POPULATION

21.5%

ONLINE AUDIENCE IN GHANA

24,060,000 **Internet Users in Ghana.**

7,400,000 **Active Social Media users.**

Number of **Social Media Users** in Ghana on each platform:



22,087,080



2,200,000



7,400,000



1,170,000



2,600,000



6,870,000

“And he said unto them, **Go ye into the World and preach the gospel to every creature.**”

Mark 16:15

The Great Commission

“And he said unto them, **Go ye into the World (Wide Web) and preach the gospel to every creature (fan, follower, subscriber, and connection).**”

Mark 16:15

The Great Commission (Paraphrased)

A close-up photograph of a field of golden wheat. The wheat stalks are in sharp focus in the foreground, with their heads of grain clearly visible. The background is a soft-focus expanse of more wheat, extending to a horizon line under a bright, clear sky. The overall color palette is warm, dominated by golden yellows and browns.

**The World Wide Web is our
new innermost and outermost
parts of the world.**

**Online is the new mission
field of souls.**

**MOBILIZING AND
MULTIPLYING
DISCIPLES IN THE
DIGITAL WORLD**

1. Have a functional **Website**

Church Website (Profiles, Ministries, Branches, Pastors, Events and News, Messages, Social Media Accounts)

Adding to the volume of Christian content online



2. Run an effective **E-Mail** outreach

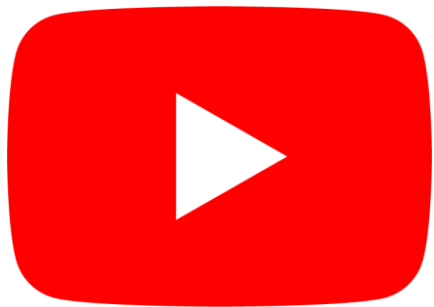
- Email Strategy/Plan
- Sign up to email clients (mailchimp.com)
- Gather the right emails
- Develop content
- Have a broadcast calendar
- Design your emails
- Send at the right time
- Respond to feedback
- Respect the privacy of recipients



3. Build virtual congregation on **Social Media**

- Understand the impact of social media to your ministry
- Know where your target audience
- Select the right social media channels (Facebook, WhatsApp, Instagram, Twitter, YouTube, LinkedIn, etc)
- Create your social media presence



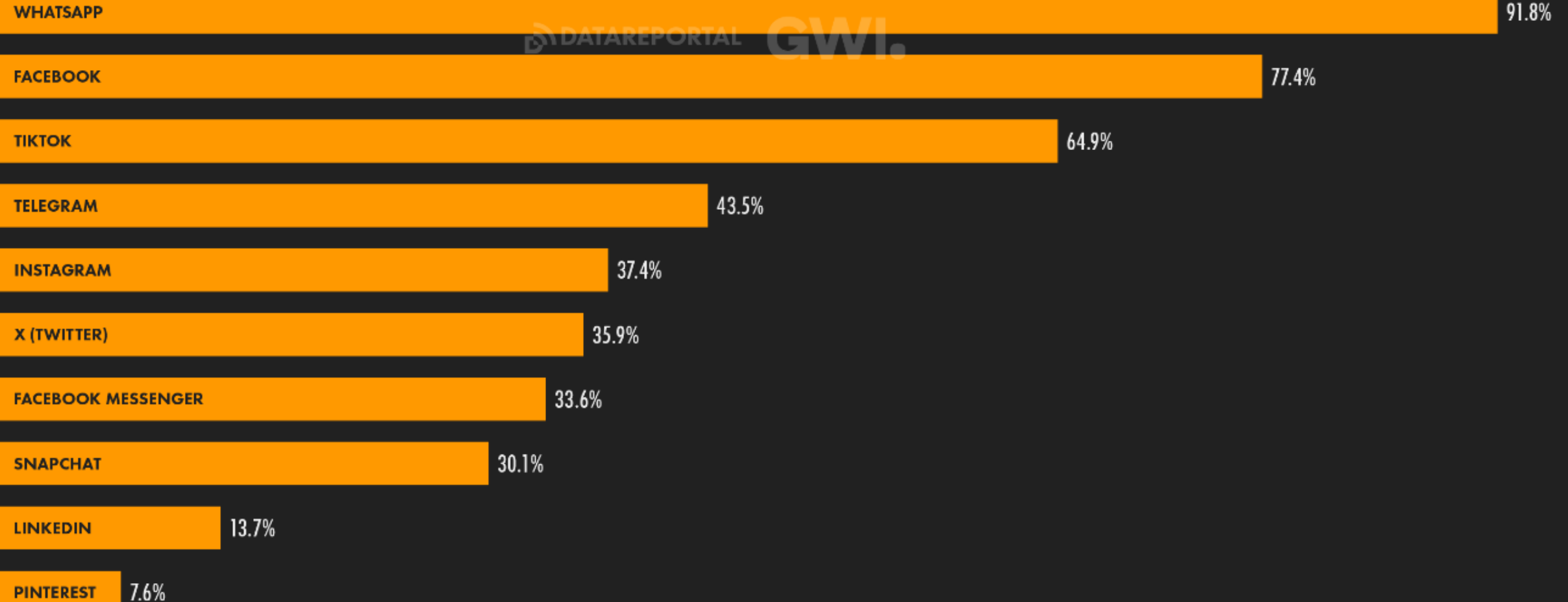


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MOST USED SOCIAL MEDIA PLATFORMS

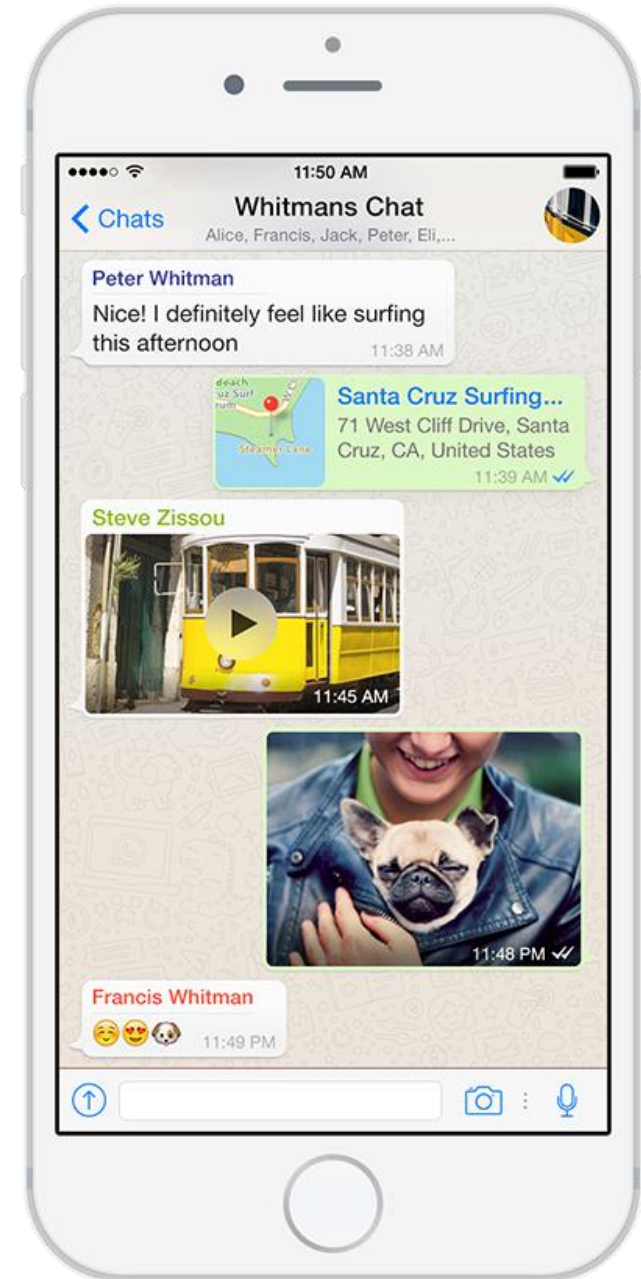
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



4. Use **Mobile Messaging** for quick alerts/info

- Mobile is instant and fast
- Gather contacts with permission
- Select the messaging platform to use
- WhatsApp, Messenger, Viber, Telegram, etc
- Use permitted schedule to broadcast
- Have a feedback strategy
- Avoid spamming your recipients



5. **Blog** to educate and inform

- Blogging is a new way to preach and teach
- Know your area of calling
- Marriage, Relationship, Business, Church Growth, Counselling, Preaching, etc
- Develop your knowledge base
- Share your expertise through writing on your website or blogs



6. Develop **Mobile App** to connect



- People on the go
- Captive audience across the world
- Send notifications
- Daily Devotions, Events, Announcements
- Video content
- Online Streaming
- Donations/Payments
- Online shopping

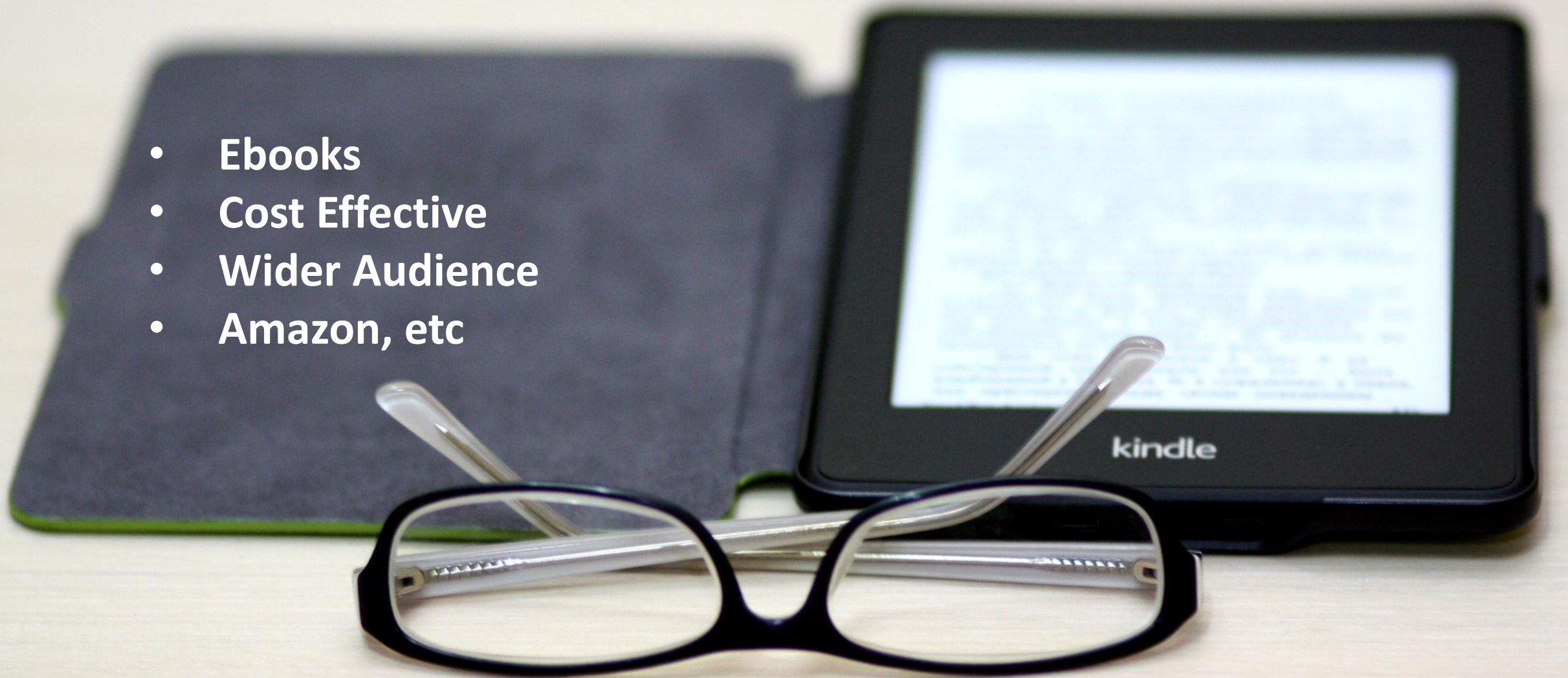


7. Preach using Podcasting

- Sermons and Devotions
- Plan your audio broadcasting ministry
- Blogs can be converted to Podcasts
- Radio sermons can be put on podcasting platforms
- Podcasts, iTunes, etc

8. Spread your messages through **E-Publishing**

- Ebooks
- Cost Effective
- Wider Audience
- Amazon, etc



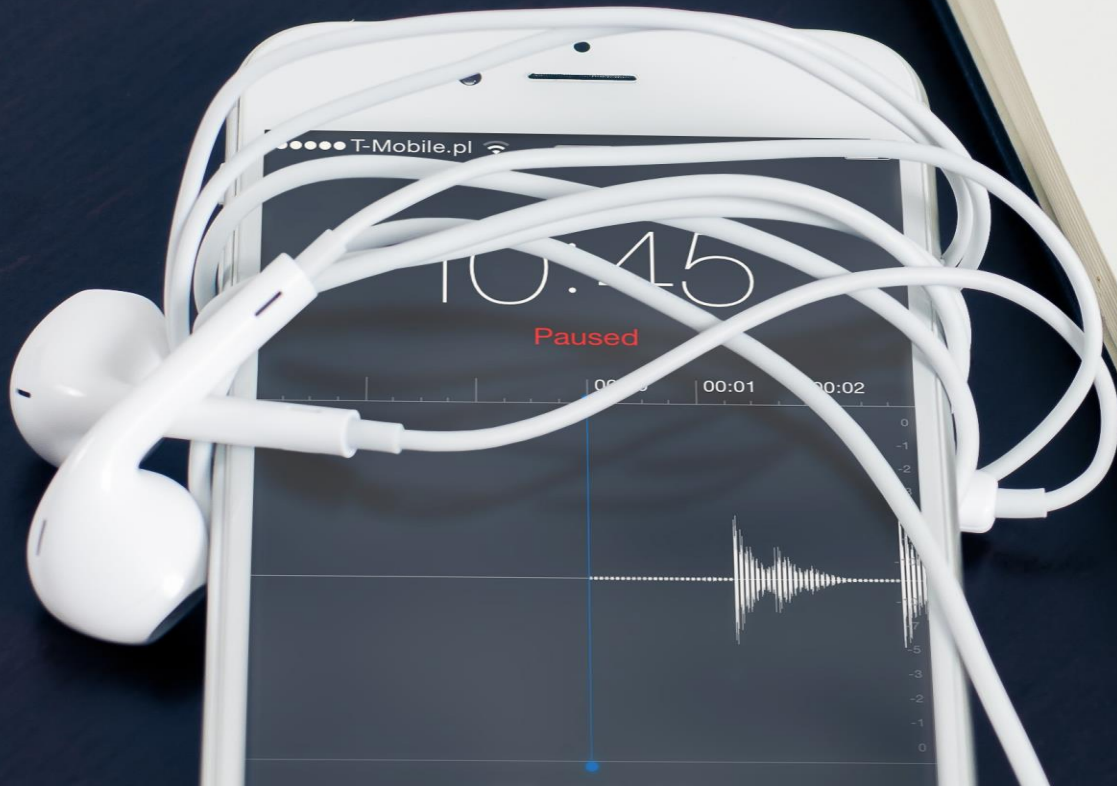
9. **Stream** to engage in real time

- Interacting with fans in real time
- Facebook, Twitter, YouTube, Instagram, etc
- Go beyond your walls to the world



10. Receive donations using online payments

- Donations, Offerings, Tithes, etc
- MoMo (Short Code/Mobile)
- Online Cards
- App, Website or Social Media



10 WAYS TO MOBILE AND MULTIPLY DISCIPLES IN THE DIGITAL WORLD

1. Have a functional **Website**
2. Run an effective **E-Mail** outreach
3. Build virtual congregation on **Social Media**
4. Use **Mobile Messaging** for quick alerts/info
5. **Blog** to educate and inform
6. Develop **Mobile App** to connect instantly
7. Preach using **Podcasting**
8. Spread your messages through **E-Publishing**
9. **Stream** to engage in real time
10. Receive donations using **Online Payments**

Scripture

**“The Lord gave the word: great
was the company of those that
published it.” Psalm 68:11**

**To mobile and multiply disciples
we must understand that our new
world is **the world wide web.****

THANK YOU



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