



## Foundations 8

# ***Walking With People (Engagement)***

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## TOPIC

People like to mention how many views their video received and how many likes they got on a post. These may be good initial indications that we are connecting with people, but they don't really represent our true goal.

In this lesson we'll explore ways we can help people genuinely connect and to keep them moving forward in their journey toward discipleship.

## OBJECTIVES

In this lesson, participants will:

1. Learn the characteristics of true engagement in media outreach.
2. Be shown how to recognize and measure true engagement on different channels
3. Learn how to recognize and match prompts with respondents' motivation and abilities.
4. Be introduced to techniques for filtering responses for increased ministry impact.

## PREREQUISITES

Foundations Lessons #1-7 are highly recommended so that participants will have familiarity with terminology and context.

[Foundations 1- Why Media Ministry](#)

[Foundations 2 - The Big Deal About New Media](#)

[Foundations 3 - You Can't Aim At Everyone \(Persona Introduction\)](#)

[Foundations 4 - Your Content Doesn't Matter](#)

[Foundations 5 - High versus Low-Level Conversion](#)

[Foundations 6 - Into the Real World \(Offline Strategy\)](#)

[Foundations 7 - Let's Pick A Persona](#)

## ***RESOURCES***

### Presentation

- ❖ [PowerPoint Presentation](#)
- ❖ Full Lesson Video ([YouTube](#), [HD Download- 832MB](#), [Compressed Download- 128MB](#))

[Fogg Behavioral Model graphic \(with attribution\)](#)

[Disciple-Making Journey Map - Sample](#)

### Student Materials

[Power Guide Handout](#)

[Disciple-Making Journey Map - blank Excel spreadsheet version](#)

### Preparation

The following are not required reading but, rather, links to materials that were used in the preparation of this lesson plan and which you, the trainer, might find of value if you have extra time and an interest in digging deeper into the subject

- ❖ [Thinking on the Gospel](#)
- ❖ [Getting the Timing Right](#)
- ❖ [Why Won't Anyone Talk With Us? - article](#)
- ❖ [2. Behavior Model Theory](#)
- ❖ [Are You Asking User to Act at the Best Moment?](#)
- ❖ [“Consumer Intent is More Powerful than Demographics” - Think with Google](#)

If you have any questions or suggestions for changes please contact  
[info@mobileministryforum.org](mailto:info@mobileministryforum.org)

## TEACHING CONTENT

1. How many different “posts” do you think you see in a single day?
  - a. Advertisements in the ‘real world’ - billboards, signs, posters..
  - b. Advertisements in the digital online world
  - c. Posts from friends
  - d. other types?
2. How many of the posts you see each day cause you to actually do something, like click on them, “like” them, share them, etc?
  - a. Have you thought about your own behavior, and how people try to influence you?
3. Engagement - what is it?
4. Or, what is it not?
  - a. It’s not about likes, views, even follows
  - b. It’s not just the “reach” that social sites want to sell you
  - c. It’s not the “potential audience” who might hear or see your media.
  - d. ***Those are all good things, but they aren’t the real goal for us.***
5. Engagement is about ***developing a personal connection.***
  - a. One of the characteristics of the new media world is user choice, and personalization of content.
  - b. We aren’t content to just have a vague idea that someone might have seen our content. We want to really connect them in a personal way.
6. Each of us lives within our own Story.
  - a. We are the main character
  - b. We have goals, desires, problems to solve, a destination we want to reach, etc.

- c. And some stages of our life's journey can be identified, remembered, even 'mapped' in some way

## 7. The Funnel and a Journey Map

- a. The Funnel gives one look at a possible path for people. We can also create a Journey Map for our Persona (see file link in Presentation section)
- b. A Journey Map includes the basic steps on the Funnel, but gives us a way to envision each step in terms of our engagement.
- c. *We used these models in Lesson #5 as we talked about high-level Conversion*

## 8. Activity: Build a Journey Map --- ***This is a tool we can use to brainstorm and plan our engagement with people***

- a. As an example, here is a [sample Journey Map for Farhad](#)
- b. *[The Instructor should be familiar with the Journey Map [introduction](#) and [walk-through](#) videos, also available for students.]*
- c. Begin with the Persona sheets you have developed
- d. Across the map are the basic steps in the Funnel
- e. Down the map are boxes we can fill in information
  - i. Their Story
    - 1. (what's going on with them)
    - 2. these are disruptions, questions, needs, etc.
  - ii. Where we connect
    - 1. traditional media, social media or real-life channels
    - 2. where do they look for answers? What do they watch, read, etc?
  - iii. Our story for them
    - 1. (agenda-setting) - what we want to talk about
    - 2. each stage should have a specific, simple objective for them
  - iv. Our call-to-action for them
    - 1. What step might we invite them to take next?

2. ex. respond to us via a comment, message, share?
- v. Our Responses
  1. what might we do when they respond to us?
  2. message back, reply to a comment, provide a video or scripture link?
9. Match our channels, content, responses, and calls to action with **where they are**.
  - a. We don't try to force them and we don't want to ask them to do something or tell them something they aren't ready for.
  - b. One message or call doesn't fit everyone the same.
10. Balancing Motivation, Ability, and Prompts
  - a. Our task is to **give them simple steps** that **match where they're at**.
  - b. Ask ourselves, "what step can we Prompt them to take, that matches the level of their Motivation as well as their Ability to do it?"
    - i. Ex: Imagine that our Persona lives in a very restricted or dangerous environment. What if our only 'call-to-action' is to come to a group meeting, or even obtain a physical copy of the Bible?
      1. What problems might this create?
    - ii. What if they are still only slightly motivated to find answers to their questions, but the risk of harm from their family is great?
  - c. Could we think of a more simple and easy step for them? (*Have students brainstorm some suggestions first.*)
    - i. Ex: use a private message with a link to a scripture portion?
    - ii. Ex: invite them to a private WhatsApp Group for an online discussion?
    - iii. Ex: \_\_\_\_\_
11. Looking back at a Journey Map, we can evaluate whether we're providing the right kind of content and interaction (prompts) to match their Motivation and how Difficult our WHAT might be for them.
12. Key Question #1: What is true engagement on different social/media channels?

- a. Each channel is a little different
- b. People use them differently
  - i. Ex: Google and YouTube tend to be for research, but people may not really have a conversation on YouTube
- 13. Discussion - In your people group...
  - a. How much do you know about how the people you want to reach are using media?
  - b. How does your audience share and converse about sensitive or personal subjects?
- 14. Key Question #2: What is our engagement strategy to move them off of our online system and into our offline, real world follow-up system?
- 15. We can think of engagement as “Filtering” - ***finding people who are truly seeking and want to connect.***
  - a. How can you tell someone’s motivation/intention?
  - b. Your team can develop and share good questions you can ask.
  - c. Experience is a good guide.
- 16. What criteria can you use to determine
  - a. whether a person might be very receptive to an offline meeting with someone,
    - i. EXAMPLE: They are eager to provide a personal contact method: phone number, etc.
    - ii. Sometimes we might say that a person who is willing to bring a friend to a personal meeting is both ‘safe’ and ‘good soil.’
  - b. or whether they are not yet ready for that.
  - c. Can you think of other indications, in your ministry setting?
  - d. ***Have the students discuss this question and give their ideas***

## ***LEARNING ACTIVITIES***

- 1. Using the “Disciple-Making Journey Map”: sample and blank spreadsheet.



- a. Participants will review the sample document and then, working with their own Persona, try to imagine and brainstorm portions of a map. Try to fill in at least two 'stages' of the funnel, beginning with the first place your Persona may connect with your media

### ***FOLLOW-UP REVIEW/ASSESSMENT***

Using the ideas participants came up with in the previous activity, gather the group together again and share some ideas.

1. After participants have had time to work with the Journey Map, gather the group together and have individuals or teams share their work.
2. Discuss questions that came up and encourage helpful comments and suggestions from other groups.