

How Is Social Media Transforming Modern Evangelism?

In a recent interview with Charisma Media, evangelist Brian Barcelona highlighted the transformative impact of social media platforms like TikTok and YouTube on modern evangelism. Barcelona emphasized the need to capture attention with bold messages to effectively convey the gospel in a digital age.

“It was a way that we got the attention of people just sitting there video after video,” Barcelona said. “All of a sudden, you come across a video that just says, ‘Hey, we said stop scrolling.’ Why? Because we wanted the attention and that individual to hear the message that we were going to convey and communicate.”



Order Brian Barcelona's "Legends Die Young" on Amazon today!

Barcelona addressed the divided opinions within Christianity regarding digital media. Some view it as harmful, while others see its potential for good. “You have people that say it’s demonic and stay off of it, and then you have people that say God uses it,” he said. “If the devil could bring an addiction through a phone, why couldn’t God bring freedom through a video?”

Breaking News. Spirit-Filled Stories. Subscribe to Charisma on YouTube now!

Innovative evangelistic strategies have emerged, including Zoom baptisms and extensive video content production. Barcelona’s team, for example, produced nearly 4,500 videos a month and saw significant engagement. “We were seeing kids get baptized over Zoom,” he said. “I remember this one kid didn’t

have a bathtub to baptize, he grabbed a bucket of water and dumped it on himself.”

Barcelona also emphasized the power of praise, introducing various Hebrew words for different types of praise. He highlighted “tahila,” which means spontaneous worship, and “todah,” which refers to praising God for anticipated blessings. “Todah gives you the ability to praise God even though you have not seen it yet,” he explained.

Get your FREE CHARISMA NEWSLETTERS today! Stay up-to-date with current issues, Holy Spirit news, Christian teachings, Charisma videos & more!

Accessibility and engagement are key in Barcelona’s approach to digital evangelism. He encourages believers to share personal, relatable messages and prayer videos on social media. “You have a message if you’re a believer,” he said. “Share these short messages on your heart. They don’t have to be these elaborate things.”

Barcelona believes that social media is the modern marketplace where believers can preach the gospel. “The phone has become a pulpit,” he stated. “This is a way that kids were connecting with God, and I don’t think it’s going to go away.”

Barcelona’s strategies highlight the evolving landscape of evangelism, leveraging digital platforms to reach millions and foster spiritual growth among younger generations.

Join Charisma Magazine Online to follow everything the Holy Spirit is doing around the world!

James Lasher is Staff Writer for Charisma Media.