

101 WAYS TO

**HASTEN THE WORK
ONLINE**

LARRY RICHMAN

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Larry Richman

101 Ways to Hasten the Work Online

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Behold, I will hasten my work in its time.

Doctrine & Covenants 88:73

Introduction

What is hastening the work?

For many people, the phrase “hastening the work of salvation” brings to mind missionary work. While missionary work is certainly an important part, it is not all of it. Hastening the work is a revitalized emphasis on the Lord’s work of salvation which is “to bring to pass the immortality and eternal life of man” (Moses 1:39).

According to chapter 5 of the Church’s *Handbook 2*, the “work of salvation includes member missionary work, convert retention, activation of less-active members, temple and family history work, and teaching the gospel.”

Indeed, the Lord is hastening His work. We can all sense it. The work is hastening, enlarging, and all encompassing.

Here is a quick summary of some of the increased efforts in each of the five areas of the work of salvation:

Member Missionary Work

In June 2013, President Thomas S. Monson said, “Now is the time for members and missionaries to come together, to work together, to labor in the Lord’s vineyard to bring souls unto Him.” (“Hastening the Work of Salvation,” *Ensign*, October 2013, p. 38)

No longer do members simply pray for missionaries to find people to teach. Members lead out in finding, inviting, and fellowshiping. Members are the full-time finders and missionaries are the full-time teachers.

In October 2012, the Church lowered minimum ages of full-time missionaries to 18 years for young men and 19 for young women. Within 12 months, the missionary force exploded by more than 22,000 missionaries. There are now over 80,000 full-time missionaries in the field, including many more senior and sister missionaries. Sister training leaders are an integral

part of the newly created mission leadership councils. 58 new missions were created in 2013, for a total of 405. Missionary training centers are bursting at the seams and the Church opened a new MTC in Mexico.

Missionaries are beginning to use technology to reach people in different ways than in the past. They now use tablets and mobile phones equipped with digital planners and digital area books. The Gospel Library mobile app provides electronic versions of pamphlets, videos, and images for teaching.

Missionaries also use new technologies to find and teach people, such as Facebook, blogs, texting, emailing, and Skype. Some people find the Church through Mormon.org and LDS.org and then connect with missionaries online or in person. You have likely seen the hashtag #HastenTheWork.

At the new mission presidents' seminar in June 2013, Elder L. Tom Perry said, "I can see the future unfold before us to where we will have greater opportunity to teach the gospel with the new methods, with new opportunities that we have never had." He summarized his feelings of hastening the work of salvation this way: "This is the most remarkable era in the history of the Church. This is something that ranks with the great events that have happened in the past history, like the First Vision, like the gift of the Book of Mormon, like the Restoration of the gospel, like all of the things that build that foundation for us to go forward and teach in our Heavenly Father's Kingdom." (bit.ly/LDS99)

Because of the lowered age for missionary service and the focus on hastening the work, seminary students are now more engaged in gospel study and missionary preparation. Better-prepared missionaries are being more successful.

The Church now provides more support for returning missionaries. The Perpetual Education Fund has increased its focus beyond educational loans to help returned missionaries learn to be more self-reliant so they can provide for themselves and their families both spiritually and temporally.

Convert Retention

No longer do missionaries baptize converts and simply pass them off to the wards and branches. They participate in extended retention efforts by working with ward leaders to ensure that new members progress beyond baptism and confirmation to receive all the ordinances of salvation. For a recent convert, the next ordinance may be an Aaronic Priesthood ordination or temple baptisms for deceased ancestors. Missionaries are also encouraged to stay in close contact with new members for at least a year or longer.

Ward councils are encouraged to ensure that each new member has a friend and a responsibility and is “nourished by the good word of God” (Moroni 6:4), as recommended by President Gordon B. Hinckley years ago. (See “Find the Lambs, Feed the Sheep,” *Ensign*, May 1999, 108.)

Activation of Less-active Members

There is a renewed focus on deepening conversion and helping less-active members progress. For a prospective elder, the next ordinance may be receiving the Melchizedek Priesthood. For a less-active member or part-member household, it might be a temple endowment or temple sealing. For others, the next ordinance may be returning after a lengthy absence to partake of the sacrament or attend the temple.

Family History and Temple Work

Family history work and missionary work are really one work with two parts. Both are missionary work when you think of rescuing people on both sides of the veil.

Family history is not your grandma’s genealogy any more. With Family Tree (familysearch.org/tree), you can collaborate online with relatives to tie all family lines together into a single pedigree of humankind. You can upload stories and photos of your ancestors. Indexing has replaced extraction. Missionaries now participate in family history work.

The youth are also getting more involved in finding ancestors and then in performing the ordinances for their ancestors. The youth attend the temple in great numbers to perform baptisms for the dead, and many take their own names. Sometimes, youth even become ward family history consultants. The spirit of Elijah is awakening in the youth.

Because young women and young men are entering the mission field at a younger age, they are also receiving the temple endowment at a younger age. These young people are arriving at the temple well prepared to make covenants.

Teaching the Gospel

The Church is also engaged in a major effort to enhance both teaching and learning.

Teaching. In 2013, a new curriculum was implemented for youth classes in Sunday School, Young Men, and Young Women. The *Come, Follow Me* method is all about teaching in the Savior's way. The focus is on teaching *people* and not *lessons*. The result is that youth are much more participative and engaged in their own learning. Similar enhancements will be made to curriculum for adults and children.

Learning. The Church is focusing on providing more resources for *learning* rather than just resources for *teaching*. Examples include the basic doctrinal principles in the new curriculum, the online scripture study aids, and the Gospel Topics section of LDS.org (topics.lds.org).

The desired result is that individuals and families take more initiative for their own learning, with Sunday instruction taking a supplemental role.

"We are shaping the future of what the Church will be, of what people will be, of what families will be," said Elder Allan F. Packer. "The new MTC is the home. The new family history library is the home. The new Sunday School class is the home." (See bit.ly/LDS100.)

To learn more about hastening the work of the Lord, see HasteningTheWork.lds.org.

Why is it important to participate in hastening the work online?

We are blessed to live in this remarkable age of miracles. God has inspired people to develop methods of communication that were only dreams just a few short years ago. It is hard to believe that the Internet has only been around for 20 years and social media for 10 years. Today, advances in technology are not measured in years, but in months and weeks.

The Lord is hastening his work and expects members to step up the pace, open our mouths, and use our fingers to tell others about the happiness that comes through living the gospel.

A member of the Church writes:

Last April, President Uchtdorf's talk "Waiting on the Road to Damascus" inspired me to look for more ways to be a member missionary. In his talk, President Uchtdorf encouraged us to use our hands "to blog and text message the gospel to all the world."

The easiest way for me to be a member missionary is through social networking. I know I am reaching people by the number of "likes" and comments I receive. Social networking also makes it easier for my friends to help me spread the gospel. The Internet provides a space for us all to engage in missionary work in powerful ways. I'm just beginning to see the potential.

You can have an influence for good in many direct and indirect ways. Many of the ways listed in this book are easy things you can do in the normal course of your day to stand up for what you believe and share light with others.

Although we have a growing number of full-time missionaries in the Church, real growth in sharing the gospel will happen when all members take more seriously the Savior's mandate to invite people to come to Him and when they begin to use all methods available to them to share that invitation.

In the April 2013 general conference, Elder Neil L. Andersen said, "For those using the Internet and mobile phones, there are new ways to invite others to 'come and see.' Let's make sharing our faith online more a part of our daily life. LDS.org, Mormon.org, Facebook, Twitter—all provide opportunities." ("It's a Miracle," *Ensign*, May 2013, pp. 77-80)

Smartphones and social media apps make it easy to stay connected with friends and family. However, along with sharing news, remember to share inspiring and uplifting messages. The Church and others provide lots of quotes, pictures, and videos that can inspire and uplift. A quote or scripture may be just the thing one of your friends needs to hear today. And when your friend shares that with another friend, the effects can be far-reaching.

Not all members understand or use these communication methods, but every member can share the gospel in his or her own way. Begin by using what you know. If you have a Facebook account, occasionally share a gospel-related message. Find a video you like and share it along with a personal message about why you like it. Talk about how the gospel guides your daily life. You may be amazed at how many people will find inspiration from your experiences.

Also, don't be afraid to learn something new. Many blogs and how-to videos can teach you new things about the Internet, social media, and other methods of communication. For continuing ideas on how to hasten the work online, subscribe to my blog at LDSMediaTalk.com.

Watch the video "Why You Should be Part of the Mormon Conversation Online" at bit.ly/LDS102.

Why does God inspire the invention of technology?

Over the ages, prophets have taught that modern technologies are revealed to build the Kingdom of God.

In 1862, President Brigham Young taught: “Every discovery in science and art, that is really true and useful to mankind, has been given by direct revelation from God, though but few acknowledge it. It has been given with a view to prepare the way for the ultimate triumph of truth, and the redemption of the earth from the power of sin and Satan. We should take advantage of all these great discoveries, the accumulated wisdom of ages, and give to our children the benefit of every branch of useful knowledge, to prepare them to step forward and efficiently do their part in the great work.” (Brigham Young, *Journal of Discourses*, 9:369, 31 Aug 1862)

Joseph Fielding Smith explained: “Now, do you think that these discoveries and inventions by...Edison, by Bell,...and by the other inventors and discoverers...have come just because these men have been sitting down and concentrating their minds upon these matters and have discovered them through their thought or accidentally? Not in the least, but the Spirit of the Lord, the Light of Christ, has been back of it, and has been impelling them to do these very things; and why? Because the time is here; it is ripe. We are ready for these discoveries, these inventions, and they all have a bearing upon the restoration of the gospel and preparation for the time which is yet future, but which is shortly to come, when Christ shall reign on the earth, and for a thousand years peace shall be established. That is what it is all for.” (*Doctrines of Salvation*, vol. 1. Compiled by Bruce R. McConkie. Salt Lake City, Utah: Bookcraft, 1954, pp. 180-181)

President Spencer W. Kimball said: “I believe that the Lord is anxious to put into our hands inventions of which we laymen have hardly had a glimpse.” (“When the World Will Be Converted,” *Ensign*, October 1974)

Elder Boyd K. Packer declared: “When the servants of the Lord determine to do as He commands, we move ahead. As we proceed, we are joined at the crossroads by those who have been prepared to help us. They come with skills and abilities precisely suited to our needs. And, we find provisions; information, inventions, help of various kinds, set along the way waiting for us to take them up. It is though someone knew we would be traveling that way. We see the invisible hand of the Almighty providing for us. For instance, inventions in the fields of travel and communication have come along just as we were ready for them...The airplane did not come as an accidental discovery...Revelation was involved. It came precisely when we could use it to move across the world to restore the Gospel...When we are ready, there will be revealed whatever we need—we will find it waiting at the crossroads.” (Regional Representatives Seminar, April 1, 1977)

Elder Russell M. Nelson said: “We are blessed to be living in such an exciting gospel dispensation. God is inspiring the minds of great people to create inventions that further the work of the Lord in ways this world has never known.” (“Computerized Scriptures Now Available,” *Ensign*, April, 1988)

What do current Church leaders say about hastening the work?

Members of the First Presidency and the Quorum of the Twelve Apostles often speak about using technology and channels of communication to share the gospel.

In December 2007, Elder M. Russell Ballard gave a commencement address at BYU-Hawaii in which he encouraged members to use the Internet to share the Gospel of Jesus Christ with people around the world. He called the Internet the modern-day equivalent of the printing press and

he urged members to join in online conversations to explain the Restoration in simple and clear terms.

“You can see how important the right *words* are today. Words recorded on the Internet do not disappear. Any Google or Yahoo! search is going to find one’s words, probably for a very long time.”

“Most of you already know that if you have access to the Internet you can start a blog in minutes and begin sharing what you know to be true.”

“You do not speak for the Church as a whole. You speak as one member—but you testify of the truths you have come to know.” (“Sharing the Gospel Using the Internet,” *Ensign*, July 2008, pp. 58-63)

President Dieter F. Uchtdorf offered a similar message in his April 2011 general conference address:

“Sharing the good news of the gospel is easier and the effects more far-reaching than ever before. . . . Perhaps the Lord’s encouragement to ‘open [your] mouths’ might today include ‘use your hands’ to blog and text the message of the gospel to all the world!

“With the blessings of modern technology, we can express gratitude and joy about God’s great plan for His children in a way that can be heard . . . around the world. Sometimes a single phrase of testimony can set events in motion that affect someone’s life for eternity.” (“Waiting on the Road to Damascus,” *Ensign*, May 2011, pp. 70-77)

In his Campus Education Week Devotional on August 20, 2013, Elder M. Russell Ballard said the following:

“From the beginning of time there have been articulate men and women who have had unusual powers of persuasion. Those with gifts of communication have always had great influence, but the influence of persuasive communicators has never been greater than it is today. Because of the Internet, and particularly the popularity and proliferation of social media—

Facebook, Twitter, Instagram, and heaven only knows what else has become popular that I'm not aware of yet—anyone can talk to anyone about anything. Today anyone who is clever, articulate, and glib can find an audience and develop a following. Unfortunately, not everyone who has cultivated the ability to communicate uses their powers of expression to spread or teach truth. And not everyone has the help of the Holy Ghost to think straight."

He then explained how to "think straight" about the basic doctrines of Christ and concluded with the admonition: "May God bless you to have the courage to study and to know the simple truths of the gospel and then to share them every chance you get."

You can watch the video or read the text of this talk "Let Us Think Straight" at speeches.byu.edu.

In the June 2013 Worldwide Leadership broadcast, Elder L. Tom Perry said technology would play a pivotal role in missionary work.

"As missionaries enter this new age where they will use computers in the work of the Lord, we invite the young and the old, the adults, the young adults, the youth, and the children everywhere to join with us in this exciting new work by becoming Facebook friends with the missionaries in your area on your own computers and sharing their gospel messages online and by becoming involved in missionary work yourselves." (See bit.ly/LDS93.)

In the April 2014 general conference, Brother Randall L. Ridd taught the following: "The divine purpose of technology is to hasten the work of salvation. As members of the choice generation, you understand technology. The Lord expects you to use these great tools to take His work to the next level, to share the gospel. You were chosen to participate in His work at this time." ("The Choice Generation," *Ensign*, May 2014, pp. 56-58)

In August 2014, at the BYU Campus Education Week, Elder David A. Bednar said, “The Lord is hastening His work, and it is no coincidence that these powerful communication innovations and inventions are occurring in the dispensation of the fulness of times. Social media channels are global tools that can personally and positively impact large numbers of individuals and families. And I believe the time has come for us as disciples of Christ to use these inspired tools appropriately and much more effectively to testify of God the Eternal Father, His plan of happiness for His children, and His Son, Jesus Christ, as the Savior of the world; to proclaim the reality of the Restoration of the gospel in the latter days; and to accomplish the Lord’s work.”

Elder Bednar then stated, “Brothers and sisters, what has been accomplished thus far in this dispensation communicating gospel messages through social media channels is a good beginning—but only a small trickle. I now extend to you the invitation to help transform the trickle into a flood. Beginning at this place on this day, I exhort you to sweep the earth with messages filled with righteousness and truth—messages that are authentic, edifying, and praiseworthy—and literally to sweep the earth as with a flood.” (“To Sweep the Earth As With A Flood,” David A. Bednar, Campus Education Week, Brigham Young University, Provo, Utah, Aug. 19, 2014, bit.ly/LDS098)

Watch the video “What the Apostles Say About Sharing the Gospel Online” at bit.ly/LDS01.

Internet and social media basics

This section gives a quick overview of the Internet and the more common social media sites.

Internet

The Internet is one of the most powerful inventions in the history of the world. It allows people to share information anywhere, anytime, using computers and mobile devices.

- There are nearly **3 billion Internet users** in the world. The world's population is 7 billion.
- Over **6 billion searches** happen on Google every day. About half of those happen from a mobile device.
- Over **100 hours of video are uploaded** to YouTube every minute, where more than **1 billion unique users** watch over **6 billion hours** of video each month.
- There are nearly **1.5 million Android mobile apps** with 25 billion downloads. There are **850,000 Apple iOS apps** with over **50 billion** downloads.
- Facebook has over **1 billion active users worldwide**.
- Google+ has **540 million monthly active users**
- Twitter has **255 million monthly active users** who send **500 million Tweets** per day. The service also handles **billions of search queries per day**.

There is a lot of activity on the Internet every day. It is where people are. And it is where we can focus our efforts to find more people who are seeking.

Social media basics

This section lists the more common social media sites. Other sites are being invented every month. Others may be more common in your country or field of interest.



Facebook

Facebook.com is one of the largest social networking sites on the Internet, with more than a billion active users worldwide. You can create a profile page and then connect it with the profile pages of your friends and family. You can share status updates, photos, videos, event invitations, and links to other websites.

When you see something inspiring on Facebook, like it, leave a comment, and share it so your friends can be inspired by it as well. If your friends like it and share it, Facebook will show it to their friends as well. As friends of your friends like it and share it, it will be shown to the friends of their friends. The reach of one post can increase exponentially.

See a list of the Church's Facebook pages at bit.ly/LDS103. In addition to the main Church account, there are accounts for various interests, such as news and family history. Church leaders occasionally post messages and photos on their Facebook pages.



Google+

Google+ (pronounced "Google Plus") is a social networking platform from Google at plus.google.com. It is similar to Facebook in that it allows you to create a personal profile and see a news feed that shows updates from your friends and other contacts.

When you see something inspiring on Google+, like it with a +1, leave a comment, and share it so your friends can be inspired by it as well. You can also add these Church pages to your circles on Google+. You could also create an LDS circle with these pages and share that circle with your friends so they can add them to their circles.

See a list of the Church's Google+ pages at bit.ly/LDS104. In addition to the main Church account, there are accounts for various interests, such as news and family history. Church leaders occasionally post messages and photos on their Google+ accounts.



Twitter

Twitter.com is a social networking and microblogging website. It lets you “tweet” (broadcast) brief messages on your profile page. Tweets contain a maximum of 140 characters and may include web links and attached photos. You can follow people you find interesting and read their Tweets.

When you read a message on Twitter that inspires you, retweet it so that people who follow you can see it as well.

See a list of the Church Twitter accounts at bit.ly/LDS105. In addition to the main Church account, there are accounts for various interests, such as news and family history. Church leaders occasionally post messages and photos on their Twitter accounts.



Pinterest

Pinterest.com is an online visual bulletin board for collecting and storing ideas. It helps you keep track of your favorite finds from around the web in one organized location. You can create different boards and “pin” items to them. You can connect with other users by following their boards to find and share new ideas.

When you see something you like on Pinterest, repin it to one of your boards so you can refer to it later and so your friends who follow your boards can see it as well.

See a list of the Church pages on Pinterest at bit.ly/LDS106. There are boards on various topics that may interest you.



Instagram

Instagram.com is a fun, fast, and simple way to share your life through photos and short videos. Take a picture, add a filter if you like, and instantly share it for all your Instagram followers to see. Instagram is a creative visual tool to help you stay connected with friends and family.

When you see something inspiring on Instagram, like it, leave a comment, and share it so your friends can be inspired by it as well.

See a list of the Church’s Instagram accounts at bit.ly/LDS107.

YouTube



YouTube.com is a video-sharing site where you can upload and share videos. These videos can be viewed at YouTube.com.

When you watch something inspiring on YouTube, like it, leave a comment, and share it so your friends can be inspired by it as well.

See a list of the Church's YouTube channels at bit.ly/LDS108. There are accounts for various interests, such as news and family history.



Hashtags

Many social media sites let you categorize your posts by using hashtags. Hashtags consist of a pound sign (#) followed by keywords or topics. These subject tags can be searched on sites such as Twitter, Facebook, Google+, Instagram, YouTube, Pinterest, Flickr, and Tumblr to find information about a given topic. For example, #LDS and #Mormon are common hashtags that people add to posts about the Church and #LDSconf refers to LDS General Conference.

See a list of popular hashtags used to connect and share gospel-related content at LDSMediaTalk.com/lds-hashtags.



Blogs

A blog is a site where you publish regular entries called "posts," typically displayed with the most recent post first. The word *blog* is a truncation of the expression *web log*.

A blog is an easy way to publish uplifting gospel messages. Elder M. Russell Ballard said, "Most of you already know that if you have access to the Internet you can start a blog in minutes and begin sharing what you know to be true." ("Sharing the Gospel Using the Internet," *Ensign*, July 2008, pp. 58-63)

For step-by-step instructions on how to create, design, and promote your blog, see bit.ly/LDS201.

If your blog consists mostly of posts about gospel topics, it would be well to add a disclaimer in the footer that your blog is not an official site of the Church or associated with any Church unit. You can see an example of the disclaimer I use on my blog at bit.ly/LDS202.

Tips on hastening the work online

Many people are curious about The Church of Jesus Christ of Latter-day Saints. There are millions of searches online every month seeking answers to gospel questions. People are asking Google rather than asking God. Perhaps you can point them in the right direction.

Because the Internet does not force the same commitment as meeting in person, it can be a safe haven for those who are questioning but are not ready to invite the missionaries into their home. If they can find answers on the Internet and have the Spirit touch their hearts, they may be more willing to accept the missionaries later.

As the Church grows, you will find more and more opportunities to have conversations with others about your beliefs. Remember that you are speaking as an individual sharing your personal perspectives. Don't give an impression that you are speaking officially for the Church.

Members play a crucial role in helping the public understand the restored gospel of Jesus Christ. Some of this understanding will come as people silently watch you live a Christian life. More understanding will come from casual conversations. And with the many communication channels available today, you will have increasing opportunities to share your light with others through posts, Tweets, blogs, and pictures.

The following are suggestions on how to share the gospel online in an effective way.

Share what inspires you.

Technology makes connecting with family and friends very convenient so feel free to share inspiring and uplifting messages with them. The Church and other sources provide countless quotes, scriptures, pictures and videos for this purpose. A quote or scripture may be just the thing your friend

needs to hear today. When your friend shares that quote with another friend, the effects can be far-reaching. When you share, always include personal comments to help others understand why you feel it is important.

Keep it short

When you write a post, keep it relatively short. Most people who surf blogs and social media sites are looking for posts that are short and easy to read.

When answering questions, be sensitive to your friend's interest, comfort, and level of understanding. Don't launch in to a half-hour lecture if all your friend wanted was an answer to a simple question.

Focus on basic doctrines

As you listen to questions from others, try to discern the gospel principle at the heart of the question and connect the answer back to the Savior. Why do we refrain from cohabitation before marriage? Because Jesus and His Apostles taught the sanctity of marriage. You often do not need complicated, sophisticated secular arguments when the principles we try to live by come from Christ Himself.

Stick to the basic messages of the gospel. There is seldom a need to stray into detailed discussions about opinions or teachings that go beyond the basics.

Set the context

When addressing questions or comments about our faith, it is important to establish some context at the beginning. Rather than simply responding to a series of random questions, take a moment to establish a foundation. That may be as simple as explaining that we follow Jesus Christ as our Savior and accept the Bible's teachings about His birth, ministry, Crucifixion, and Resurrection. This may give a reference point as the discussion turns to other gospel principles.

Use terms that people understand

The Book of Mormon relates the story when Ammon asked King Lamoni if he believed in God. When Lamoni didn't understand, Ammon changed his vocabulary to "Great Spirit," a term that Lamoni understood.

And Ammon began to speak unto him with boldness, and said unto him: Believest thou that there is a God?

And he answered, and said unto him: I do not know what that meaneth.

And then Ammon said: Believest thou that there is a Great Spirit?

And he said, Yea.

And Ammon said: This is God. (Alma 18:24-28)

This is a good illustration of the need to talk with people in terms they understand. Avoid church jargon whenever possible or be sure to explain what it means. For example, you could use the term *congregation* rather than *ward* and *church building* rather than *stake center*. If you use terms like *family home evening* or *Word of Wisdom*, be sure to explain what they mean.

Using common terminology also helps people find what you have written. People usually search for information about the Church using the term *Mormon*, and not the term *LDS*. Therefore, you may want to use the term *Mormon* more often than *LDS*, but then teach people the full name of the Church and what it means.

Attitude

When you communicate with others, be open, genuine, and engaged with a spirit of kindness. If people ask inappropriate questions or adopt a cynical tone, assume the best without being defensive. Although it can be intimidating when someone asks probing questions about your faith, for the most part, people are just curious. Your claim to be a follower of Jesus

Christ is most convincing when your actions are in harmony with your beliefs. When you answer questions or criticism, there will be times when you need a thick skin or even a sense of humor.

Don't assume that people will be offended if you share your beliefs. Be bold without being overbearing. Don't feel you need to apologize because you have different beliefs than others. Sharing your gospel beliefs is not a debate where your goal is to change the other person's views. It is not about scoring points. It is about humbly sharing what you believe and letting the Spirit testify of the truth to the other person.

Share personal experiences

Answering your friend's questions is not about reciting memorized answers. Share genuine, personal experiences that can invite the Spirit to bear witness and carry the message into the listener's heart.

Tell how you feel about a gospel principle. People may be able to argue a principle, but it is more difficult to challenge how you feel about it.

When you do not know the answer to a question about the Church's doctrine or history, it is okay to say, "I don't know." However, you can always share personal experiences to explain how you feel about your faith.

Avoid contentious discussions

A discussion where people are worked up and angry is one you should either try to soften or simply avoid.

Before you enter an online conversation, check the context to see if it is a suitable time and place to speak up. Try to determine if people are just looking for an argument or if they would be open to your testimony of the truth. Also, examine your own motives. Do you want to help people or just prove that they are wrong and you are right? Also, consider that

some conversations are better in private messages or in person rather than in public discussions.

When in a conversation, try to persuade with meekness by providing reasonable responses based on doctrinal truth that are soft in spirit. Provide positive statements about your beliefs rather than negative statements about others' beliefs.

If a person says something that upsets you, stop, calm down, and think before you respond. If the conversation is just upsetting and not productive, you can always exit the conversation.

Online resources

Many of the questions about the Church that you encounter online deserve simple, direct answers. You can provide an answer from your own experience, or you can point people to pages online where they can read about various topics of interest. The following are resources that give quick answers on many topics:

- Gospel Topics on LDS.org (topics.lds.org)
- Frequently Asked Questions on Mormon.org (Mormon.org/faq)
- Topics on the Church's newsroom (MormonNewsroom.org/topics-and-background)
- Mormon Topics (MormonTopics.org)
- Encyclopedia of Mormonism (eom.byu.edu)

101 ways to share the gospel online

This section gives 101 ideas on how you can hasten the work of salvation online. Remember that “hastening the work” includes missionary work, convert retention, activation of less-active members, temple and family history work, and teaching the gospel.

1. Set up a Facebook account and post to it.



Set up a Facebook account, establish a group of friends, and begin to share things with them.

Be creative and genuine, sharing things that matter to you. You can share things such as the following:

- **Status updates.** Explain what is happening in your life, such as special events and family activities. Include gospel-related events, like baptisms and ward activities, and explain why these events are meaningful to you. Even your non-member friends will appreciate hearing about these important events in your life.
- **Photos.** People can relate to you better when they see photos of you and your family. Share photos of family activities and include comments about what your family means to you. Post photos of your family walking to church and explain why you attend church each Sunday. Share a picture of your teenagers at a youth conference and comment about the benefits of the Church’s youth programs.
- **Videos.** Post links to online videos you enjoy and explain why they impress you.
- **Websites.** Post links to websites you find uplifting and comment about specific articles or pages.

2. Follow and share posts from the Church on Facebook.



Like and follow the Church's pages on Facebook so you will see inspiring messages and helpful information from the Church on your Facebook stream. See a list of the Church's Facebook pages at bit.ly/LDS103.

When you see something uplifting, like it, leave a comment, and share it with your friends so they can be inspired by it as well. Liking, commenting, and sharing a post increases its popularity and helps it to be seen by more people. When your friends like what you share with them, they can share it with their friends as well. Thus, messages from the Church can spread virally to millions of people.

3. Follow and share posts from others on Facebook.

When you see interesting and uplifting posts from your friends, like them, leave a comment, and share them so that others can see them as well.

Sharing and interacting with others—even about things not directly related to the gospel—can be beneficial. Sharing anything positive can help lift others. It can also help you build relationships with more people, extending your reach when you do share gospel-related posts.

As you interact with others on Facebook (whether members of the Church or not), invite them to be your friend on Facebook. Having a larger network of friends means that your Facebook posts will be seen by more people.

4. Share gospel pictures and your comments about them.

Share a gospel-related picture and post a comment about the theme of the picture. For example, share a picture of Jesus Christ and mention your belief in Him as your personal Savior. Share a picture of the prophet and your testimony of continuing revelation. Share a picture of the temple and your gratitude that families can be sealed for eternity.

You can find and share pictures from the following sources:

- Images.lds.org
- Temples.lds.org
- LDSimages.org
- MormonNewsroom.org (select multimedia)

Be sure you follow the guidelines on these sites about how you can use the images.



Painting "The Resurrection and the Life" © Brent Borup. Used with permission. BrentBorupStudio.com

5. Set up a Twitter account.



You can set up an account in your own name or named after a topic. For example, I tweet both gospel topics and general topics using my personal account @RichmanLarry (see twitter.com/RichmanLarry). I also have a Twitter account for my LDSMediaTalk blog using the Twitter account @LDSMediaTalk (see twitter.com/LDSMediaTalk).

Tweeting an interesting message in 140 characters or less is a real art. Think of your Tweet as a headline. Be creative and

write an attention-grabbing headline with a link to a web page or an attached photo.

6. Follow and retweet messages from the Church on Twitter.



Follow the Church's Twitter accounts to read uplifting messages. See a list of the Church Twitter accounts at bit.ly/LDS105.

When you read a message that inspires you, retweet it so that people who follow you can see it as well. Retweeting and clicking Favorite on a Tweet increases its popularity and helps it to be seen by more people.

7. Set up a Pinterest account and create a board of gospel-related images.



Set up an account on Pinterest.com and create a board where you can pin gospel-related images. You could call it something like "Things I Believe," "Mormon Quotes," or "Pinning the Gospel."

Here are some suggestions:

- Pin images with quotes from general conference. (See gc.lds.org/share.)
- Pin gospel art from images.lds.org and comment about a gospel principle that relates to the image.
- Pin images from your friends that relate to the Church.
- Pin images of temples from temples.lds.org and comment about the blessings of temple ordinances.
- To see what other people have pinned from Church sites, visit pinterest.com/source/lds.org and pinterest.com/source/mormon.org.

Tell your friends about your Pinterest boards by posting links to your pins on Facebook, Twitter, and other social media sites. If your friends follow your board, they will see when you pin new things to it.

You can connect with other people by following their boards to find and share new ideas.

8. Follow and repin images from the Church on Pinterest.



Follow the Church's page on Pinterest to see interesting and uplifting images. See a list of the Pinterest pages provided by the Church at bit.ly/LDS106.

When you see something you like, repin it to one of your boards so you can refer to it later and so your friends can see it as well. Liking, repinning, and sharing a pin increases its popularity and helps it to be seen by more people.

9. Follow and share images from the Church on Instagram.



Follow the Church accounts on Instagram to see inspiring pictures. See a list of the Church's Instagram accounts at bit.ly/LDS107.

When you see something inspiring, like it, leave a comment, and share it so your friends can be inspired by it as well. Liking, commenting, and sharing a picture increases its popularity and helps it to be seen by more people.

10. Set up a Google+ account and post to it.



Set up a Google+ account, establish a circle of friends, and begin to share things with them.

Be creative and genuine, sharing things that matter to you. You can share things such as the following:

- **Post.** Explain what is happening in your life, including family activities and church events.
- **Photos.** Since Google+ is visually rich, posts with photos are noticed more. This also helps people relate to you better. Share photos of family activities and include comments about what your family means to you. Share a picture of your teenagers at a youth conference and comment about the benefits of the Church's youth programs. Share a picture of a temple and explain that families can be sealed for eternity.
- **Videos.** Post links to online videos you enjoy and explain why they impress you.
- **Links.** Post links to websites you find uplifting and comment about specific articles or pages.

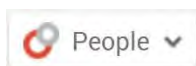
11. Follow and share posts from the Church on Google+.



Follow the Church pages on Google+ to read uplifting messages. See a list of the Church's Google+ pages at bit.ly/LDS104.

When you see an inspiring post, like it with a +1, leave a comment, and share it so your friends can be inspired by it as well. Liking, commenting, and sharing a post increases its popularity and helps it to be seen by more people.

12. Share circles on Google+.



Add the pages provided by the Church to your circles of people on Google+.

You can create an LDS circle with these pages and share that circle with your friends so they can add them to their circles. Having a larger network of circles can help your posts on Google+ be seen by more people.

13. Subscribe to the Church's channels on YouTube.



Subscribe to the Church's YouTube channels so that you will be notified when the Church posts new videos.

See a list of the Church's YouTube channels at bit.ly/LDS108.

14. Watch and share videos produced by the Church.

Become familiar with videos produced by the Church and watch them with friends or share links with your friends.

When you watch an inspiring video from the Church, like it, leave a comment, and share it so your friends can be inspired by it as well. Liking, commenting, and sharing a video increases its popularity and helps it to be seen by more people.

Here are some of the places you can find Church-produced videos:

- Mormon.org has many videos that explain basic gospel principles.
- MormonNewsroom.org has videos to introduce people to the Church.

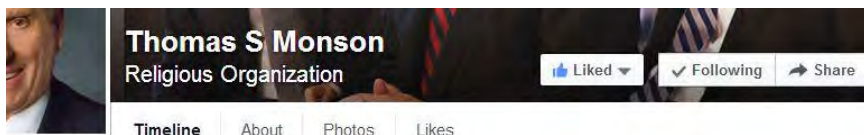
- Biblevideos.org has a series of videos about the life of Jesus Christ.
- MormonMessages.org has videos that offer inspiring answers to life's questions.
- Youth.lds.org has videos that appeal to teenagers.
- Videos.lds.org is a central library with many Church-produced videos.
- Bit.ly/LDS108 has a list of the Church's channels on YouTube.

15. Watch and share videos created by members.

Members create many great videos that show them living the gospel. When you watch such videos, like them, leave a comment, and share them so your friends can watch them as well.

See LDSMediaTalk.com/tag/member-videos for a list of member-created videos that I share regularly.

16. Follow the Prophet and Apostles on social media.



Many of the First Presidency, Quorum of the Twelve, Seventy, and the general officers of the Church have accounts on Google+, Facebook, and Twitter.

Follow their pages to see inspiring posts and photos about their teachings. You can like these posts and photos, leave

comments, and share them so that your friends can be inspired as well.

See lists of their profiles at the following:

- [Bit.ly/LDS104](https://bit.ly/LDS104) (Google pages)
- [Bit.ly/LDS103](https://bit.ly/LDS103) (Facebook pages)
- [Bit.ly/LDS105](https://bit.ly/LDS105) (Twitter accounts)

17. Create memes (visual images) of inspirational quotes from Church leaders.

An Internet meme (rhymes with “team”) is something like a picture or video that spreads virally on social media. It can be something silly, such as a funny picture of a cat or it can be something more meaningful and gospel-related. At general conference, the Church, and many members, create inspiring visuals overlaid with quotes from conference talks.



If you find an inspiring quote or scripture, create a visual image of it and share it on social media. You could overlay the quote or scripture on a photo you have taken or stylize the text using a nice font on a background pattern. If you use someone else’s image, be sure you have their permission before using it.

You can place your favorite quotes on visual images using photo editing software like Photoshop or free sites such as picmonkey.com and pixlr.com.

Find LDS images to use at images.lds.org, temples.lds.org, and LDSimages.org. General images are available free at sites like pixabay.com, commons.wikimedia.org, photopin.com, and

search.creativecommons.org. Be sure you follow the guidelines on these sites about how you can use the images.

18. Share inspirational quotes from others.

Find inspirational quotes from people who are not LDS leaders, and then share them as a text quote or as a meme (a visual image).

19. Search hashtags about the Church.



Search gospel-related hashtags (subject tags) on sites such as Twitter, Facebook, Google+, Instagram, YouTube, Pinterest, Flickr, and Tumblr to find information about a given topic.

For example, #LDS and #Mormon are common hashtags that people add to posts about the Church and #LDSconf refers to LDS General Conference. See a list of popular hashtags that people use to connect and share gospel-related content at LDSMediaTalk.com/lds-hashtags. Also, look for hashtags that relate to holidays and special events hosted by the Church.

When searching these hashtags, if you find something that you enjoy, like it, leave a comment, and share it so your friends can see it as well.

20. Join discussions in Facebook groups and Google+ communities.



Facebook groups and Google+ communities let you share things with people who have a common interest. Join groups and communities where you can share your experiences and

testimony with others. You may choose a group of new converts who are still learning the gospel or a community of Latter-day Saints who share tips on teaching Primary classes. There are even groups of church members who discuss ways to share the gospel online.

Groups may be open to the public or limited to just those who have joined the group.

21. Make book recommendations on sites like GoodReads.

GoodReads.com is a site where you can list the books you are currently reading as well as post reviews and quotes. The purpose of the site is to help people find and share books they love.

You can list the scriptures and other gospel books you read. You can rate and review the books and post inspiring quotes from Church leaders. You can even have your GoodReads reviews posted automatically to Facebook and Twitter.

22. Use the Like and Share buttons on LDS.org.



Many of the pages on LDS.org have buttons that let you like and share articles and videos so they automatically post to your Facebook, Twitter, and other social media accounts. You can also email a link to a friend.

23. Join Facebook events.

A Facebook Event is a feature that allows Facebook users to create an invitation to a calendar event. You can join a Facebook event and also invite your friends to join. When you accept an invitation, it appears in your Facebook news feed and your friends can see the event. Invitations can reach thousands of people in minutes.

When the Church or other members create an event that you are interested in participating in, join the event and invite your friends to join. Because of the interactive nature of Facebook, a Facebook event can help create commenting and buzz about a particular event.

For upcoming events from the Church, see the following:

- facebook.com/LDS/events
- facebook.com/Mormon/events

24. Create your own Facebook event.



Create a Facebook event that encourages others to do good things. In this example, they invited people to share a photo of themselves with a picture of Jesus Christ on their Facebook profile, including their testimony of why they follow Him. People used the hashtag #iFollowHim.

You could create an event about prayer, faith, gratitude, or service. Encourage people to post each day to describe what they prayed for, how they demonstrated faith, what they are thankful for, or how they provided a random act of service that day.

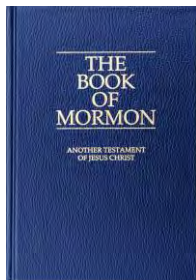
Invite all your friends (member and nonmember alike) to participate.

At the end of the event, you could convert it into a Facebook group or a Google+ community for ongoing discussions about the topic.

25. Watch the video “Sharing Your Beliefs.”

The video “Sharing Your Beliefs” at bit.ly/LDS203 explains how to use blogging, texting, and other forms of communication to share your testimony of the gospel to the entire world.

26. Record a 2-minute video about your favorite Book of Mormon scripture.



Make a short video of yourself talking about your favorite verse in the Book of Mormon and post it online. You can also send it to the Book of Mormon 2-Minute Challenge at youtube.com/TheBookofMormon2day and they will share it on their YouTube channel and Twitter account. If you post your video online and then tweet @BookMormon2day, they will retweet it to their thousands of followers.

Take the video with your phone or computer camera. It does not have to look professional, just authentic.

27. Study the Gospel Topics on LDS.org

Hastening the work includes learning and teaching the gospel. The Gospel Topics section of LDS.org ([topics.lds.org](https://www.lds.org/topics)) is a study treasure for you and your family.

The site provides an alphabetical list of hundreds of topics related to the doctrine, policies, history, and practices of the Church. The site is perfect for teaching children and youth because most entries include a brief summary and then a more in-depth explanation. Entries also provide resources for further study, such as scriptures, conference talks, articles, and videos.

Many of the questions your friends have about the Church can be answered with simple, direct answers that you can find here.

28. Contribute to projects from the vineyard.lds.org.

The Church sponsors an online volunteer site at [vineyard.lds.org](https://www.vineyard.lds.org). The purpose of the site is to provide opportunities where members around the world can volunteer their time and talents to the Church online.

The Vineyard has many service activities you can do online in minutes to help hasten the work. Samples of those activities include the following:

- Contributing music, photos, and videos.
- Writing articles for magazines and websites.
- Translating documents.
- Adding tags and search words to images.
- Providing family history help.
- Helping with technology projects.

- Volunteering to help students from around the world practice listening to and speaking English in real-time conversations using online tools like Skype.

29. Refer friends to Mormon.org.

Mormon.org is a great place for those unfamiliar with the Church to get to know it better. It has simplified explanations of gospel principles and historical accounts about the restored Church. It also has a list of frequently asked questions. There are also videos about the Church and profiles of thousands of members of the Church.

If your friends are not yet ready to chat with the full-time missionaries in person, they can chat with them online on Mormon.org or order a free copy of the Book of Mormon or the Bible. Mormon.org is available in dozens of languages.

30. Set up your own Mormon.org profile.

You can create your own profile on Mormon.org where you can share your stories and testimony. This lets visitors to Mormon.org learn more about Latter-day Saints who come from diverse backgrounds but share a deep commitment to Jesus Christ and to each other.



Hi I'm Larry Richman
I'm a Mormon.

About Me

I work with social media and online product marketing. I've also been a professor for nearly 30 years. But, at heart, I consider myself a writer. I've authored over a dozen books. I have written a blog post nearly every day since 2006. See LDSMediaTalk.com and RichmanRamblings.blogspot.com. I also run a website with ideas about how to live your life. See: www.LDSMediaTalk.com and RichmanRamblings.blogspot.com.

Go to Mormon.org/create to get started. After you create a profile, it will be reviewed before it appears online. Once approved, you can promote your profile by doing the following:

- Share a link to your profile with your friends by email or by posting it on your social media pages and your blog.

- Add a link to your Mormon.org profile on your profile pages for Facebook, Google+, LinkedIn, Twitter, and other social media sites.
- Get images (blog buttons) to put on your blog or website.

31. Link your Mormon.org profile to your Google+ profile.

Google authorship is a function that verifies and attributes various pieces of content on the Internet back to its original author.

You can link your Mormon.org profile to your Google+ account to earn Google authorship ranking, which may help your profile be seen more.

For step-by-step instructions on how to do this, see bit.ly/LDS204.

32. Print and share a personalized pass-along card.

Print and share pass-along cards that are personalized with your picture and profile from Mormon.org.

To print your own card, go to Mormon.org/profile.

If you don't want to use cards with your own picture, you can get other colorful cards from the Church to hand out to people. Or you can use them as digital pass-along cards by cropping the image and emailing it or posting it to your social media sites. See examples of these colorful cards at bit.ly/LDS205.



33. Publicize ward and stake activities.

We normally think about announcing ward and stake events verbally in meetings and in printed form in a program or newsletter. However, these ways usually only reach the active members. Find creative ways to get the announcements to less active members and nonmembers.

Use a free event aggregator like EventBrite.com to publicize an upcoming ward or stake event. Search engines like Google give priority to these sites and people searching for religious, church, or family events in their area will be more likely to find the church.

34. Share your creative talents.

The website create.lds.org invites media professionals and highly skilled amateurs to help meet the Church's needs for photos, video content, music, and other media. If you have ever had a desire to help build the Lord's kingdom using your talents, this site will help you learn how.

The media you share may be used by Church designers for products and may also be available for members on the LDS.org Media Library (lds.org/media-library) to download and use for lessons, family home evenings, blogs, and other non-commercial, gospel-sharing efforts.

35. Just ask.

Strike up a conversation. As you are getting acquainted with new people online, it is natural to let them know you are a member of the Church.

**Simply by
asking others if
they are interested
in the gospel, you can
join in hastening
the work of
salvation.**

Simple statements like, “I’m a Latter-day Saint, but many people know us as Mormons,” can open the door. Simply ask people if they would like to know more.

36. Begin a blog.

Start a blog about something that interests you. It could be a blog about travel, cooking, or fitness. Some people use a blog to record their adventures, thoughts, or daily experiences.



Talk about your faith in the course of talking about the rest of your very normal life. This is a way of sharing your beliefs and doing missionary work. Share experiences that have powerful meaning to you.

You could also create a blog about a gospel-related topic, such as one of the following:

- The plan of salvation (pre-earth life, the purpose of earth life, death, life after death).
- God (His existence, His love, other attributes).
- Your experiences as a member of the Church (your conversion, your participation in the Church, stories of others).
- Ordinances (what they are, the purpose of ordinances, stories of how they bless lives).
- LDS Temples (history, current temples, purposes of temples, stories of how temples bless lives).
- Service (why service is important, how it blesses lives, humanitarian efforts of the Church).
- Overcoming trials (the purpose of trials, stories of people learning through trials, helpful resources).

- Families (what your family means to you, personal experiences, stories, *The Family: A Proclamation to the World*).
- Scriptures (their importance, history, what you have learned from the scriptures).

For example, I created the blog LDSMediaTalk.com with the goal of sharing technology ideas for Latter-day Saint parents and youth. I also share information about all the great resources created by the Church for members, leaders, and teachers. For continuing ideas on how to hasten the work online, subscribe to be notified when I post new articles at LDSMediaTalk.com.

For step-by-step instructions on how to create, design, and promote your blog, see bit.ly/LDS201.

37. On your blog, make it known that you are a member of the Church.

Don't be afraid to make it known that you are a Latter-day Saint. Stand up for what you believe. Many Latter-day Saints identify themselves as members of the Church and state their beliefs on their personal and professional websites and blogs.

Unless your audience is made up mostly of members, you may want to use the term *Mormon* more often than *LDS*, but then teach people the full name of the Church and what you believe.

38. Put LDS buttons and widgets on your blog.



Put images on your website, blog, or social media pages to identify your beliefs. These create interest and you may find that people ask you questions about the Church.

After you create your personal profile on Mormon.org, you will see blog images that you can use.

39. Promote your blog.

Don't forget to promote your blog. Ask your family, friends, and fellow Latter-day Saints to subscribe to your blog.

Although people can sign up to be notified when you post something new on your blog, be sure to mention each new blog post on your Facebook, Google+, and Twitter accounts. This gives more people the chance to see the blog post and interact with it.

40. Share your posts on all your social media sites.



When you write something good on one social media site, also post it on your other social media sites. You can also share it in communities and groups that may be interested.

For example, if your post is about a spiritual experience you had while doing family history work, find Facebook groups about family history and post your experience there.

Also, don't forget to share your experience directly with family and friends through email or in a personal message.

41. Post your favorite scripture.

When a verse of scripture impresses you, share it with your friends in a social media post or in an email to a friend. Share your feelings about the scripture and what it means to you.

42. Interact with your readers.

Interact with the readers of your blog or social media accounts by replying to their comments. You can also link to other blogs in your posts.

The more you interact with your readers, the more interested they will be in reading your posts. Also, the more likes, comments, and shares a social media post gets, the social media site will show the post to greater numbers of people.

43. Take a picture of an event and share it.

Take a photo of your family at a gospel-related event and share it with others on Facebook, Instagram, Twitter, or Google+. It could be a picture of your child at his or her baptism, your family walking to church, or you in front of the temple.

When you post the photo, describe the event and explain why it was important to you.



44. Take and share a picture of your scriptures.

Take a picture of your scriptures and post it to Instagram, Facebook, Twitter, or Google+ and include your favorite scripture in the caption. Include a comment about why the verse is important to you.

Possible hashtags: #scriptures, #Bible, #BookofMormon, #WordofGod, or #FeastUponTheWord.

45. Review TV shows and movies.

Write reviews about TV shows and movies describing what you like and do not like about them. When there is something that is not appropriate, explain why you believe it is not, and then suggest something else to watch that is more uplifting.

Post your reviews on Netflix.com, Amazon.com, Hulu.com, RottenTomatoes.com, or imdb.com. Standing up for moral values can lift others and open conversations.

46. Take and share a picture of a beautiful scene in nature.

Share a picture of a flower, an animal, a cloud, the moon, a mountain, a river, a sunset, a beach, or a snowflake and explain how grateful you are for God's amazing creations.



Possible hashtags: #GodIsAnArtist, #GodisLove, #nature, #creation, or #God.

47. Take and share a picture of your family.

Take a picture of your family and share it on social media with comments about the importance of an eternal, loving family.

Possible hashtags: #FamiliesAreForever, #family, or #iLoveMyFamily.

48. Take and share a picture of your friends.

Take a picture of your friends and share it on social media with comments about the importance of genuine friendship.

Possible hashtags: #friends, #friendship, or #ImAMormon.

49. Comment on YouTube videos.



When you watch a video that is inspiring, like it, comment about it, and share it so your friends can be inspired by it as well. Likes, views, comments, and shares increase a video's popularity, thus helping it be seen by more people.

When you share and comment on YouTube videos using your Google+ account, these comments will be doubly powerful: (1) they will post to your Google+ profile and (2) they will rank higher in Google searches. Google includes Google+ posts in Google searches.

50. Learn about your church calling.

LDS.org provides a section with videos and other resources to help you learn about your church calling. It also provides links to handbooks and manuals to help you fulfill your calling. You can hasten the work of the Lord by magnifying your callings in the Church.

Sections for each calling are updated regularly with the latest resources, training, and program materials.

51. Talk about your church calling.

Don't be shy about telling others about the calling you have in your ward. As you mention things you do for your calling, your nonmember friends may ask questions and learn more about the Church. Encourage comments and questions, because the more comments your post gets, the longer it will stay in people's newsfeeds.

Add a link in your post that explains your calling or the topic that you will be teaching next Sunday. This is a non-preachy way to share the gospel with your friends.

52. Comment on posts you read on blogs and on social media.

The more you interact with posts in social media, the more attention they get and the more they are read. When you read something of interest, like it, but also leave a comment about why you like it.

You can also ask additional questions to begin a conversation. The more the conversation on a topic, the more people will read it.

53. Post a review of your meetinghouse.

Find your ward's meetinghouse on Google maps and write a review about it.

Explain that anyone is welcome to attend, whether members of the Church or not. Mention the meeting times, what to expect, what to wear, and details about the Sunday meetings for children, youth, women, and men. You could explain why mutual is a good youth group for any faith-based family.

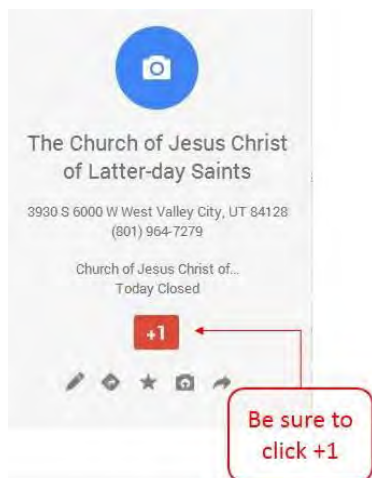
Once you have written about your building, you could also post reviews about other wards you have attended. Occasionally, add a picture. The more reviews the better. These



reviews will help the Church be found by people searching for a church.

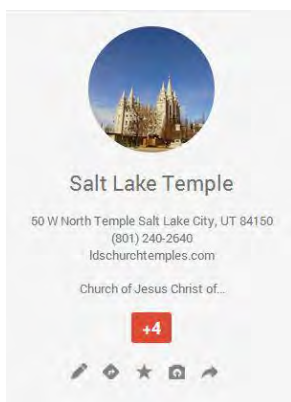
After you submit the review, click on it to go to the Google+ page for the meetinghouse and click the +1 button to like it.

If you use Foursquare, Yelp, or Facebook, you can also “check in” when you get to your meetinghouse on a Sunday or other day of the week. Make a brief comment about what you are doing and what it means to you.



Remember to write reviews of churches you visit when you travel. When you visit wards other than your own, you get a good feeling for how new people are treated and you can genuinely talk about it in your review.

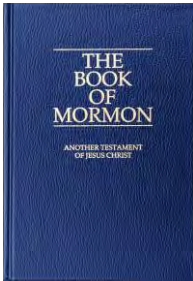
54. Post a review of a temple.



Write a review on Google maps of a temple you have visited. Search for a temple at maps.google.com. Click “Write a Review” and post your thoughts about the temple.

After you submit the review, click on it to go to the Google+ page for the temple and click the +1 button to like it.

55. Write a review about the Book of Mormon.



Post your review on Amazon.com for both the printed and Kindle versions of the Book of Mormon. These reviews will help people notice the book and you can share your testimony of its truth.

The more people that download the free Kindle version, the higher it will appear on the sales charts and the more people will see it.

56. Watch and rate LDS movies.

Services such as Netflix.com, Amazon.com, Hulu.com, and Roku offer LDS movies, both those produced by the Church and those produced by other Latter-day Saints.

If you like these movies, please watch them, rate them, and comment about them to help encourage these companies to carry more LDS movies.

57. Use online tools to administer your calling efficiently.

The Church provides many tools to help you perform the administrative functions of your calling more efficiently. If you can accomplish administrative duties quickly, you will have more time to minister to the needs of others. We want to spend more time *ministering* than we do *administering*.

The following are tools that can be time savers. If you do not know about them, search for them at LDSMediaTalk.com to find articles where I explain how they can be used.

- Calendar (lds.org/church-calendar and LDS Tools mobile app). Provides a way to schedule events at your building and communicate that information to members.
- Directory (lds.org/directory and LDS Tools mobile app). Provides names, addresses, phone numbers, and email addresses for members of your ward and stake.
- Lesson Schedules (lds.org/lesson). Provides a way to communicate to members which lessons will be taught each Sunday.
- Newsletter (lds.org/member-news). This blog-like site lets ward and stake leaders post news and messages to members. It is an online alternative to paper or e-mail newsletters.
- Maps (maps.lds.org and LDS Tools mobile app). See ward or stake member households on a map. Get driving directions. When traveling, you can enter an address and find the nearest meetinghouse and meeting times.

Learn about all the Church's mobile apps at bit.ly/LDS206.

58. Hold a Google+ Hangout about a gospel topic.

[Hangouts.google.com](https://hangouts.google.com) lets you hold a live conversation online with your friends. Your friends can use this free service to connect using computers, mobile devices, or smartphones (both Android and Apple iOS). You can even connect to a Hangout right inside Gmail. You can use video or audio chat and share photos.

Many people use Google+ Hangouts to search for social circles of people they can meet who share common interests.

Host or join a Google+ Hangout online and invite friends who are members to come and talk about the issues that Latter-day Saints deal with every day. Talk about how you apply to everyday life what you learn reading the Book of

Mormon, or what you learned at church, seminary, institute, or on your mission. You could even discuss different gospel principles you learn about online.

You could also host a Google+ Hangout for your nonmember friends as a chance for them to ask questions.

Google+ Hangouts are awesome because they are normal, approachable conversations that anyone can attend live to see what Mormons are like. Hangouts are also recorded on YouTube so that anyone can watch them later. You can share the YouTube links or embed them in a blog post or on your website.

59. Update the design of your blog or social media page.



Occasional updates to your blog or social media page will keep it interesting. When you change your cover image, most social media sites automatically create a post mentioning it, which gives your followers another chance to notice you.

You can update your header with new images related to holidays. You can also make tweaks to your design or template to make it cleaner or more visually appealing.

60. Create a ward private Facebook group.

In addition to your ward's public Facebook group, the ward council could create a private group to share successful things you are doing to hasten the work of salvation in your ward.

Handbook 2, chapter 21.1.22 provides guidelines on how members may create websites, blogs, and social media profiles to assist with their callings. Specific examples are given at internet.lds.org and social.lds.org.

61. Teach ward leaders and members how to do missionary work online.

As you gain experience with missionary work online, share that experience with leaders and members of your ward.

The Spring Texas Stake created a series of Sunday School lessons that teach the principles of effective member missionary work. See their presentations at bit.ly/LDS207.

62. Sponsor your posts.

Facebook and other social media sites let you pay to increase the reach of your posts. For very little money, you can boost your posts to be seen by more people. You can target the reach to specific locations or demographics.

One Latter-day Saint posted memes (visual quotes) about Christ and targeted Christians in third world countries. He created a meme with a verse from John 8:12 and paid \$1 to boost the reach of the post. That \$1 helped the post reach 21,048, receive 1,931 likes, and 61 shares.

The screenshot shows the Facebook 'Boost your post' interface. At the top, it says 'Boost your post to reach more people. Learn more.' Below this, there are two options for the audience: 'People who like your Page and their friends' (selected) and 'People you choose through targeting'. The location is set to 'United States'. The maximum budget is set to '\$5.00'. The estimated reach is shown as '110 - 300' out of '460,000'. A note at the bottom says 'Increase your budget or narrow your audience if you want to reach more people that you care about.'

63. Share an infographic about the Church.

An infographic is a graphic visual representation of information or data that makes it easy to understand. The Church has produced many infographics that you can use to share interesting information about the Church.

You can find libraries of infographics at the following places:

- MormonNewsroom.org/article/infographics
- LDSMediaTalk.com/?s=infographic

64. Invite friends to watch general conference.



General conference may be one of the best ways to introduce your friends to the Church. There are many easy ways to invite your friends to watch conference. If you are not comfortable inviting them to your home or to your meetinghouse to watch it, tell them about all the ways they can watch it in their home on TV, radio, the Internet, mobile apps, and social media. (See conference.lds.org for more details.)

The following are easy ways you can invite your friends (member and nonmember alike) to participate in general conference:

- Use the general conference events on Facebook and Google+ to invite your friends to watch the conference.
- Find the infographic about general conference on the About page at conference.lds.org. Share it on Facebook,

Google+, Twitter, your blog, or your website, or send the link to your friends by email.

- Embed a streaming video of the conference in your blog or website. You can get the embed code from the video player on the Facebook general conference event page or from conference.lds.org.
- Put a banner or widget on your website or blog inviting people to watch conference. See the “Invite Others” page at conference.lds.org or get the banners and widgets from the Church’s Facebook page.
- The week before conference, change your Facebook or Google+ cover photo to an image about conference. You can get them on the “Invite Others” page at conference.lds.org.

65. Share general conference messages.

The following are ways you can share messages from general conference during and after the conference:

- The Church publishes social media messages during general conference on the Church’s Facebook page (facebook.com/LDS) and Twitter account (twitter.com/LDSChurch). It is easy to like and share these messages with your friends.
- The page gc.lds.org/share is a page the Church uses to consolidate all the social media links for the talks, picture quotes (memes), and highlight videos. You can easily share these by clicking on the links and buttons on the page. (The Spanish page is at gc.lds.org/compartir and the Portuguese page is at gc.lds.org/compartilhar.)
- You can help general conference become popular on Twitter, Google+, and Facebook by using common hashtags. Even if you do not post or tweet quotes from

conference yourself, you can retweet others' Tweets and reshare others' posts. When the hashtag #LDSconf is used a lot over a short period of time, it will appear in a list of "trending" hashtags and cause more people to notice it. The hashtag #LDSconf has trended consistently on social media sites for years. Trending helps more people to see the posts about conference.

- When the talks are posted at conference.lds.org on the Tuesday after conference, click the Share and Like buttons on your favorite talks.
- Post your favorite quotes and stories from general conference on your social media accounts and blogs.

Sharing general conference messages with others can change their lives for eternity—and it has never been easier. Learn more by watching the video "Sharing Conference Messages" at bit.ly/LDS208.

66. Share your personal reactions to general conference

After general conference is over, share with your friends what inspired you. Use the hashtags #inspiredby and #LDSconf.



Larry Richman

Just now · Salt Lake City, UT · 🌐 ▼

I was #inspiredby these words from #ElderHalstrom at #LDSconf: "The purpose of general conference...is fulfilled only if we are willing to act--if we are willing to change."

Like · Comment · Share

You may also want to use the hashtag #next6months when you share your plans for how you want your life to change because of what you learned at general conference.



67. Contribute to a project from the More Good Foundation.

The More Good Foundation is an organization of Latter-day Saints who do good things online to build the kingdom of God. They operate hundreds of websites in many languages and invite others to help build and maintain them.

Learn more at MoreGoodFoundation.org.

68. Talk with your ward mission leader and ward missionaries.

Discuss ideas from this book with your ward mission leader and ward missionaries to see how you can implement them in your ward or stake.

69. Write about gospel-related topics that are not LDS-specific.

Look for topics that people are talking about on the Internet. Find posts and ideas that originate outside of our LDS world. For example, over 150,000 people die every day, effecting the lives of millions of people. That means millions of people *every day* are preoccupied with reflections on death and what happens after death. Likewise, millions of people are experiencing births, marriages, and other significant life events. People also experience hope, disappointment, love, and pain.

When you find conversations about these topics, get involved. Encourage them to have faith and hope and feel the love of God. Be kind and respectful in commenting.

70. Write a post about what you learned at church, in seminary or institute, or in your scripture study.

Share what you learned and explain how it affected your life.

If you want to be more effective, before you publish the post, ask nonmember or less-active friends for help. Tell them that you want to publish a post about your religious beliefs and you need help to know how it sounds to people who are less familiar with your religion. Ask



for their suggestions on what to change to make it more approachable or understandable. Your post will be better when you get this type of input. In addition, this is an authentic way to have positive interactions with your nonmember or less-active friends. Few people will turn you down when you sincerely ask them for help.

71. Teach your family about hastening the work online.

Teach your family about the ideas in this book during a family home evening or on a Sunday.

72. Share Easter With Your Friends

This Easter, consider sharing your thoughts about Jesus Christ with your friends who are not of our faith. Help them understand that we believe in and follow Jesus.

- Invite them to the LDS.org page about Easter ([lds.org/topics/easter](https://www.lds.org/topics/easter)) to learn what Latter-day Saints believe about Christ.
- Invite them to visit the Mormon.org page about Easter ([easter.mormon.org](https://www.mormon.org)) where they can share why Jesus Christ is important to them, learn more about our beliefs in the Savior, download the Bible Videos app, or order a free Bible (U.S. and Canada only).



Painting "The Resurrection and the Life" © Brent Borup. Used with permission. BrentBorupStudio.com

73. Answer gospel questions.

Many people ask gospel questions online every day. These questions appear in online forums, in comments on news articles, on social media, and even in comments on your posts.

When a friend asks a question about the Church, write a thoughtful answer, not only answering the question, but also stating your belief in the truth of the doctrine.

You can also search for questions that other people have posted online at sites such as the following:

- Answers.yahoo.com
- Question.com
- Chacha.com
- Wiki.answers.com

The Church provides many online resources, such as the following, to help you understand and explain gospel topics:

- Gospel Topics on LDS.org (topics.lds.org)
- Frequently Asked Questions on Mormon.org (Mormon.org/faq)
- Topics on the Church's newsroom (MormonNewsroom.org/topics-and-background)
- Mormon Topics (MormonTopics.org)
- Encyclopedia of Mormonism (eom.byu.edu)

74. Host a ward activity for missionary work.

Plan a ward activity to teach members some of the ideas in this book. Be sure that you have sufficient Wi-Fi bandwidth at the activity or have people use their mobile phone connections.

Have a follow-up meeting in a month to share what they have learned and do follow-up training.

75. Share your testimony of Jesus Christ this Christmas.

Christmas

Christmas can be a great time of year to share with others your testimony of Jesus Christ as your personal Savior and Redeemer.

You may want to share some of the following with your friends during the Christmas season:

- Mormon.org/Christmas (stories, music, and ecards).
- JesusChrist.lds.org (the Church's website about Jesus Christ).
- BibleVideos.org (The Life of Jesus Christ Bible Videos and ecards).
- Christmas.lds.org (stories, ideas, videos, and resources you can share).
- Bit.ly/LDS209 (Christmas ecards from the Mormon Channel).

Each year, in the weeks leading up to Christmas, LDSMediaTalk.com shares ideas and resources that you can share with others. See LDSMediaTalk.com/tag/christmas.

76. Watch Bible videos with your family and your friends.

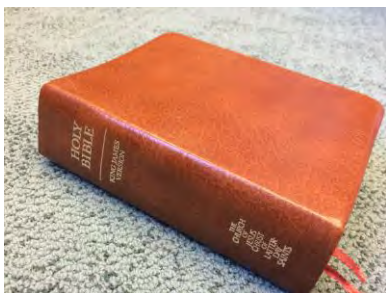
The Church has produced a series of videos titled *The Life of Jesus Christ Bible Videos* at BibleVideos.org. These videos portray the life and ministry of Jesus Christ.

Use these videos to teach your family about the teachings of Jesus.

There is also an interactive Bible Videos mobile app you can use to watch the videos, see photo slideshows, explore biblical environments, and discover interesting facts about biblical accounts.

Let your friends know about these great resources that are faithful to the King James Version of the Bible. Christians of all faiths can enjoy these videos.

77. Share your belief in the Bible.



Many people do not realize that Latter-day Saints believe in the Bible. Tell people that you believe in the Bible and what it teaches about Jesus Christ.

You could let your friends know that they are welcomed to use the online version of the

Bible at scriptures.lds.org to read the text or listen to audio recordings.

78. Share news about the Church online.

The Internet is a major source of news for most people. You can help shape public perceptions and conversations about the Church by participating in the following activities:

- Search local and national online news media outlets for articles about religion and make positive comments on articles about the Church.
- Share with your friends links to stories about Mormons in the news in your area.



- Check the Church News (news.lds.org) and the Church's Newsroom (MormonNewsroom.org) for information about the Church's position on key news issues. Share these links with others.
- Create your own news blog where you can comment on current issues.
- Post links on Facebook, Google+, and Twitter to positive news stories about the Church.
- Submit news stories about the Church to Digg.com, Reddit.com, or StumbleUpon.com so they can be seen by more people.

79. Share your testimony in your mission language.

If you learned another language on your mission, put those language skills to work by blogging or posting in that language.

80. Keep in touch with people from your mission.

Keep in touch with people you met on your mission, whether or not they are members of the Church. You can be a strength and support to them. You can communicate through social media, email, or Skype.

Consider creating a Facebook group or Google+ community of fellow missionaries and people you know in the areas where you served.



81. Post mission and wedding photos on photo sharing sites.

Share photos from your mission, your wedding, or a family activity. Post them on large photo sharing sites such as flickr.com, shutterfly.com, photobucket.com, or imgur.com where they may be seen by thousands of people.



Along with the photos, comment about why you served a mission, why you got married in the temple, or why you spend time with your family.

Share everyday photos and events that show how you live your life as a disciple of Jesus Christ.

82. Use LDS.org and the Gospel Library mobile app to study and share.

Hastening the work includes learning and teaching the gospel. The libraries on LDS.org and the Gospel Library mobile app provide great tools to help you and your family study the scriptures, general conference, manuals, videos, handbooks, and other Church materials in many languages.

On LDS.org and the mobile app, you can search, bookmark, link, highlight, and make notes. You can even write journal entries. Whether you enter the notes on your computer, tablet, or smartphone, they are synced across all your devices.

LDS.org and the app let you share what you learn by email, text, Tweet, or post to Facebook.

The Gospel Library mobile app works on tablets and smartphones. After you download the content with an Internet connection, you can study it offline by reading text, listening to

audio, or watching videos. This helps you carry an entire gospel library in your pocket so you can study anytime you have a few minutes.

The mobile app works on Android, Apple iOS, BlackBerry, webOS, Windows Mobile, Windows 8, Kindle, and standard feature phones.

At ebooks.lds.org, you can also download Church publications in various e-book formats, such as PDF, EPUB, and Kindle/Mobi. These can be read on e-reader devices such as the Kindle, Nook, Sony Reader, Kobo, iPad, iPod, PDAs, and smartphones.

At audio.lds.org, you can download audio versions of many Church publications.

83. Use music from LDS.org and the LDS Music mobile app.



Music plays an important role in teaching the gospel to your family.

Music.lds.org contains links to all the Church music resources online, such as MP3 audio files, sheet music, and training materials for teaching songs to children, conducting music, and playing the piano and organ.

You can also use an interactive music player to play, read, or transpose the hymns and children's songs. If you do not have a piano player in the home, you can sing along with the music from the player. You can slow down or speed up the songs and even change the key to match your family's voices.

The LDS Music mobile app has all the hymns and the songs for children with lyrics only and with sheet music. You can also play audio recordings of the music.

84. Share the Book of Mormon mobile app.

The Church provides a free Book of Mormon mobile app as an easy way to share a copy of the Book of Mormon with a friend.

This is not the full-featured version of the scriptures available in the Gospel Library app. Rather, it is a simple digital version of the Book of Mormon without footnotes or cross-references. That makes it easier for people not familiar with the book to read it.

The app includes the text in 32 languages and inline streaming of audio recordings in 5 languages. The app is available in versions for phones and tablets using Android, Apple iOS, Windows Phone, Nokia Symbian, Nokia Series 40, and Java Phones (J2ME).

85. Edit entries in online encyclopedias.



You can write and edit information about the Church in online encyclopedias, such as Wikipedia.org or MormonWiki.com. Your edits can ensure that entries on gospel topics provide accurate and positive information.

MormonWiki.com is an online encyclopedia about Mormons and related topics.

If you speak a foreign language, your help is especially needed to write articles and make edits in that language so that information about the Church can be more widely available to people worldwide.

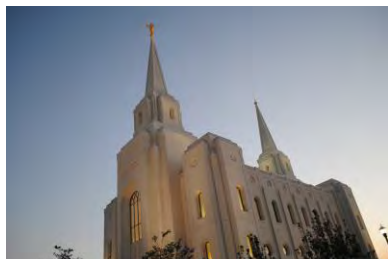
86. Invite others to watch videos on the Mormon Channel.

MormonChannel.org offers hundreds of video programs, including films, devotionals, and concerts.

- Mormon Messages are short videos on various topics of interest for both adults and youth.
- The family conversation series has helpful information for parents.
- Bible videos tell about the life of Jesus Christ.
- Scripture stories offer visual stories from the Bible and the Book of Mormon.
- Music videos feature the Mormon Tabernacle Choir.

87. Research ancestors and perform temple ordinances for them.

Hastening the work includes family history and temple work. FamilySearch.org helps you collaborate online with relatives to tie all your family lines together and qualify your ancestors for temple ordinances.



FamilySearch also lets you upload photos and stories to help you learn about and understand your ancestors. There are also mobile apps that you can use for family history work. See bit.ly/LDS206.

Church leaders are encouraging the youth to become involved in family history work so they can take their own family names to the temple for baptisms.

Furthermore, it is not just members of the Church who are inspired by the spirit of Elijah. Many nonmembers are also

interested in researching their ancestors. Help them become aware of the free resources available to them at FamilySearch.org.

88. Index records for FamilySearch.

Join people around the world in transcribing images of historical records to make family history information searchable online. Billions of records have been indexed and are available online for anyone to search for free.

No special skills or time commitments are required. You can index a batch or two when you have a few minutes available. They need help especially to transcribe in foreign languages.

Visit familysearch.org/indexing to learn more about how to participate in the FamilySearch indexing effort.

89. Donate online to Church causes.

Disciples of Jesus Christ take care of others. You can donate money online to help with education, arts and culture, humanitarian causes, and missionary work.



View the various donation possibilities at LDSPhilanthropies.org.

90. Provide family history research help online.

Be a genealogy research assistant for FamilySearch and answer questions about how to find ancestors. You can help over the

phone, via live chat, or in other online resources that help people around the world.

Find out more at vineyard.lds.org or at FamilySearch.org.

91. Invite others to listen to streaming music on the Mormon Channel.

MormonChannel.org streams LDS music 24 hours a day. Invite your friends to tune in to this inspirational music, either online or using the Mormon Channel mobile app (see MormonChannel.org/mobile).

92. Document your testimony for your posterity.

One of the most important things we can leave for posterity is our testimony of Jesus Christ.

We should do this in person with our family, but we can also document our testimony in writing (or in a video) and post it online so that our grandchildren and future generations can have this priceless treasure.

93. Each week, post what you did in family home evening.

Mention what you discussed, any special insights you got from the topic, and how your children responded. Also, give a link to an online resource you used in preparing the lesson.

Seeing families holding family home evening is a good example for nonmembers and an icebreaker for discussions about the family and how to teach children. It also provides

continual encouragement to members to hold their family home evenings.

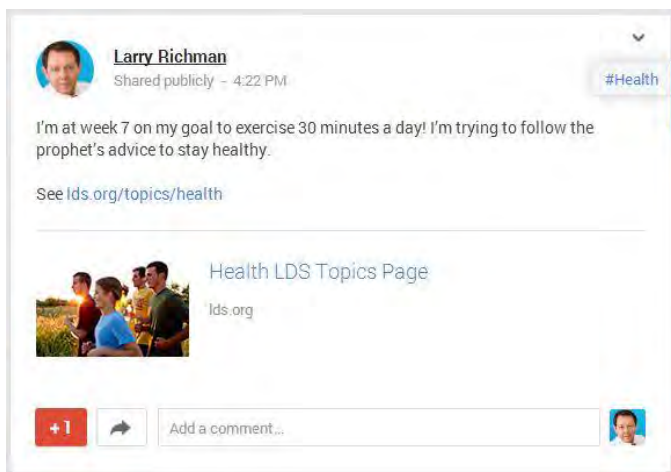
94. Share articles you read in Church magazines.

When you read an especially good article in the *Liahona*, *Ensign*, *New Era*, or the *Friend* magazines, share it with your friends.

When reading it online, the article page displays icons with the symbols of social media sites. When you click one of these icons, the article will post directly to your social media page.

95. Include a gospel purpose in your posts.

When you post something about exercise, health, or nutrition, include a comment about your gospel motivation.



Then reference a conference talk or another online resource, such as the article about health at topics.lds.org.

96. Volunteer at LDSTech.

Join a project group online at tech.lds.org to help design, build, and test software applications for the Church. The Church can use your skills in programming, interaction design, database engineering, usability testing, or project management.

97. Invite others to a church activity.

When talking with your friends online, mention to them when your ward has an activity and invite them to come.

Whether your friends attend or not, post pictures after the activity so that they and others can see what happened. When they see what happens at LDS events, they may feel more comfortable coming to the next one.

98. Invite people to attend a Sunday meeting.

Invite your friends to come to a Mormon worship service. Explain that Latter-day Saints love visitors and hope that others will join us.

Since people may have concerns, explain in your own words what happens during our Sunday meetings. You can also refer them to the page Mormon.org/worship that explains what to expect at Sunday meetings.



99. Become Facebook friends with missionaries serving in your area.



In June 2013, Elder L. Tom Perry said: “As missionaries enter this new age where they will use computers in the work of the Lord, we invite the young and the old, the adults, the young adults, the youth, and the children everywhere to join with us in this exciting new work by becoming Facebook friends with the missionaries in your area on your own computers and sharing their gospel messages online and by becoming involved in missionary work yourselves.” (bit.ly/LDS93)

As you follow their posts, like them and share them with others. Also, post comments to reinforce their message and add your testimony.

Notice who else comments on the posts. If a nonmember in your neighborhood comments, you can be aware of the questions they may have and follow up with them either online or in person.

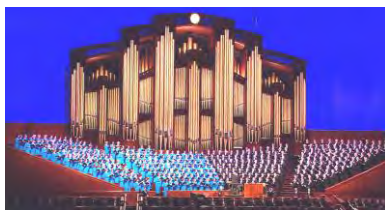
100. Follow missionaries who have left from your ward.

When missionaries from your ward serve missions in other areas, they may create missionary profiles on Facebook or Google+.

If they do, you can follow their posts and provide likes, shares, and comments to encourage them.

101. Share music from the Mormon Tabernacle Choir.

Many people enjoy listening to the Mormon Tabernacle Choir. You can share free music and videos from the Choir with your friends.



MormonTabernacleChoir.org has music streams, music videos, text from Music and the Spoken Word, and information on events and tickets. The site also has information about the Temple Square Chorale and the Orchestra at Temple Square.



The ideas in this book are just to get you started.

For continuing ideas on how to hasten the work online, subscribe to my blog at LDSMediaTalk.com.



Members of the First Presidency and Quorum of the Twelve Apostles often speak about using technology and social media to hasten the work of salvation. This book gives Latter-day Saints 101 easy, practical ways to hasten the work online.

ELDER DAVID A. BEDNAR:

Brothers and sisters, what has been accomplished thus far in this dispensation communicating gospel messages through social media channels is a good beginning—but only a small trickle. I now extend to you the invitation to help transform the trickle into a flood....I exhort you to sweep the earth with messages filled with righteousness and truth—messages that are authentic, edifying, and praiseworthy—and literally to sweep the earth as with a flood. ("To Sweep the Earth as with a Flood," BYU Campus Education Week, August 2014)

CHURCH HANDBOOK 2:

Members are encouraged to use the Internet to flood the earth with testimonies of the Savior and His restored gospel. They should view blogs, social networks, and other Internet technologies as tools that allow them to amplify their voice in promoting the messages of peace, hope, and joy that accompany faith in Christ. (*Handbook 2*, chapter 21.1.22)

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