

Social Media Ministry in Pakistan



Unprecedented Opportunity for the Gospel

Pakistan has over 230 million people, but less than 2% of them know the Lord Jesus. It is the fifth largest nation in the world, and it contains the second most unreached people groups. This truly is a nation in need of hope.

And yet it is a challenging place for Christians to share the gospel. The church is often fearful of reaching out to people of other faith backgrounds, fearing reprisals. Truthfully, many Christians are unable to communicate effectively about their faith to others.

In spite of this, the global church is often blind to the spiritual needs of this nation, either thinking that Pakistan is too hard to work in, or simply overlooking it, sandwiched between India and the MENA region.

Media is creating new opportunities - giving unprecedented access and reach. In 2022 for instance, PAK7's videos were fully watched 27 million times, 40,000 people chatted with our teams, and we prayed with almost 2,000.

Now is the time to act.

Social Media: well suited for Sharing the Gospel

In Pakistan, Facebook usage is estimated at about 39 million active accounts (2022), YouTube at about 70 million users, and Whatsapp (which does not report usage figures) is ubiquitous. However you look at it, there is a large potential audience out there.

Social media has many benefits when it comes to sharing the gospel:

- It provides opportunity for people to explore the Christian faith in privacy.
- It enables people to chat with Christians without fear.
- It can be audio and video based (working for low literacy audiences)
- It enables ministries to promote content to targeted audiences

PAK7 Social Media Strategy

At PAK7 we have a simple and proven strategy for bringing people into a journey of spiritual exploration.



1. Paid promotion of carefully crafted content to chosen segments.
2. Opportunities to explore further content.
3. Chat with our team who can direct them to additional materials (articles, Bible downloads, online Bible study).
4. Meet a Christian who can help them go deeper in the faith.

More than this though is the way we approach this strategy:

1. **Experimentation:** We run hundreds of tests every year to compare and refine our content. We even apply this to the follow up process, running multiple A/B tests to determine the most effective way of doing things.
2. **Data driven:** We look at the results and make investment decisions accordingly.
3. **Indigenous:** Pakistani Christians do the work, developing technical skills, theological understanding, and cross cultural insights.
4. **Quality:** video testimonies, articles, websites, advertisements become lasting resources that support our ministry and serve the wider community for years to come.

Social Media Campaigns

Each week our team of 5 content creators make Social Media videos that speak into common life situations and needs that Pakistanis are facing. We have used well over 50 topics, including:

- Anxiety
- Loneliness
- Addiction
- Anger
- Relationship difficulties
- Infertility
- Shame
- Sin
- Disappointment
- Hope

The team in Pakistan come up with 3 different scripts for a 40-50 second video that talks about the difference knowing Jesus makes to these situations. A mature believer then works with them, teasing out what they are trying to say, and helping them better understand what the Bible says and how they might communicate that to non-Christians.

Each script is then accompanied by the same simple video and run on Facebook and Instagram with a \$10 budget. This allows us to identify which script is most effective. We then take the winning script and trial 3 different visuals. Once we have a winner we promote it more broadly with a budget of several hundred dollars..



61.5 million

3 Second Video Views

27 million

Completed Video Views

1.2 million

Link Clicks

165,000

Post Reactions

13,500

Post Shares

Statistics from Jan-Dec, 2022

Responder Teams

When someone contacts us via Facebook Chat they speak with one of our team in Pakistan. This department is led by a believer who was originally from a different faith background, which gives him incredible insight and empathy as he chats with people exploring who Jesus is.

He leads a team of three people, and between them they are available from 10am-10pm Mon-Fri and 2pm-10pm Sunday.



1.2 million

Link Clicks

40,000

People chatted with

1,600

People prayed with

18

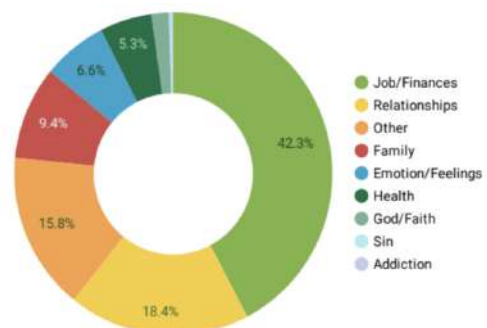
Seekers in Online Bible Studies

Statistics from Jan-Dec, 2022

The team are able to offer seekers a variety of materials we have produced, including:





- Helpful articles on the web
- Videos that explain the Christian faith, or helpful testimonies
- Audio recordings of articles and testimonies
- Online Discovery Bible Study sessions
- Bible Apps or Scripture passages sent as PDF

We monitor the main reasons people contact us to get better at answering their questions. Over time we are creating resources and campaigns to target specific segments (or Personas) that become apparent through this analysis.



We also partner with a ministry that carries out in-person follow up across Pakistan.

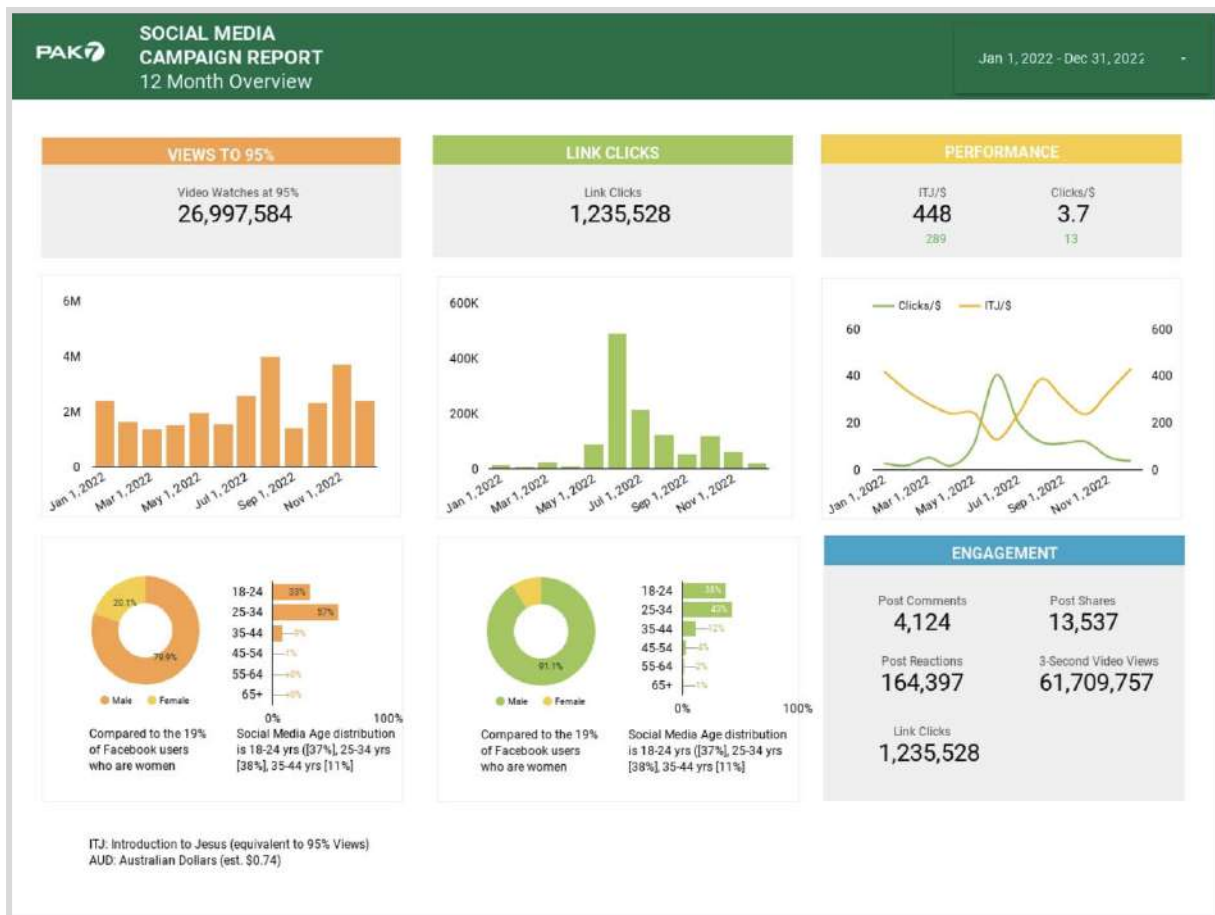
New Initiatives

 <p>Lifewire</p>	<p>Regional Language Campaigns</p> <p>We are preparing to translate and create campaigns in some of the regional languages of Pakistan, starting with Pashto, but also considering others.</p>
	<p>Employment Persona Website</p> <p>The most common prayer request is for help finding a job or dealing with money issues. We want to pray for people, but also to offer them practical advice and support (like CV writing tips, ideas for starting small businesses, etc.)</p> <p>We will develop a web portal with helpful resources, stories of answered prayers, and Christian perspectives. And we will drive traffic to the site through themed Social Media ads.</p>
	<p>Questions of Life & Faith Website</p> <p>Revisiting our primary web resource for people seeking answers to life and faith. Adding in testimonies, video resources, short courses, audio transcriptions of articles, and improving SEO so that more can find it.</p> <p>Creating a series of videos that help people to explore the Christian faith, including dramatised testimonies.</p>
	<p>Improved Team Capability</p> <p>In 2023 we intend to strengthen our team, with additional responders originally from other faith backgrounds, as well as developing greater analytics skills within the team to better understand our performance and refine our offerings.</p>

Reporting & Impact Assessment

Each month, PAK7 produces a Social Media Dashboard that we use to guide our own analysis - this enables us to adjust our tactics to meet changing needs.

We can also share this automatically each month with Donors who support this project. We do not massage or filter this report, so it shows the areas where we are performing well and also those where we need to improve.



As well as providing aggregated data like this, we include a number of written up reports (or testimonials) of notable interactions we have had with people. Names and key details are changed for data protection reasons. Here are some examples:



Zerfa reached out to us because she was struggling to forgive people who had hurt her. After watching our video she realised that this unforgiveness was causing her more pain. I prayed with her and she felt that something had changed for her.



A man messaged me asking to talk about faith. "I don't know anything about your faith" he said, "please tell me some good things that I can share with my friends". So I explained to him that the best thing about being a Christian is that it's not a religion, but a relationship with God through Christ. I told him that Jesus sacrificed his life for us so that we can be children of God. The man was amazed. "What more can you tell me?" he said. I told him that he could download a Bible from the app store where he could read all about the life and teachings of Jesus. He was very happy that this was available and he thanked me. We are still in touch.



Arshad told me that he was so happy just to find out about Jesus Christ through our website. 'I want to follow him', he said, 'how can I find out more?' I shared with him a little more about Jesus and why he died, and Arshad told me that he was touched by the love of Jesus and the sacrifice he made for us. I asked some questions to check what he had learned from the website and he answered that he understood that Jesus had died for our sins because he loves us. It brought me joy to hear him say this in such a passionate and happy way. After this I invited him to join an online Bible study and now he is a happy member of our online class and learning the word of God.

Security Note

Please note, for security reasons PAK7 operates its social media work under different brand names in Pakistan. We do not disclose these brands to our donors, nor do we provide links to our web or social media properties.

2023 Budget

The entirety of our Social Media work is budgeted at \$214,000 USD in 2023.

This includes:

- 10 full time staff
- Support staff & management
- Office costs, electricity
- Equipment
- Online Advertising Costs
- Website hosting, domains
- Relevant software
- Training

Social Media Budget	USD
Content Creation	62,713
Online Campaigns	100,000
Responder Team	39,908
Analytics Team	11,402
Total	214,023