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Social Media Content Team

2-30 July 2022

Essential Information

This is a virtual student missions project with Linguae Christi. It is a Track One project and offers placement for a minimum of two students. The application deadline is 1 June 2022. Please [visit our website](#) to view projects within the categories of Business, Creation, Knowledge, Leadership, and Translation.

Programme Costs

\$250 (USD) or £180 (GBP) or €205 (Euro). Assistance with programme costs is available.

Competencies and Academic Credit

Participants should have some prior training, gifts, skills, or practical experience in (1) social media development, (2) creative writing, (3) graphic art, or (4) communications. For students or educators who would like to receive or offer academic credit for this project, please view the [academic credit information sheet](#) on our website.

Rationale

"A picture is worth a thousand words" is an adage that is probably familiar to most of us. This sentiment has never been more true than in the digital age. Images, design, print, and sound communicate deeply and are central to our efforts to reach the hearts and minds of people. All of Linguae Christi's projects this summer are designed to help us to communicate well with people, both with Christians around the world as we invite them to pray, serve, and give, and with those who do not yet know Jesus as saviour, that we might share His Gospel more clearly with them.

This project contributes to this larger goal through expanding Linguae Christi's reach through social media to improve mobilisation, education, ministry, and more.

Goals

1. That the Lord Jesus would be glorified in the industry and obedience of the participants in these programmes (Col. 3:17).
2. That the participants would develop a sense of missions calling and service through utilising their existing gifts, skills, interests, and fields of study and/or training.
3. That the participants would discover, learn and grow in their:
 - Love and devotion to Christ
 - Knowledge of missions, missiology, and especially the work and mission of Linguae Christi
 - Understanding of themselves and their place in God's will and mission to the world
 - Ability to serve in a team setting
 - Ability to use their education, skills, talents, and interests for the sake of the Kingdom and to God's glory
4. That the participants in their teams and projects would produce "real world" resources with immediate and/or future applicability to the on-going ministry of Linguae Christi in the areas of mobilisation, education, and direct missionary engagement. These resources would not be possible or available were it not for these projects and participants.

Main Description

This team would work directly with Linguae Christi's current social media channels to examine current practices as well as suggest what new platforms should be developed. In addition to our website, which functions as our primary contact with the general public, Linguae Christi maintains a limited following on

select social media platforms. Our social media presence assists us in three primary areas:

- 1. Mobilization.** Linguæ Christi's social media accounts enhance mobilisation for Prayer, Personnel, and Provision. This team would help develop our current social media strategy, including current and new platforms, to optimise our communicative effectiveness.
- 2. Education.** Linguæ Christi is involved with direct missionary activity among some of the most obscure and least known people groups in Europe. Education is a constant need. Our social media outlets are often a first stop for people who want to learn more about us and our work. They also provide a regular means of communication with the broader Christian community, regarding the spiritual and other needs of the people groups to which Linguæ Christi is specifically called for missions engagement.
- 3. Direct Engagement.** We want to develop our social media presence in such a way that it can be used directly in evangelism and discipleship among the various language groups where we serve.

During orientation week, there will be specific tracks of direction, supervision, and planning time for projects. By July 2021, we hope to have a Social Media Coordinator serving with us who will take the lead in working and supervising this team.

Background

Current social media platforms:	Potential social media platforms:
<ul style="list-style-type: none">• Facebook	<ul style="list-style-type: none">• TikTok
<ul style="list-style-type: none">• Instagram	<ul style="list-style-type: none">• Pinterest
<ul style="list-style-type: none">• Twitter	<ul style="list-style-type: none">• WhatsApp
<ul style="list-style-type: none">• LinkedIn	<ul style="list-style-type: none">• SnapChat

Assignment

Individual members of this team would concentrate on developing content for specific social media platforms with priority to demographics key to Linguæ Christi's strategy. By the end of the project, the team would have created an advance content schedule for each platform for a two-month period.

Cooperation with other teams (for example, Graphic Design Team 1, Video Development Team, Animation Development Team, etc.) is expected in order to create content. The content developed would correspond to needs and initiatives in mobilisation, education, and direct engagement. Specific attention would be given to calendar dates of importance.

How to Apply

Please visit Linguæ Christi's website to access our [interest form](#). Applicants will then receive access to an application form, including references and, where relevant, examples of their work. Face-to-face interviews via video calls may be required for specific placements. Please contact us at info@linguaechristi.org for more information.