

A GUIDE FOR MISSIONARIES SHARING THE GOOD NEWS ON SOCIAL MEDIA

“We do not own the Gospel, but are witnesses to its joy.”

Pope Francis

1. Live what you proclaim

Before speaking of Christ, let yourself be encountered by Him everyday. Your best content is your transformed life. Authenticity evangelises more than any speech.

2. Pray before you post

The algorithm is not your guide: the Holy Spirit is. Always ask yourself whether what you are about to share comes from love or from ego. Every post can be a prayer.

3. Listen before you reply

Behind every comment there is a story. Listen with empathy, even to those who disagree. Evangelising is about understanding rather than convincing.

4. Speak the language of love

Avoid incomprehensible religious jargon. Use simple words, beautiful images and human gestures. The Gospel is understood when it is felt.

5. Be a sign of tenderness in a wounded world

Your tone can heal or hurt. Communicate with patience, compassion and respect. Where others argue, you love.

6. Build community, not followers

Don't seek visibility, but real connections. Every person is worth more than all your metrics. The Kingdom grows from heart to heart.

7. Nurture your inner life

Switch off the screen to listen to God. Pray, rest, spend time with brothers and sisters. Without an inner life, the mission becomes activism.

8. Embrace beauty as a way of proclamation

Aesthetics can open doors that reason closes. Make your photos, words or videos an invitation to hope. Beauty reveals God without shouting his name.

9. Work in communion

Digital mission is not a monologue. Collaborate, share resources, support other evangelisers. Unity makes the message credible.

10. Entrust the fruit to the Holy Spirit

You sow, He makes it grow. Do not measure success in 'likes', but in conversions of the heart. The Gospel flourishes in silence, even in the darkness of a screen.