

Social media and evangelization

TikTok: a gateway

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Founded fifteen years ago in Belgium to bring a Christian voice back to public discourse, Logia has become a network of professionals and volunteers engaged in media evangelization. From diverse experiences, an innovative TikTok project aimed at young people was born, and it is generating a surprising interest in the Gospel, the Bible, and the Christian faith.

Fifteen years ago, in Flanders (Belgium), *Logia* was born. It was a project created by a group of Christians to bring a Gospel-inspired presence back into public discourse (cf. *Ekklesia* no. 7 - 2020/2). In a secularized society where Christian media had almost disappeared and believers struggle to intervene, *Logia* brought together Christian professionals from diverse fields of health, culture, law, sport, economics, and ecology, to offer a Christian vision of current issues in the news.

The goal is not to defend ideological positions, but to propose an open and constructive contribution to the common good. Today, around 200 volunteers meet monthly in seven Flemish cities to train, discuss and coordinate a media presence. Interventions always take place on a personal level, and the project has achieved remarkable results over time, with more than 300 appearances in national media annually, including newspapers, radio and TV.

An authentic community was also born from this media effort. Monthly meetings include testimony on how to live the Gospel in daily life and are attracting more and more young professionals, with some journalists collaborating in training on communication skills.

Then, two years ago, an initiative dedicated to youth evangelization on TikTok was created. After observing that youth obtain information mainly through social media, the group chose to focus on young people between 15 and 30 years old, using simple, authentic and clear content.

Its first project involved a priest from the Antwerp cathedral, trained to share his experience of faith, the Gospel and the figure of Jesus on Tik Tok, using the language of the platform. It was an immediate success, with tens of thousands of views and a growing number of followers. Even more surprising were the questions of the young people. They wanted to

know about the love of God, the death of Jesus, the Bible, confession, and even about baptism.

To respond to these requests, new series were then created on YouTube with a collaboration with the local Church, in order to direct young people to parishes and communities capable of welcoming them.

Other projects have also subsequently been launched: interviews with young people on the meaning of life, videos on saints and the witness of Christian couples on love and fidelity.

Experience shows that many young people are sincerely eager to know about God, and they are looking for clear, authentic answers. We see that social media can open a path to faith, but Christianity cannot be lived alone. For this reason, living and prepared communities are needed in tandem with this digital e-evangelization.