

## Maak 'n verskil DEEL 10 – INFLUENCERS/ Beïnvloed alles om jou

### **Skrif: Matt 13:1-9**

**MATTHÉÛS 28:16-20** - 'EN die elf dissipels het na Galiléa gegaan, na die berg waar Jesus hulle bestel het. En toe hulle Hom sien, het hulle Hom aanbid; maar sommige het getwyfel. En Jesus het nader gekom en met hulle gespreek en gesê: Aan My is gegee alle mag in die hemel en op aarde. Gaan dan heen, maak dissipels van al die nasies, en doop hulle in die Naam van die Vader en die Seun en die Heilige Gees; en leer hulle om alles te onderhou wat Ek julle beveel het. En kyk, Ek is met julle al die dae tot aan die voleinding van die wêreld. Amen.'

'N koninkryk beïnvloeder word wakker elke oggend en die duiwel sê: 'Al wat gaan hy vandag aanvang?''

Hoeveel van u dink u is beïnvloeders?

Leiers moet mense van invloed wees.

Jy het nie 'n idee hoe een woord van bemoediging of van liefde mense se lewens kan verander nie. net 'n enkele woordjie....

Google se antwoord van die soektog influencer sê:

### **An influencer is someone who has:**

- the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.
- a following in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche.

It is important to note that these individuals are not merely marketing tools, but rather social relationship assets with which brands can collaborate to achieve their marketing objectives.

Ester?

Ander Rigters?

### **The Research**

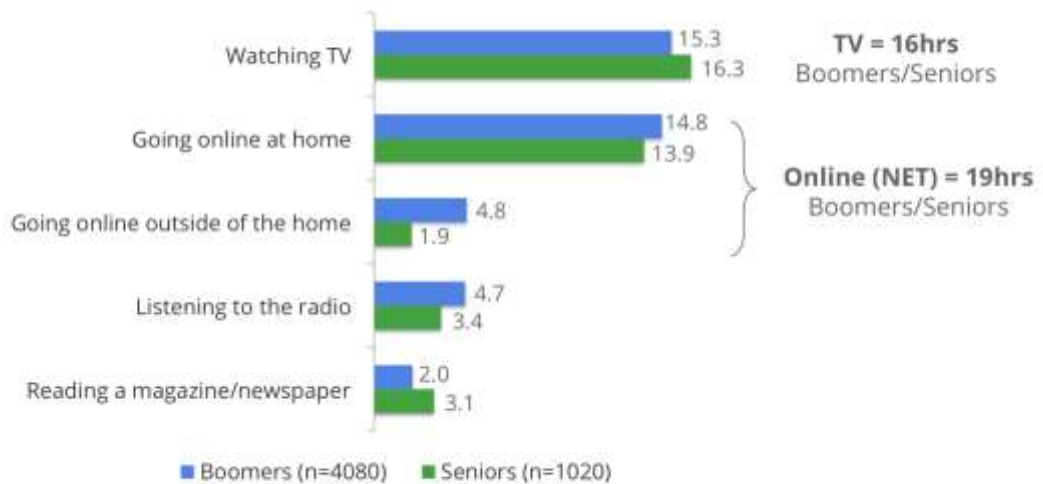
- **95%** of Gen Z is active on YouTube
- **50%** of Gen Z says they "can't live without YouTube"
- Boomers and Seniors spend **more time online (19 hours each week)** than every other form of media
- For Boomers and Seniors, the internet ranks as the **most popular source** to learn more about a topic of interest
- Adults ages **50+ spend 4 hours and 9 minutes** on social media each week

- Adults ages **35-49 spend 6 hours and 58 minutes** on social media each week
- Adults ages **18-34 spend 6 hours and 19 minutes** on social media each week

Google



## Boomers/Seniors spend more time online than watching TV in an average week



Source: Ipsos MediaCT 2013 Boomers/Seniors Research Study  
 Q1: Approximately how much time do you spend on each of the following activities in an average week?

Google Confidential and Proprietary 18

Despite common misconceptions, older individuals embrace digital media

- DIE WERELD BENODIG MEER GODDELIKE BEINVLOEDERS.
- HIERDIE IS MENSE WAT GOD DIE SAAK MAAK.
- HOMOSEKSUALITEIT, ABORSIE IS NIE DIE ISSUE NIE – GOD IS.
- YOUR REACH GOES AS FAR AS YOUR GRASP CAN GO.

## The internet ranks as the most popular source to learn more about a topic of interest

Top 5 sources used

#1		Internet	83%
#2		Friends and family	77%
#3		Television	65%
#4		Magazines/newspapers	52%
#5		Brochures/catalogues	36%

Source: Ipsos MediaCT 2013 Boomers/Seniors Research Study  
Q6: We'd like to get a sense of how you typically gather information on topics that interest you or that you want to learn more about.

Google Confidential and Proprietary

Boomers and Seniors rank the internet as the most popular source to learn more about a topic of interest

### Here's the deal:

We're living through the biggest communication shift in 500 years.

Consider this...

**Three-quarters of children** say they would consider some sort of career in online videos. More than a third want to be a YouTuber when they grow up and nearly a fifth want to work as a blogger/vlogger.

In just ten short years, the world has fundamentally changed. Every industry is being disrupted. Every area of our lives is affected.

**FILIPPENSE 4:8** - 'Verder, broeders, alles wat waar is, alles wat eerbaar is, alles wat regverdig is, alles wat rein is, alles wat lieflik is, alles wat loflik is — watter deug en watter lof daar ook mag wees, bedink dit. '

### Is jy n Invloed of word jy net Beïnvloed

In die ou dae het ek gedog Sondagskool onderwysers ens is beïnvloeders. Dit was eintlik bedoel vir ons, maar sosiale media het dit ge-hijack.

**Matt 5: 13-16** - 'JULLE is die sout van die aarde, maar as die sout laf geword het, waarmee sal dit gesout word? Dit deug nêrens meer voor as om buite gegooi en deur die mense vertrap te word nie. Julle is die lig van die wêreld. 'n Stad wat bo-op 'n berg lê, kan nie weggesteek word nie; en 'n mens steek ook nie 'n lamp op en sit dit onder die maatemmer nie, maar op die staander, en dit skyn vir almal wat in die huis is. Laat julle lig só skyn voor die mense, dat hulle julle goeie werke kan sien en julle Vader wat in die hemele is, verheerlik. '

Sout hier praat nie van die sout in ons liggaam nie - 45 teelepels sout in jou liggaam as jy so 80 kg weeg. Swaarder tot 75 teelepels sout.

In **die OT** was alles met sout geoffer. Sout preserfeer en is simbolies van die ewigheid, simboliek van iets wat verewig hou.

Ons kan die gemeenskap beskerm deur op rade te dien in die gemeenskap.

Ons kan net uitgegooi word as ons slegte sout was.

**Morono**- grieks werk 4 keer gebtuik in die nt

**Romans 1:21-22** 'omdat hulle, alhoewel hulle God geken het, Hom nie as God verheerlik of gedank het nie; maar hulle het dwaas geword in hul oorlegginge, en hul onverstandige hart is verduister. Terwyl hulle voorgee dat hulle wys is, het hulle dwaas geword '

**1 kor** that rock was Christ. Hoe preserver mens die sout - by die rots en wat deur waters gewas is.

**Goeie sout laat kos lekker proe.**

**Meeste mense dink dat invloed begin by 'n platform, maar dit doen nie.**

400 mil lesers op **youversion**. **Craigh Roshel** het invloed...

Hy vertel van die gratis Bybeltjie by **Gideons** wat hy gekry het....

Gebedsgroep by sy fraternal.

**Nooi jy nog mense? As jy weet daar word Sondag gepreek oor stress wie gaan jy nooi? Kan jy mense beïnvloed om kerk toe te kom?**

**When silver is mined from the ground it is commonly mixed with a number of other elements.** In order to get pure silver that can be used for commercial or industrial purposes, it must be refined. Silver has an extraordinarily high melting point—it must be heated to nearly 2,200 degrees (1200 degrees Celsius) in order to be refined to complete purity. Only when it has been through that process does the silver become useful for its intended function. Beautiful service pieces, high tech equipment, and collectible coins all become possible once the silver has been refined. Without that process, it is largely worthless.

Satan is delighted when we allow wicked influences to remain in our lives, because they keep us from fulfilling the purpose and will of God for our lives. One of his most effective lies is that such influences won't really have any impact on us. Believing this lie has destroyed many believers as they fell prey to an influence they did not recognize and guard against. As Paul warned the church at Corinth, "**Be not deceived: evil communications corrupt good manners**" (1 Corinthians 15:33).

### **BE CAREFUL OF YOUR INFLUENCES**

**Samuel Clemens**, more commonly known by his pen name, Mark Twain was a gifted writer. **Yet Twain held a deep contempt (minagting) for Christianity.** He once referred to it as a "slaughterhouse religion" because of the doctrine of the blood atonement, and he often turned his ridicule (bespotting) on those who believed the Bible. He met and fell in love with **Olivia Langdon**, a young woman from a good Christian family. While they were courting he appeared to have downplayed his lack of faith, and she agreed to marry him.

After their marriage, Twain began to openly mock Christianity once again, and before too much time passed, Olivia stopped attending church. Twain and his family suffered many great reversals, including a complete financial collapse and the death of a beloved daughter. At one point Twain attempting to comfort his grieving wife said, "Livy, if it comforts you to lean on your faith, do so." She replied sadly, "I cannot. I do not have any faith left."

The people we spend most of our time with, and cultural influences such as books, music, social media, and television that we allow into our hearts and minds have a dramatic influence on us. This is why Solomon warned of the dangers of wanting to spend time with those who are evil.

**"Be not thou envious against evil men, neither desire to be with them. For their heart studieth destruction, and their lips talk of mischief."** Proverbs 24:1-2

Daar is mense wat jou negatief gaan beïnvloed oor jou keuses en toekoms.

Invloed is nie altyd vining nie. Net omdat jy nog nie die plantjie sien nie sê nie dit het nog nie wortel geskied nie.

Jou invloed kan so ver strek en al wat jy moet doen is om die wegspring blokke moet uitkom.

**Johannes 4:13**- Is Jesus op 'n reistog.... Samaritaanse vrou. In verse 13 mense wat van hierdie water dring word weer dors, maar as iemand van hierdie lewende waters drink sal nooit weers dors kry nie.

Ook vers **16-18**

### **Invloed op Sosiale media**

Meer as 43% MENSE op die aarde is betrokke op sosiale media op een of ander manier.

One day a farmer grabbed his shot gun to shoot at a flock of pesky crows. Unfortunately, he didn't see his sociable parrot that had joined the crows. After firing a few shots, he walked

over to the fallen birds and was surprised to find his parrot badly ruffled with a broken wing. When the farmer's children saw the injured bird, they asked, "Dad, what happened?" The farmer simply replied, "**Bad company.**" Slegte geselskap

**Scripture often warns us to avoid harmful influences.** Regardless of our age or spiritual strength, over time, unwise influences will negatively affect our walk with the Lord. Satan is determined to pull us into sin and wreck our lives, and he often uses wrong influences to accomplish his goal.

Beïnvloeders kan merkwaardige invloed hê op Sosiale media...

Baie keer sal daar vals inligting op sosiale media versprei word veral op whatsapp. Meeste van gerugte wat versprei word na verdere ondersoek is vals en gefabriseer. So neem baie kinders van die Here deel aan die verspreiding van valse inligting.

### **Slot**

Waarom versprei goeie nuus nie so lekker en maklik soos slegte nuus nie? kan jy soms nie wag om aan ander mense slegte nuus te gee en soms nog ook onder die masker van gebed?

Ons kan positiewe bydraes maak. Jy kies natuurlik.

Die beste invloed wat jy kan maak is jy onder God.