

KOREAN UNION CONFERENCE

# DIGITAL EVANGELISM

in the Seventh-day Adventist Church in Korea



**LEE, SANGYONG**

**Paster**

Korean Union Conference Communication  
/ Digital Evangelism /  
Bible Correspondence School



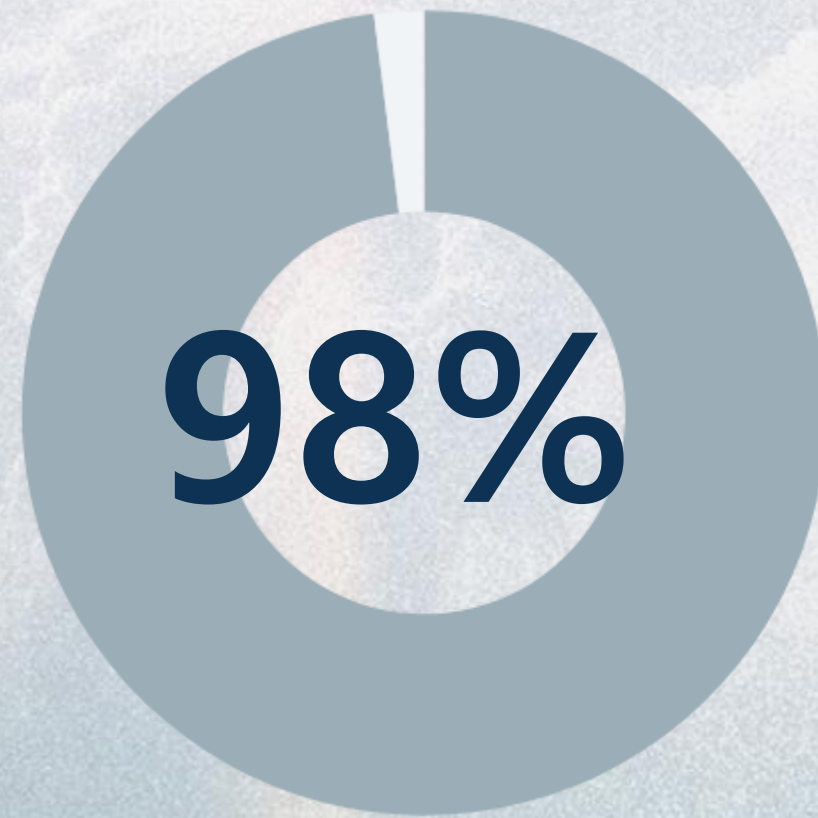


# **PRESENTAION OVERVIEW**

- 1. Korea's digital environment and the role of the Adventist Church**
- 2. Survey results on Digital Evangelism and strategic approach**
- 3. Challenges and future tasks for the Korean Adventist Church**



# KOREA'S DIGITAL ENVIRONMENT



Smartphone penetration  
rate in South Korea



## KUC's Unified Structure

- Consistent message delivery nationwide
- Efficient strategic cooperation
- Facilitation of large-scale digital evangelism campaigns



# SURVEY RESULTS: PARTICIPATION STATUS



**55.7%**

**Participation rate in  
Digital Evangelism**

**Kakao Talk  
(Messenger)**

**85.5%**

**YouTube**

**47.2%**

**Main evangelism channels  
KakaoTalk (85.5%), YouTube (47.2%)**



# SURVEY RESULTS: CONTENT AND TARGET



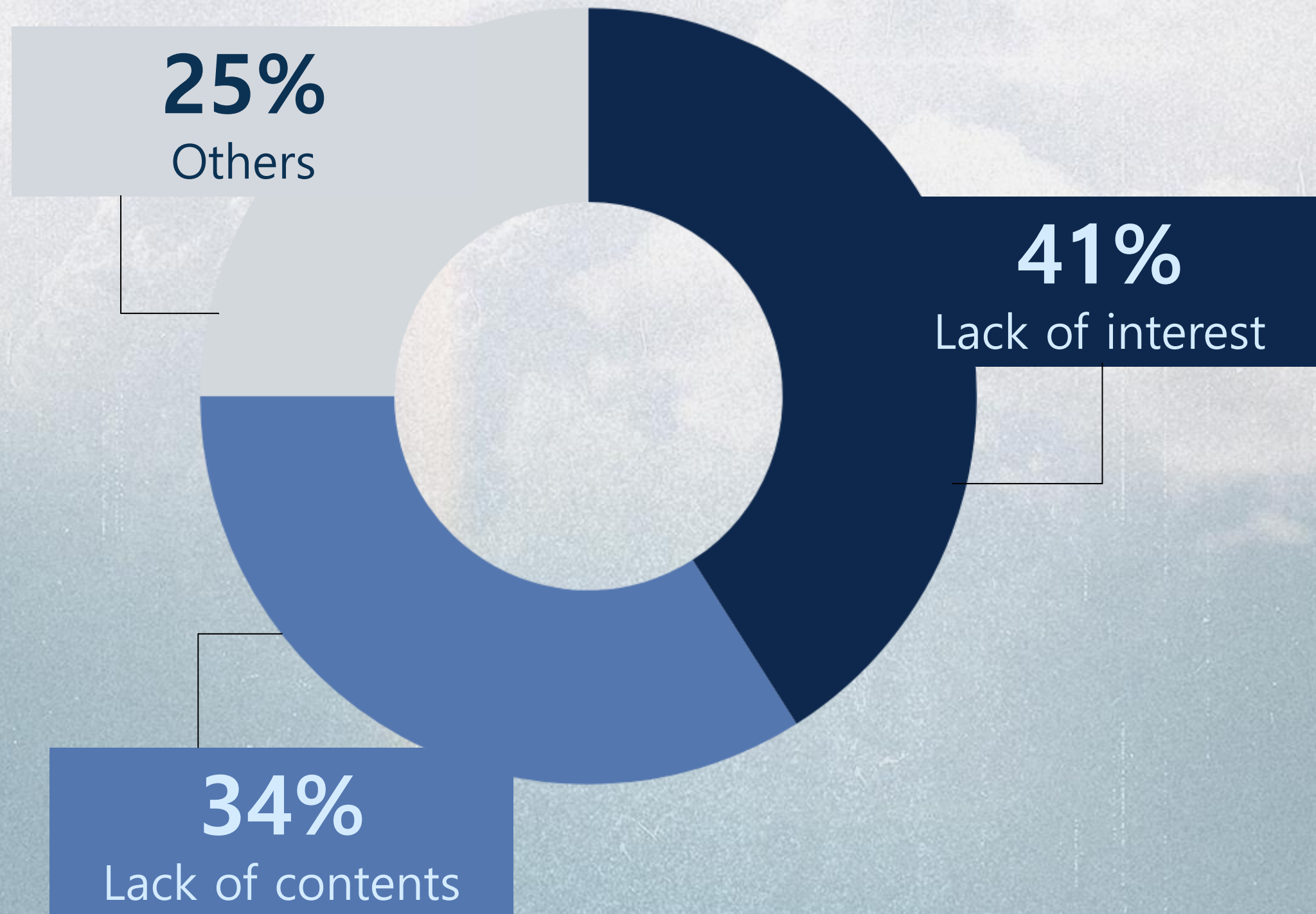
**Main content**  
Video sermons and lectures  
(76.9%)



**Evangelism targets**  
Friends (70.6%), Family (43.9%)



# SURVEY RESULTS: OBSTACLES



**Obstacles to Digital evangelism participation**  
Lack of interest (41%)  
Lack of contents (34%)

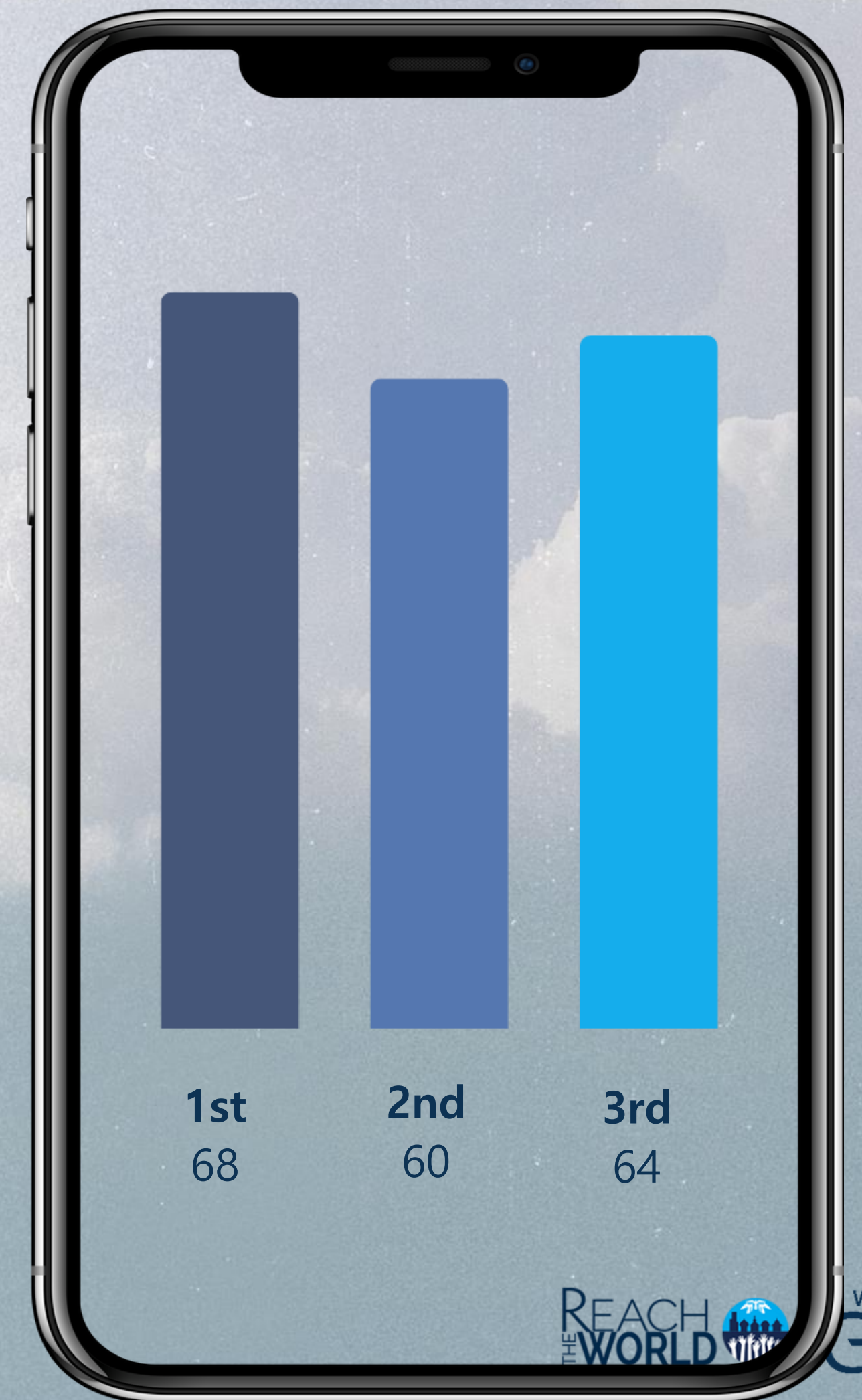


# STRATEGIC INITIATIVE 1

## - DIGITAL MISSIONARY PROGRAM

### Digital Missionary Program

- Social media engagement
- Content creation and sharing
- Online community building
- Digital evangelism techniques





# STRATEGIC INITIATIVE 1

## - DIGITAL MISSIONARY PROGRAM

### Digital Missionary Program

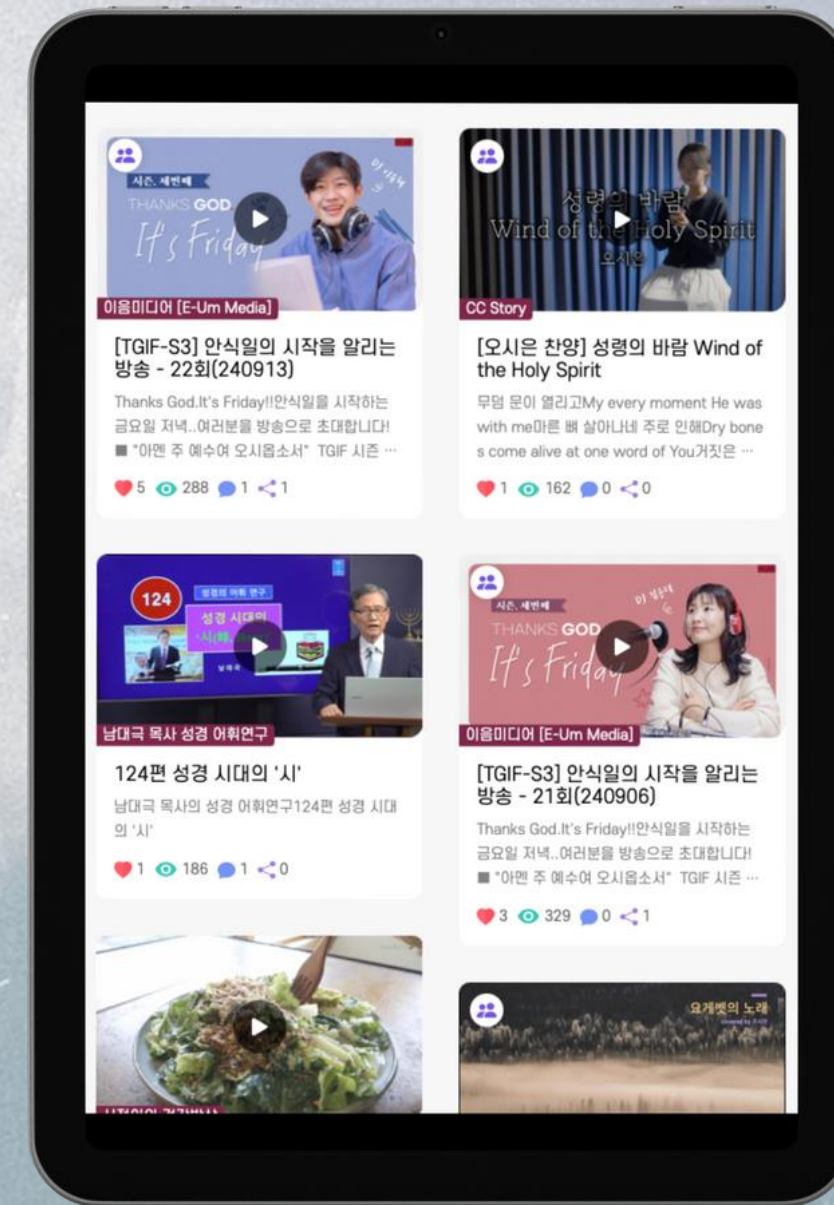
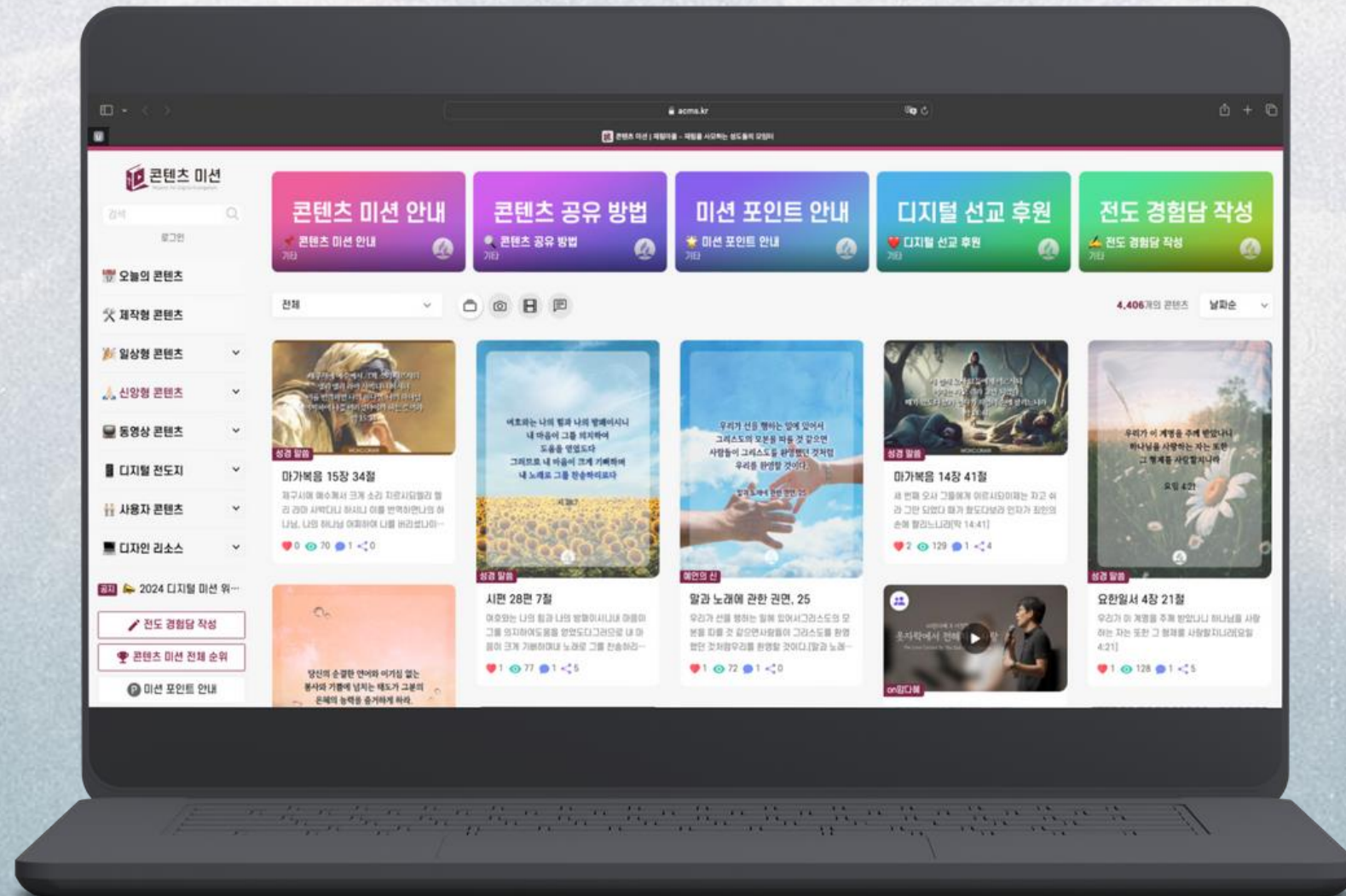
- Social media engagement
- Content creation and sharing
- Online community building
- Digital evangelism techniques





# STRATEGIC INITIATIVE 2

## - CUSTOMIZED DIGITAL CONTENT DEVELOPMENT

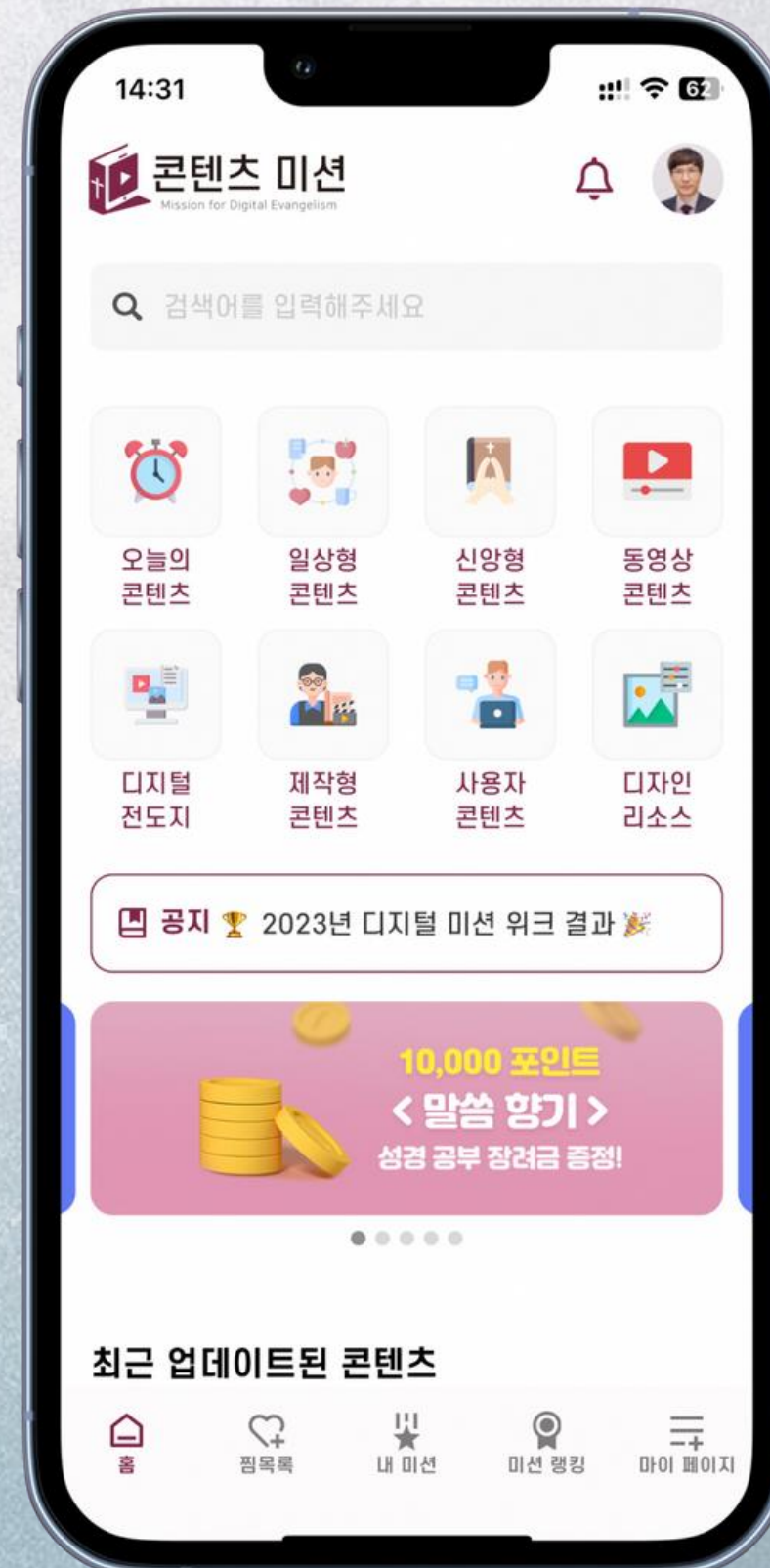


Production of diverse content from practical to in-depth  
Content optimized for KakaoTalk and YouTube



# STRATEGIC INITIATIVE 3

## - CONTENT MISSION PLATFORM



SMALL STEPS IN EVERYDAY  
LIFE



# STRATEGIC INITIATIVE 3

## - CONTENT MISSION PLATFORM



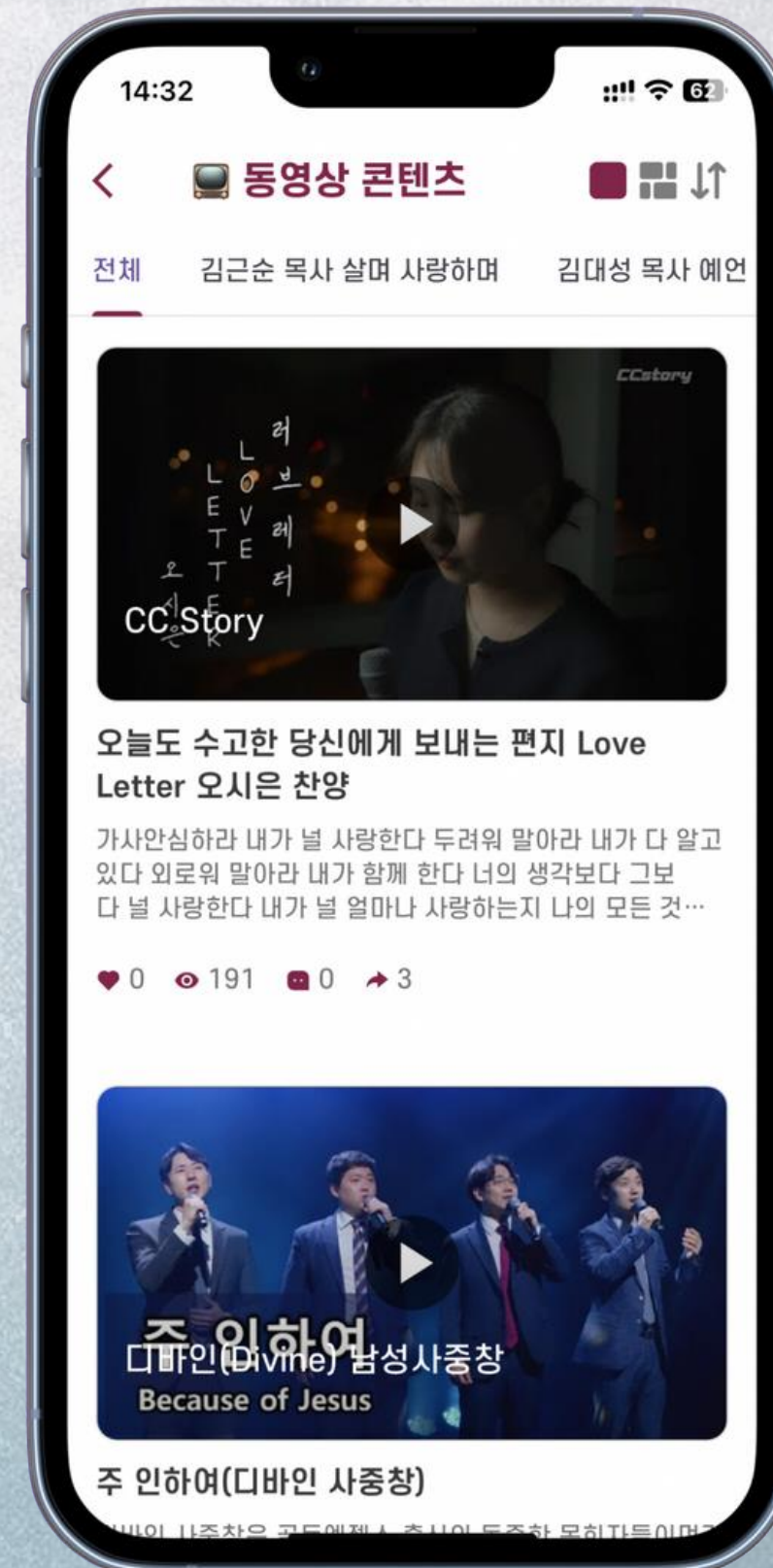
SMALL STEPS IN EVERYDAY  
LIFE

FAITHFUL CONTENTS



# STRATEGIC INITIATIVE 3

## - CONTENT MISSION PLATFORM



SMALL STEPS IN EVERYDAY  
LIFE

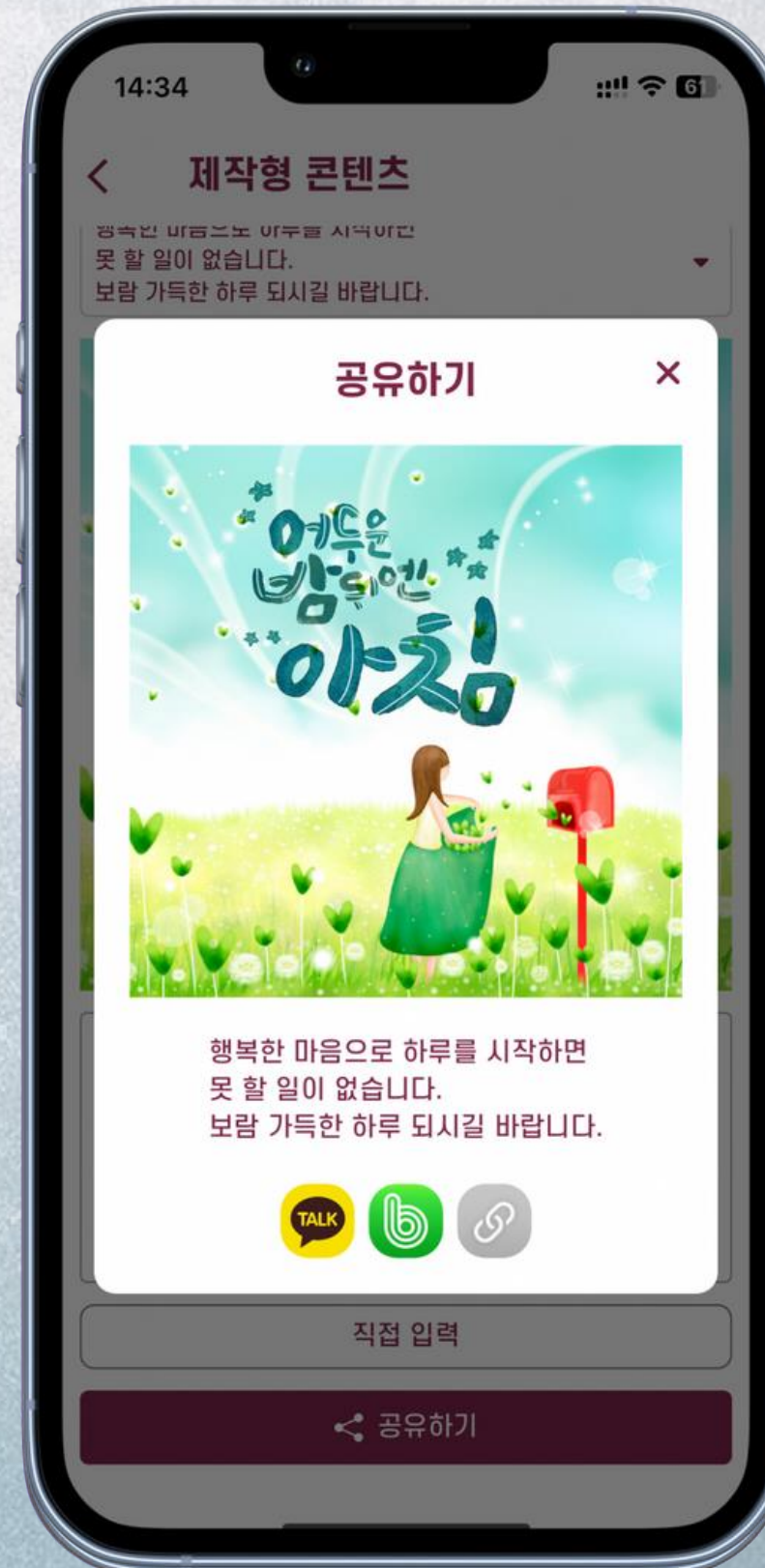
FAITHFUL CONTENTS

VIDEO CONTENTS



# STRATEGIC INITIATIVE 3

## - CONTENT MISSION PLATFORM



SMALL STEPS IN EVERYDAY  
LIFE

FAITHFUL CONTENTS

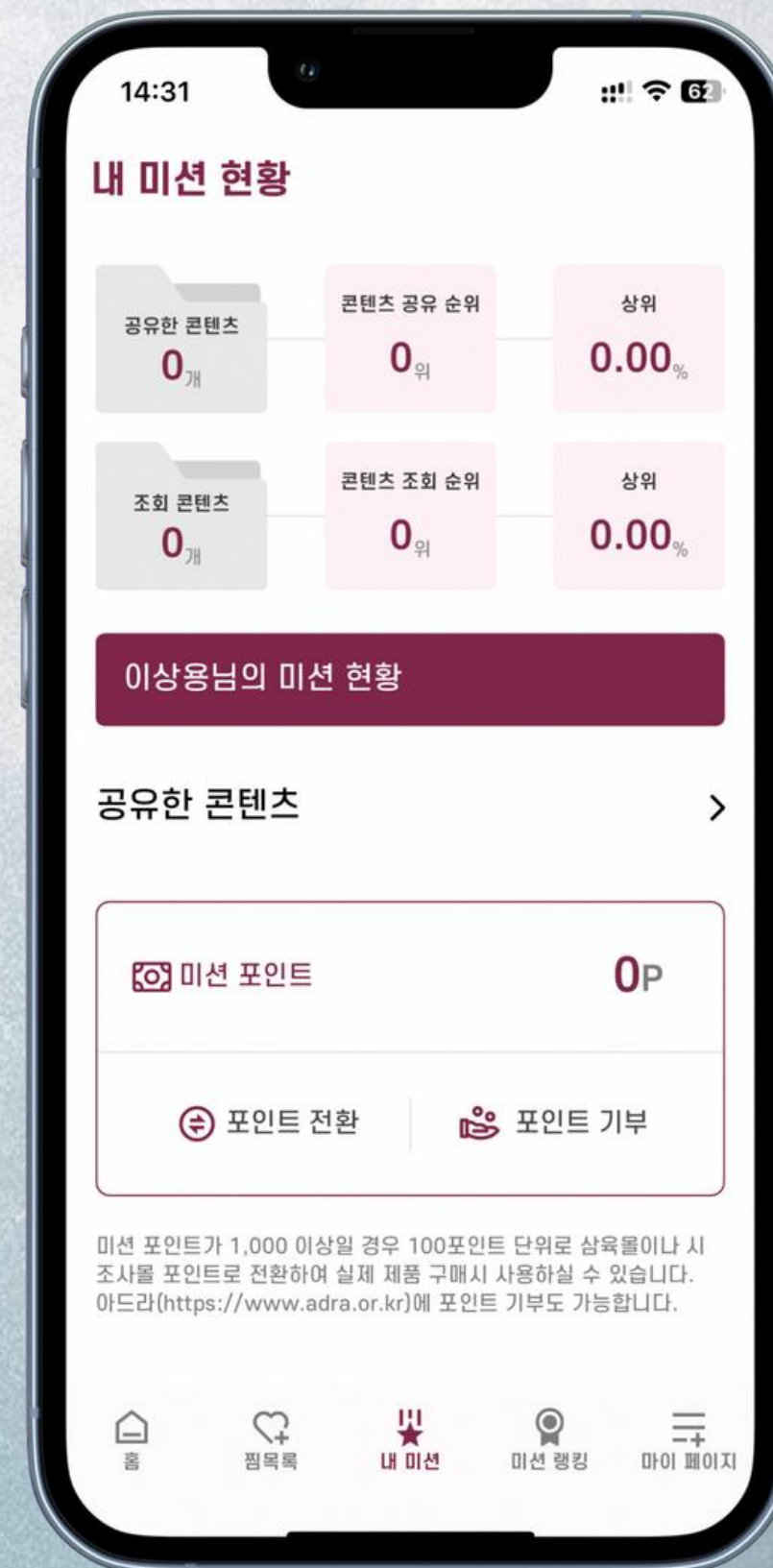
VIDEO CONTENTS

EASY TO SHARE



# STRATEGIC INITIATIVE 3

## - CONTENT MISSION PLATFORM



SMALL STEPS IN EVERYDAY  
LIFE

FAITHFUL CONTENTS

VIDEO CONTENTS

EASY TO SHARE

GAMIFIACATION



# STRATEGIC INITIATIVE 4

## - DIGITAL MISSION WEEK

### Nationwide Campaign:

- Biannual event
- Focused digital outreach opportunities

### Regional Initiatives:

- Five conferences
- Locally tailored mission weeks

### Member Engagement:

- Active participation in digital evangelism
- Concentration of efforts during dedicated periods

# 재림교회 디지털 미션 워크

ADVENTIST DIGITAL MISSION WEEK

디지털 미션 워크는  
모든 재림교인이 참여하는  
온라인 전도 주간입니다.

10.21(안)-28(안)

### #참여 방법

재림마을에 올라온  
전도용 콘텐츠를 공유

\* 자세한 안내는 <재림마을 홈페이지> 참고

YouTube

### #시상

👍 최다 공유상 2명

미션 워크 기간 중 가장 많은 콘텐츠를 공유한 사람

👍 최다 조회상 2명

공유한 콘텐츠의 조회수가 가장 높은 사람

👍 크리에이터상 2명

콘텐츠를 직접 제작해서 업로드한 사람(심사 후 결정)

👍 디지털 전도 경험담 3명

디지털 전도와 관련된 경험담을 올린 사람(심사 후 결정)

👍 참여상 참여자 전원

참여한 모든 사람에게 미션 포인트 지급,  
미션 포인트는 삼육물/시조사를 상품 구입시 사용 가능



재림마을  
콘텐츠 미션  
QR코드 스캔



### #상품

클럭 마사지기  
갤럭시워치6  
애플워치SE2  
에어팟3  
갤럭시 버즈프로2  
샤즈 오픈핏  
백화점 상품권  
\* 수상자 선택 가능





# INNOVATIVE APPROACHES AND AI UTILIZATION

## Official Social Media Channels

- Expanding our reach through strategic use of social platforms

## Targeted Ad Campaigns


- Precision outreach on Google, Facebook, and Instagram

## Adventist GPT

- AI-powered personalized information and Q&A service

## AI in Bible Correspondence School

- Enhanced learning recommendations and seeker analysis

 **재림교회 GPT**  
재림교회에 대한 궁금증? 재림교회 GPT와 함께 풀어보세요!

🌟 A GPT: 안녕하세요! 반갑습니다. 😊 궁금한 것이 있다면 저에게 물어보세요. 그렇지만 저도 가끔 실수할 수 있으니 중요한 정보는 꼭 다시 확인해 주세요! 🔍

💡 믿음과 행함, 구원의 관계는?    ❓ 예수님은 언제 재림하시나요?    🍴 사람이 죽으면 즉시 천국이나 지옥으로 가나요?

📅 재림교회는 왜 토요일에 예배 드리나요?    🍽️ 재림교회는 왜 음식을 가려 먹나요?

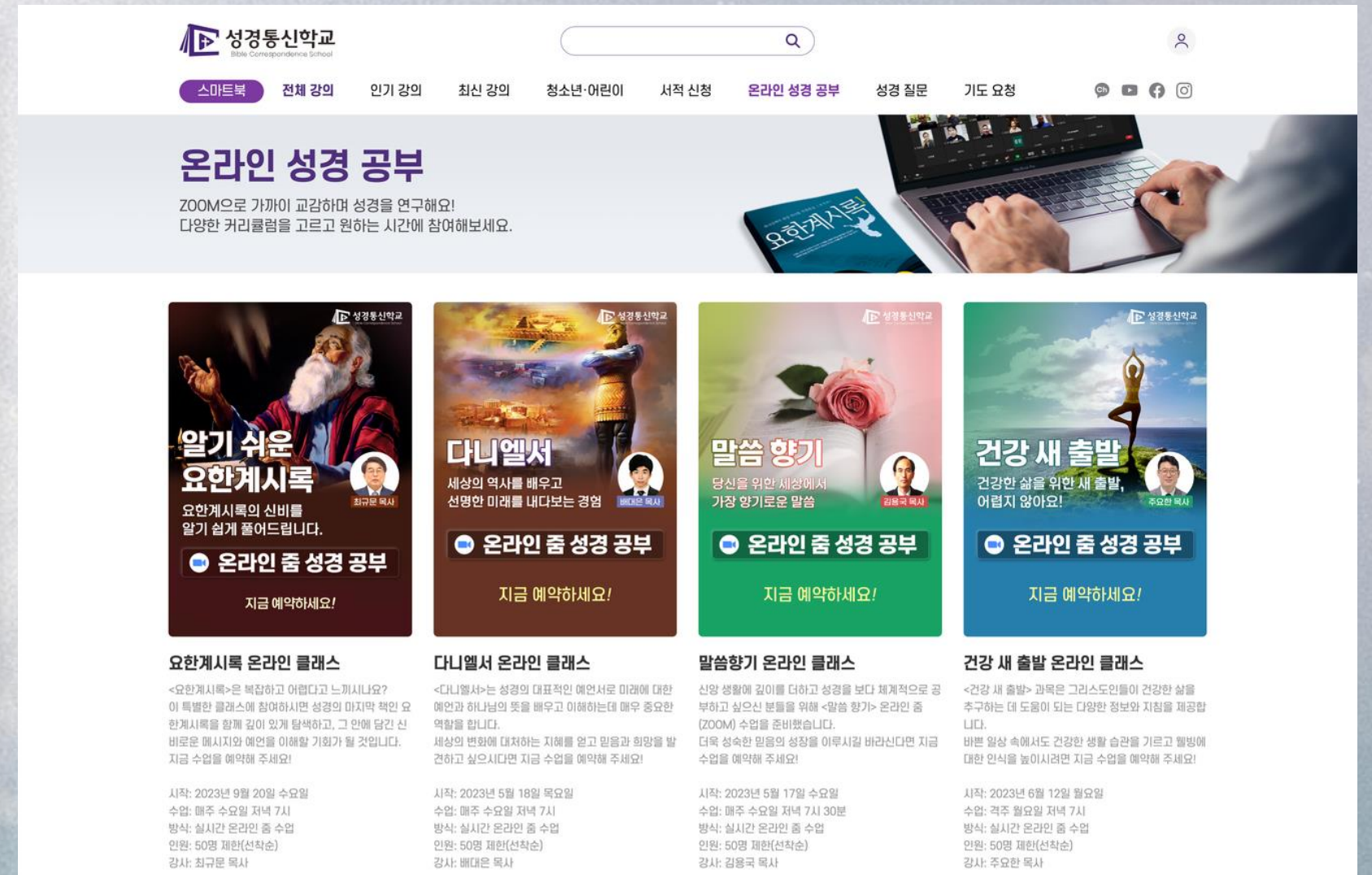
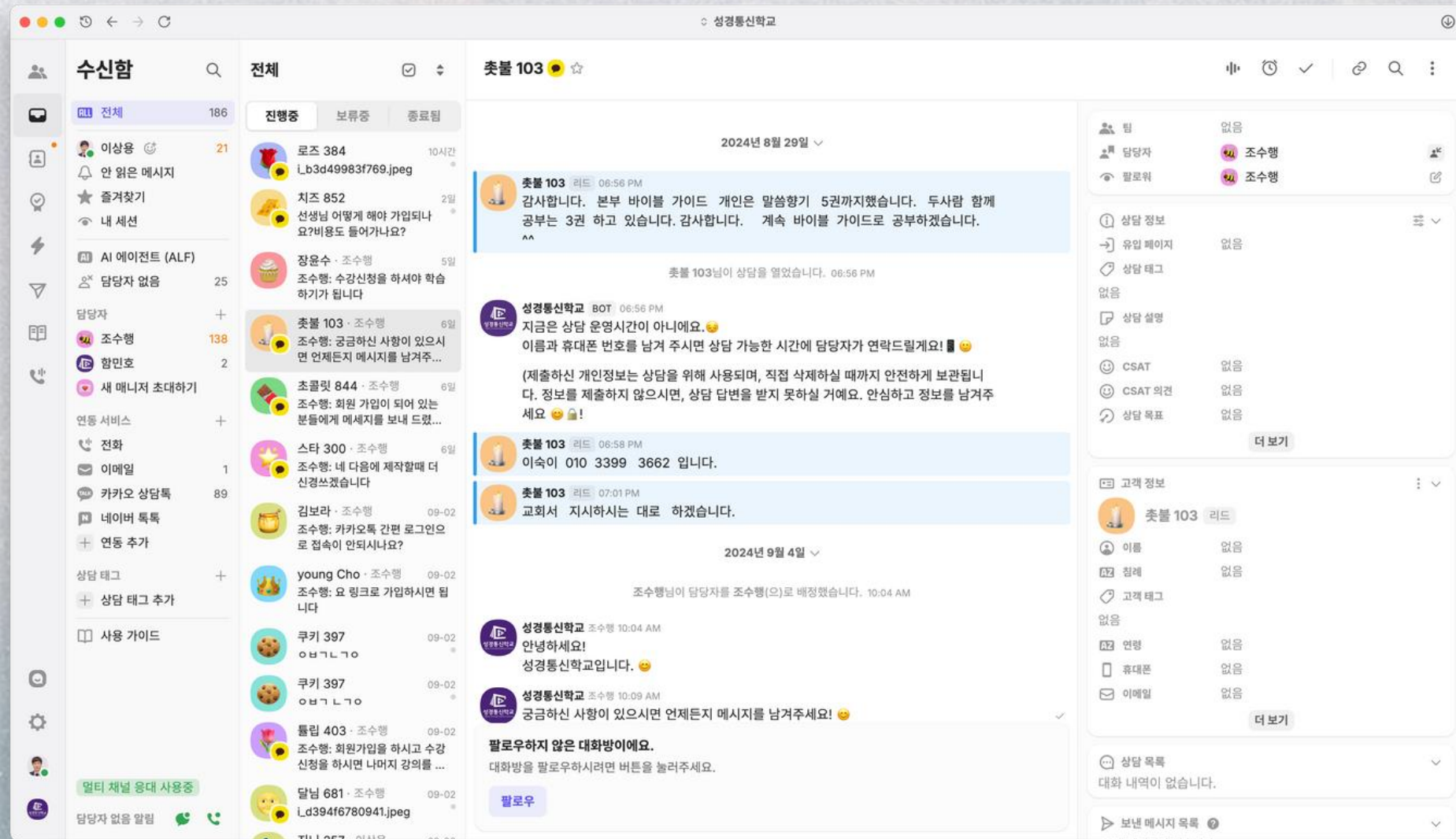
👤 재림교회의 조사심판은 무엇인가요?    🗣️ 엘렌 지 화잇은 누구인가요?

메시지를 입력해 주세요! 😊

GPT는 실수를 할 수 있어요! 😊 중요한 정보는 확인해 주세요. ✅



# CONNECTING ONLINE AND OFFLINE



- Landing page design and strengthening online-offline connection
- Providing in-depth Bible study through Bible Correspondence School
- Systematic follow-up and remarketing using BCS CRM



# CHALLENGES AND FUTURE TASKS



## Human Resource Limitation

### Current situation:

All Digital evangelism ministries managed by a few person

**Challenge:** Limits on sustainable growth and expansion



## Need for Enhanced Expertise

- Systematic training of specialized personnel required
- Increased strategic investment in digital evangelism needed



## Adapting to Technological Trends

- Continuous monitoring of rapidly evolving tech innovations and trends
- Developing ability to quickly adapt to and utilize new technologies



# YOUR SUPPORT IS CRUCIAL

## 1. Raise Awareness of Digital Evangelisms

- Increase understanding and interest in Digital evangelisms within the church
- Emphasize the potential and impact of Digital outreach

## 2. Support Specialized Training and Increase Investment

- Develop programs to nurture Digital evangelism experts
- Increase financial support and resource allocation

## 3. Share Global Experiences and Resources

- Exchange Digital evangelism case studies from worldwide Adventist churches
- Establish a platform to share successful strategies and tools



EMBRACING THE DIGITAL MISSION FIELD

UNPRECEDENTED OPPORTUNITY

CRITICAL MISSION

YOUR SUPPORT IS VITAL

TOGETHER, LET'S LEAD THE NEW MISSION PARADIGM  
IN THE DIGITAL AGE







**Thank you**  
**for your attention and support**