

How Conservative Businesses Overcome Big Tech Censorship

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The brazen censoring of diverse intellectual debate has infected all aspects of American society. It has taken a toll on small business owners who are trying to make a living, but have been censored from marketing on Big Tech applications.

YouTube, Instagram, Facebook and Twitter are just some of the larger tech companies who have censored conservative, Christian and any differing opinions from what is considered socially acceptable by the powers that be. These businesses who have upheld conservative or Christian values have suffered diminished marketing and business opportunities by the restrictions placed upon them in the digital world.

Many within the faith community have prayed for relief from this oppressive regime, much like the Israelites would cry out to God under the oppressive bonds of the Philistines, Babylonians and others. God honors and hears the cries of His people. In 2 Chronicles 7:14 He declares, "If My people, who are called by My name, will humble themselves and pray, and seek My face and turn from their wicked ways, then I will hear from heaven, and will forgive their sin and will heal their land."

Now, there is a new business that is helping conservative and Christian companies beat the Big Tech censorship. WiFi Money was founded by Chris Frederick and Alex Moeller, and the aim of their company is to help struggling businesses succeed online.

In an interview with Fox Business, co-founder Alex Moeller explains, "The reason we started WiFi Money was because we started to see a shift in what was happening—not only in the

business world, but in the world in general. All of these people were struggling and out of jobs, and we thought, we need to find a way to really help people make money in the online world.”

It is difficult for small businesses to grow if they are unable to spread their marketing message across the digital world. When their message is censored simply for their beliefs or ideologies, then many businesses simply have to shutter due to lack of revenue.

While much of what is propagated across digital media is ungodly and worldly, the inherently neutral realm of the internet has been used to drive small business growth and spread the gospel across the world.

Wifi Money uses this digital marketing to bring revenue to businesses struggling in the digital world, “Through collaboration, through influence and public figures, we help them expose what they have offline to the online world,” Frederick says. “We help small businesses amplify their products and services to reach unlimited people—there is no ceiling.”

One area in which entrepreneurs are helping conservative businesses is how to word their business social media to avoid censorship, and engage in good business practice:

“I am definitely against censorship. I do not agree with it. I don’t think it should be something that is allowed, and, essentially, what we do specifically with our businesses is two things: we remind the businesses that unless their business is in politics, they need to remember that their social media is 100% business, not personal,” Moeller expounds. “A lot of people, where they make mistakes, is they treat their business page as a personal page, and forget they are trying to build a business.

“We consider ourselves a conservative company,” Frederick

says. "I don't agree with Big Tech censorship and I think they have lost their markets. Social media is trying to control the reach of the people who made them who they are.

"We have come up with ways to beat censorship and allow conservative businesses to be able to excel at a higher rate than they are now," Frederick said.

There is nothing that God can't do, and He often provides in ways Christians may not have anticipated. Using sound, biblical judgement, discernment and wisdom, it is possible for Christian businesses to not only survive in these trying times, but flourish. And just like growing a Christian relationship with God, they can do that by being relational.

"I tell people that if you can build a successful relationship, then you can build a very successful business," Frederick says. "Essentially, they are the same thing."

Christian business owners do not need to fear the future, because just like the hit song by Don Moen says, "God Will Make a Way." {eoa}

James Lasher *is a Copy Editor for Charisma Media.*