

**CALLED
TO BE**
Faithful
**COMMANDMENTS
OF GOD AND
FAITH OF JESUS**



1 Corinthians 9:22

"I have become all things to all people so that by all possible means I might save some."

Why did I get into social media?

- Traditional methods of communication
E.g: More Compassion Event
- Direct line to the youth through social media
 - 500 to 10,000
 - 3,000 to 11,000

How did you grow your pages?

- Humor

Your crush

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Her brothers



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HER FATHER

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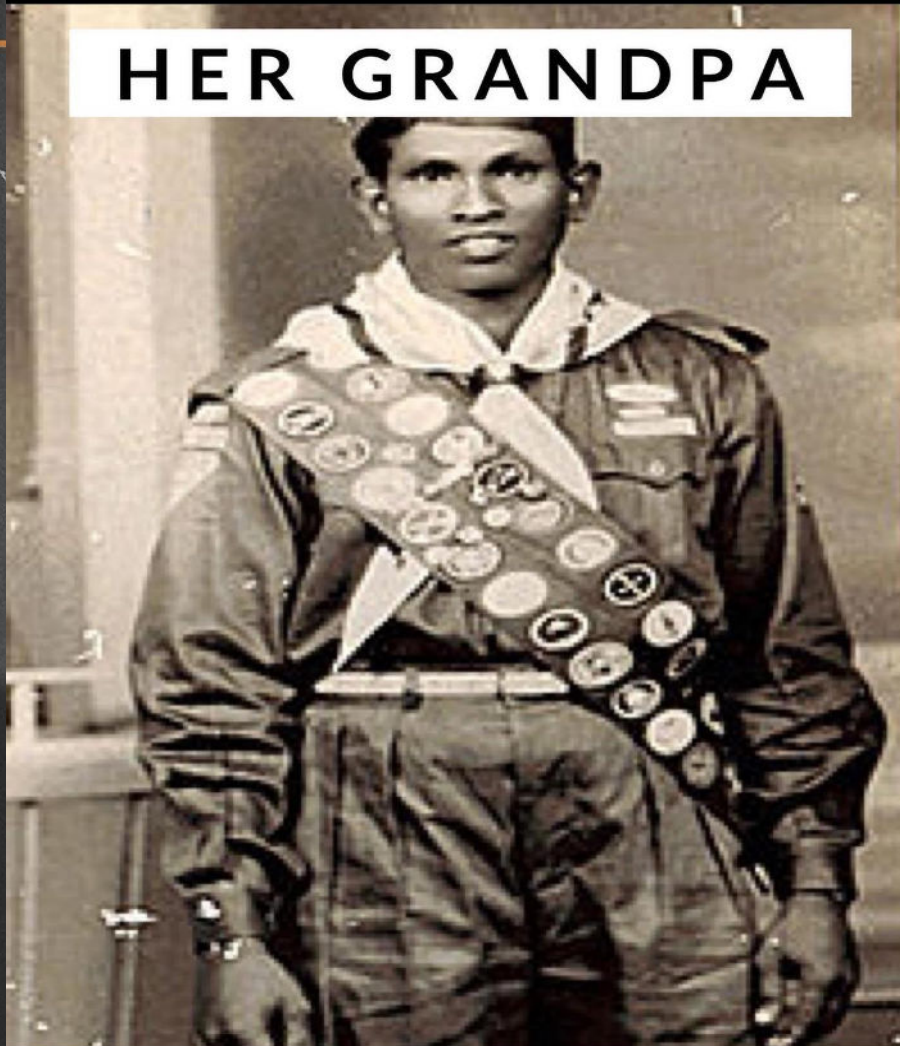
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HER GRANDPA



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YOU



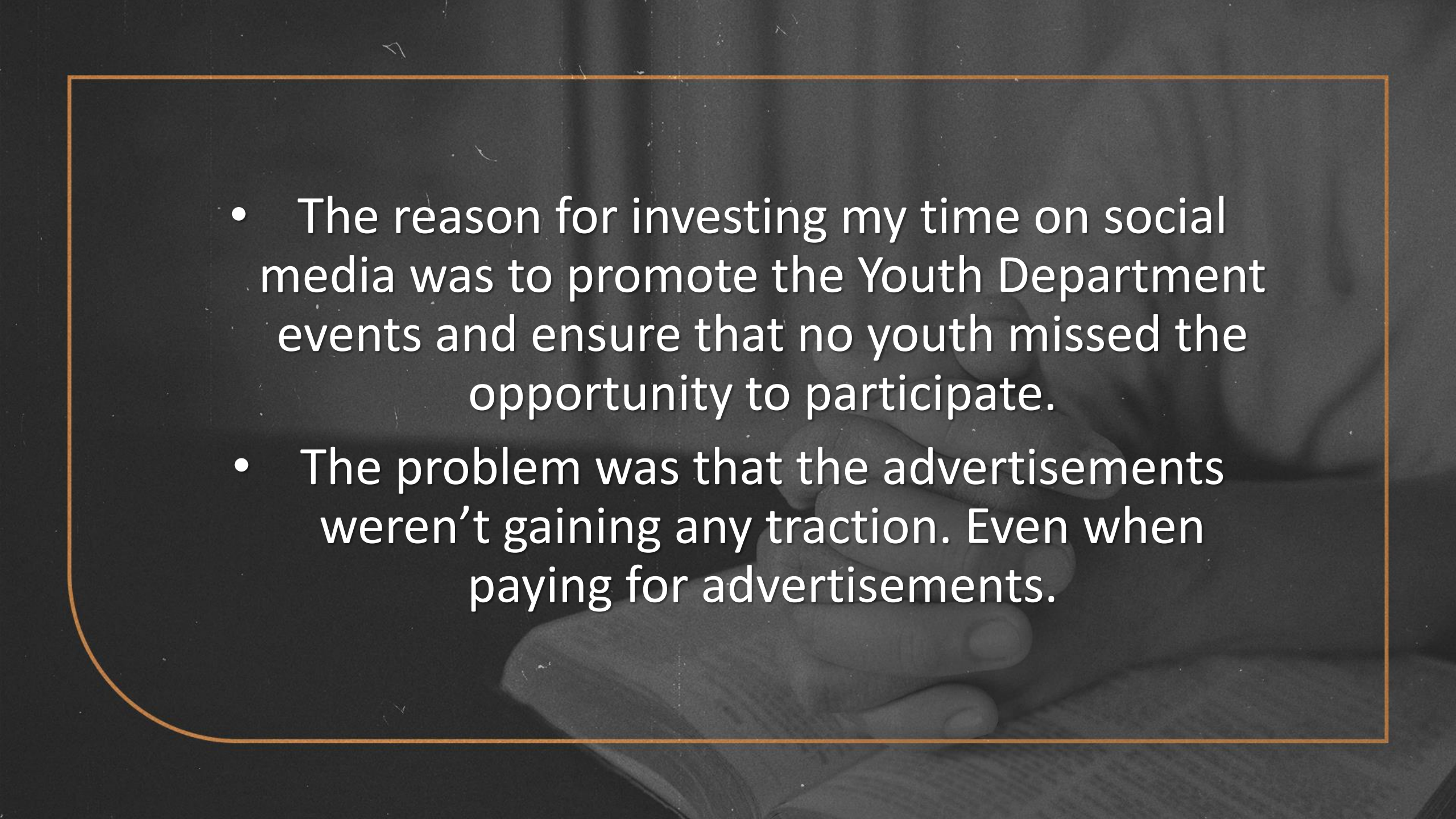
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- 
- The reason for investing my time on social media was to promote the Youth Department events and ensure that no youth missed the opportunity to participate.
 - The problem was that the advertisements weren't gaining any traction. Even when paying for advertisements.



I LIKE YOU A LOT, BUT...



BUT WHAT?



I SAW YOU LOOKING FOR PROVERBS IN THE
NEW TESTAMENT SO I JUST CAN'T.

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YOUNG ADULT
SUMMER CAMP
IS BACK

JULY 9-14

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Sometimes I combined humor with underlying truths to spark meaningful conversations.

When I see adults planning an event for youth that doesn't involve youth in the planning!



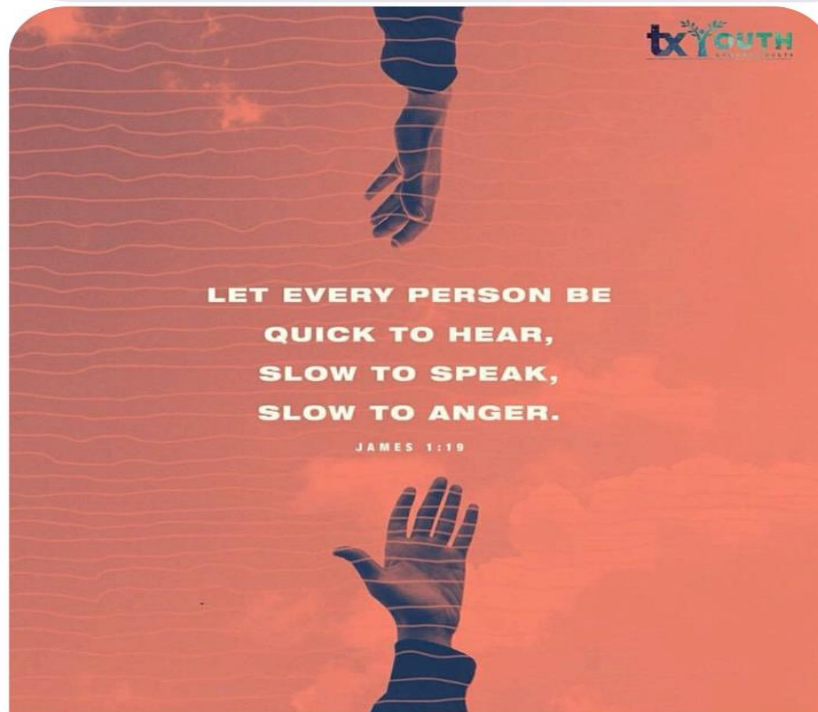
A dark, moody photograph of hands clasped over an open book, with a white text overlay. The image is framed by a thin orange border. The text is white and centered, reading: "The spiritual posts were there as well, and some were making a real impact." The background shows a person's hands clasped over an open book, with the pages visible at the bottom. The lighting is low, creating a somber and contemplative atmosphere.

The spiritual posts were there as well, and some
were making a real impact.

Today 12:27 PM

Alia Estrada

This was posted by my dads cousin in California. She was raised Pentecostal but isn't in church at all. Tx Youth made it's way to her.



3 likes

jt90745 Make it a good one! Stay Blessed!



Add a comment...



Censorship Experience:

- New Pharaoh
- Realization
- Personal account

paulotenorio777 ✓



724
posts

35.3K
followers

4,821
following

Paulo Tenorio

Family humor 🤣

Love Jesus 🙌

Married to @anamedel688

Guam 🇬🇺

 www.adventsource.org/store/childrens-m...

Professional dashboard

New tools are now available.



What lessons have I learned?

1. People like to manipulate numbers:

- Numbers can be made to look more impressive than they are. For example, followers can be bought, or certain engagement tactics might inflate numbers without building real community. This can mislead people, especially older generations.
- E.g: “1000 views, does not mean 1000 views”



Professional dashboard



Insights

Sep 5 - Oct 4



Your post is high-performing

171 accounts engaged with this post, >
more than your other posts.

Views

85K >

Interactions

4.3K >

Total followers

1.6K >

Content you shared

73 >

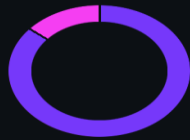


Insights

5,391

Accounts reached

14%
Followers



86%
Non-followers

Plays

10,024

Initial plays

6,529

Replays

3,495

Watch time

13hr 59min 19sec

Average watch time

7sec

Reels interactions ⓘ

408

Likes

306

Shares

67

Comments

24

Saves

11





Reach



Last 30 Days ▾

Sep 5 - Oct 4

21,834
Accounts reached

+16.3%
5.6%
Followers ●



+278%
94.4%
● Non-followers

Impressions

67,625
+192%

By content type

All

Followers

Non-followers

Reels



20.6K

Posts



2,626

Stories



1,672

Reached audience ⓘ

Top countries



Profile activity ⓘ

vs Aug 6 - Sep 4

1,417
+100%

Profile visits

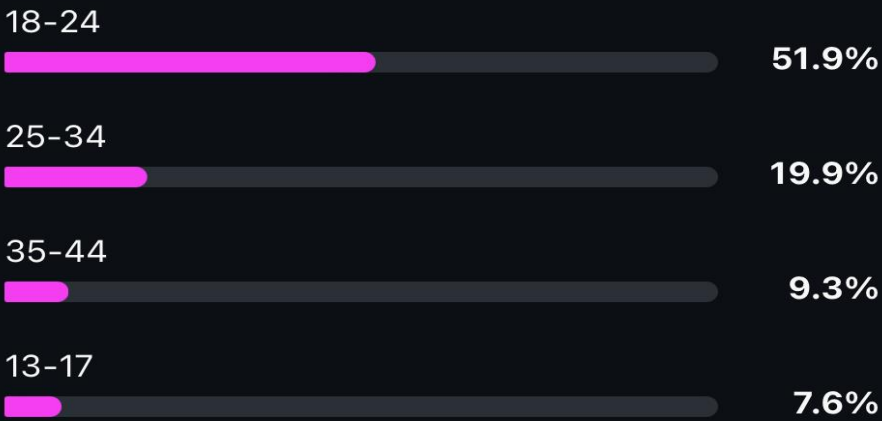
1,379
+99.5%

External link taps

38
+171%

Reached audience ⓘ

Top age ranges



Profile activity ⓘ

vs Aug 6 - Sep 4

1,417

+100%

Profile visits

1,379

+99.5%

External link taps

38

+171%

2. Building Community:

- Success on social media depends on building a genuine community, not just posting content. I engaged directly with followers by responding to comments and messages, creating a stronger connection. Social media is about conversation, not just broadcasting.

3. Concise Messaging:

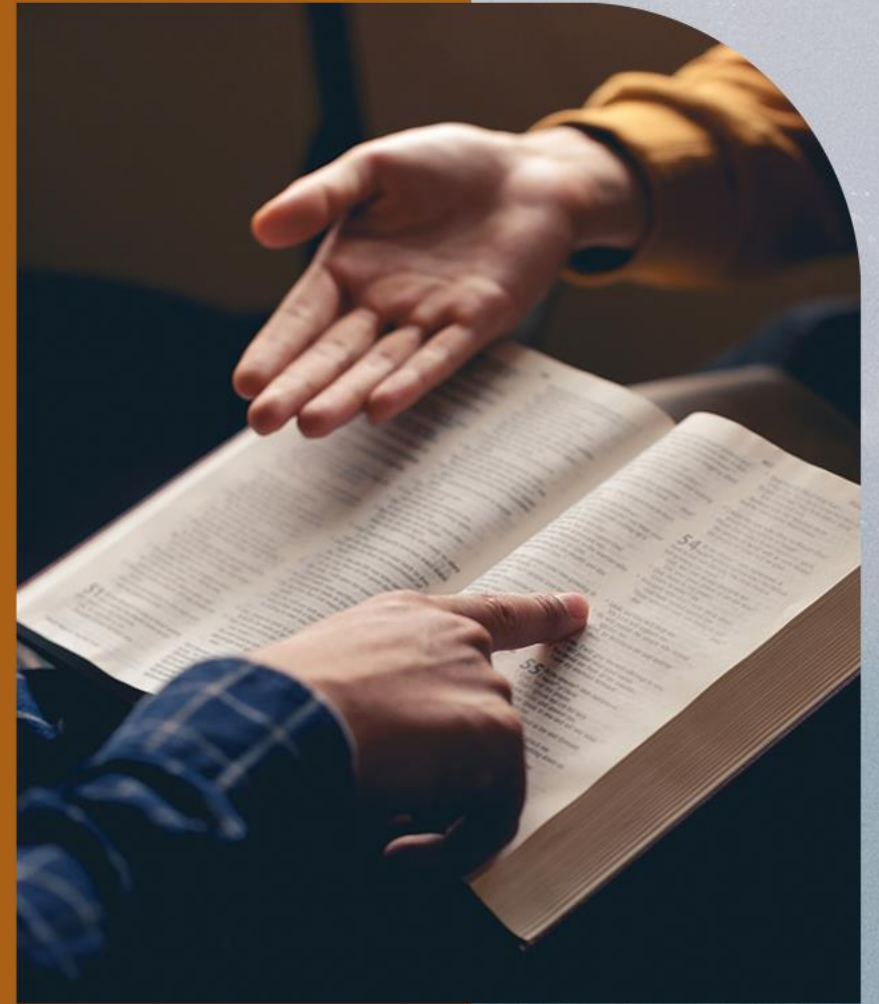
- Your message needs to be short and to the point to attract new followers. People don't have long attention spans on social media.
- Follow social media specialists.

4. Expertise Isn't About Formal Education:

- Many successful influencers didn't study social media. Success comes from hands-on experience and knowing how to connect with an audience, not necessarily from having a formal background.



5. Adapting to Algorithm Shifts and even platforms:



6. It's Not About Fancy Equipment:

- Cameras
- Budget
- Lights

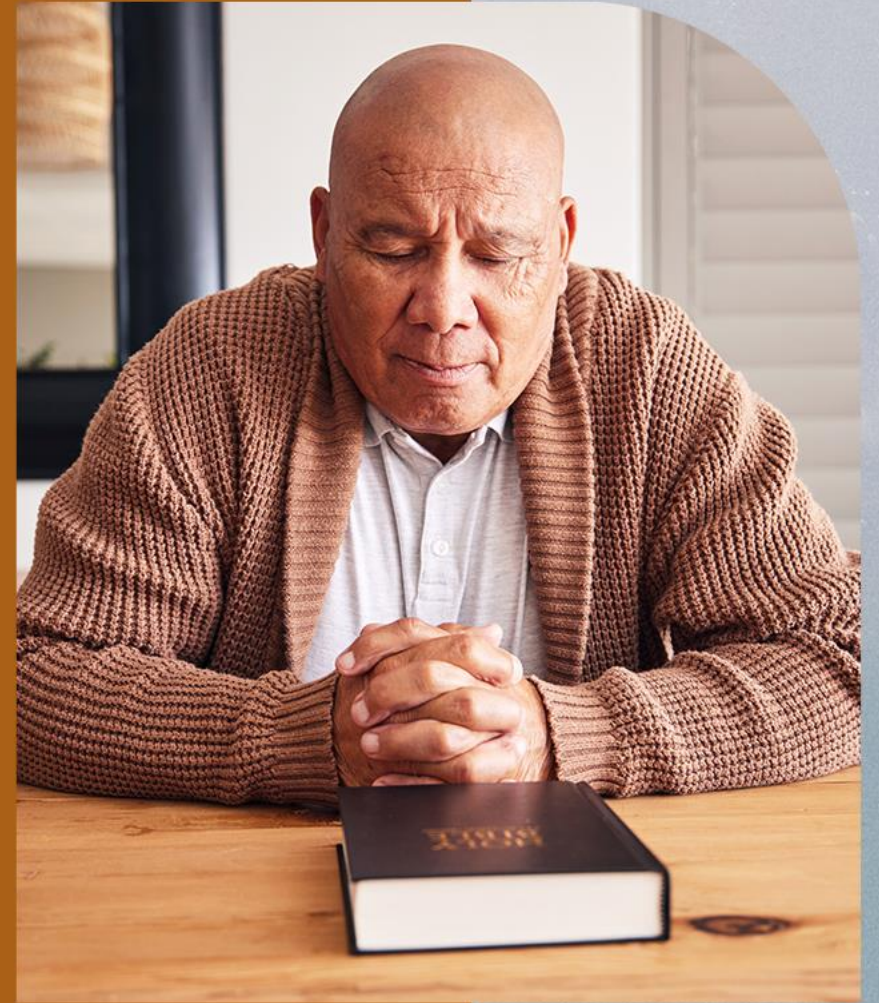


Challenges in Mixing Content:

- Viral Family Humor vs. Biblical Content



Balancing Consistency and Burnout





What You Can Do:

- Rethink how you measure success on social media—it's not about numbers, but about engagement and community
- Direct interaction with followers
- Adapt constantly

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Live on April 17-18, 2020 on Facebook and YouTube

TEXAS YOUTH *iCamporee*



more info at txyouth.com/iCamporee



Maricela Enright, Josue Murillo and 514 others

1.1K comments 305 shares

Like

Comment

Share

Most relevant ▾



Mariela Marqdegonz

Hello my son Christopher wants to be baptized



A grayscale background image showing a person's hands holding an open book. The hands are positioned in the center, with fingers resting on the pages. The book is open, and the text on the pages is visible but blurred. The overall tone is dark and contemplative.

Matthew 24:14

"And this gospel of the kingdom will be preached in the whole world as a testimony to all nations, and then the end will come."