**Evangelism in Media and Branding**

**If you google “Mormon church” you will see two things.  1. A paid for google “adwords” ad at the top of the search ranking sites, that highlights the “virtues” and positive elements of the Mormon faith.  The ad directs people to a link that promotes their faith.   That is the first thing people see.   They see qualities promoted, like family values, etc, pictures of warm smiling people, their teachings on “salvation” and their faith.**  
  
**Of line and on line the Mormons do branding well.  They are known for family values, for wholesome behavior and attire.  They are clean cut, warm, service oriented, evangelistic.  These are some of the qualities the Mormon culture brands itself as, both of line and online.**  
  
**​2.  When you scroll down to the bottom of the google page, you will see sub search key words, of what people type in for related Mormon searches.  The sub searches are all positive.  The search examples, “What do the Mormons teach,” “how do I marry a Mormon,” etc.  Key word searches that show either spiritual interest or interest in this group, due to family values.**  
  
**You maybe asking why am I pointing this out?  Because Mormons are skilled at branding.  We are not.  When you google “church of Christ” you will not see a ad/link promoting the Lord’s church, in sharing doctrine, salvation.   The sub searches are negative.  At least half of the sub searches show a lack of positive branding.  The sub search examples are “is the church of Christ an occult,” “why I left the church of Christ,” “what false doctrine does the church of Christ teach,” etc.   Same thing with the media platform youtube. When type in the words "**[church of Christ](https://www.youtube.com/results?search_query=church+of+christ)**," the first thing you'll see on the first page, are anti COC smear pieces.  Those are the most viewed.**  
  
**See the difference. What needs to be done.  Christians need to focus on creating “branding” sites, that puts the Lord’s church in a positive light.    Things like Bible teachings, testimonials, smiling pictures of church saints, emphasis on our warmth, love, family values.  Our ability to help/support people spiritually, should be talked about.  Video’s of what we believe from the Bible should be shown.  This should be on adwords, so this is the first thing people see when they type church of Christ.  Instead of some site that may or may not cover doctrine, salvation, positive branding themes, be Biblically sound or morally correct.  Youtube also has payed for video ads, that can be used for the same purpose.**  
  
**​Also if church members put in their website’s SEO the negative key words, people type when searching in the sub searches, the above mentioned phrases, (please visit the google, sub key word searches, to learn more,) Christians could direct people to their sites, instead to these denominational/ex COC sites, that write bias articles to do a hatchet job on our faith.  With time, if enough saints did this and created positive sites, with negative key word searches, (as well as positive key words, related to the church of Christ, Bible study, salvation), we could brand ourselves better online.  Coupled with adwords site promotion, we would brand ourselves in a way that can have an impact.   I use weebly, that is cheap and easy to use.  I just drag and drop content onto my pages.  Many other hosting/"easy to create sites" are out there.**  
  
**Example of successful sites that have a following: Allan McNabb, (a COC preacher) has a Bible resource site, that has 1,000’s of visitors, it’s a large teaching aide/media site,**[**http://www.biblestudyguide.org**](http://www.biblestudyguide.org/)**.   When people type online for certain Bible themes or for questions on salvation, his site comes up.  Stéphane Maillet, like Allan has a large following.  But he goes further.  Many COC members, from kids, college students, 30 somethings, to 70-year-old senior citizens, on Facebook, Twitter, Instagram, Youtube, will share their body weight, favorite food, their families new babies first poo, etc, but when it comes to what should matter most to them, (salvation) they are silent.  They won’t share Jesus on social media.  I include preachers, elders, in this statement.**[**Matthew 6:21**](https://www.biblegateway.com/passage/?search=Matthew+6%3A21&version=NIV)**.    
  
Stéphane Maillet, has a website, (**[**http://www.addedsouls.com/**](http://www.addedsouls.com/)**) like Allan’s, but also has a huge social media following, with 22,000 on Facebook, (**[**https://www.facebook.com/addedsoulsdotcom/**](https://www.facebook.com/addedsoulsdotcom/)**) that has written Bible messages and video’s.  He’s also on [Youtube](https://www.youtube.com/channel/UC-IlycEYLzg8dz-VVHgtFRg" \t "_blank).  Through his FB group, he has discussions with Christians and non-Christians about Bible truths.    Making a group page is not hard, with time, and adding friends, and quality/regular content, a FB social media site can grow.  Also, FB advertising is a great way to grow a site.  I use these two as examples, to learn from and study to emulate.  The Mormons do a great job with social media too.  We need to get working on this, if we wish to better brand ourselves.  If we are silent, the denominational crowd will be the ones who brand us.  AND THEY ARE.  :(**