



We live in a fascinating era—and at the same time, a deeply challenging one for the faith. Never before have we had so many tools to speak about God: social media, blogs, podcasts, videos, newsletters... The message can reach any corner of the world in seconds. But precisely because of this, an uncomfortable, necessary, and deeply spiritual question arises:

Are we truly evangelizing... or are we simply producing religious content?

This question is not superficial. It touches the very heart of the Christian mission, the mandate of Jesus Christ, and the authenticity of our life of faith.

1. Evangelizing: Much More Than Communicating

To understand the problem, we must first understand what it means to evangelize.

Evangelizing is not simply talking about God. It is not about transmitting religious ideas, nor sharing beautiful reflections, nor even explaining doctrine correctly (although all of that is important). Evangelizing is **proclaiming a living Person**, that is, Christ, in such a way that the heart of the other is challenged and transformed.

Evangelization involves:

- A real encounter with God
- A coherent witness of life
- An invitation to conversion
- Spiritual accompaniment

That is why, when we read in the Gospel:

“Go into all the world and proclaim the Gospel to every creature”
(Mk 16:15)

we are not being asked to produce content, but to **make disciples**.



2. The Risk of Superficiality in the Digital Age

Today there is an immense abundance of religious content. Inspirational quotes, emotional videos, quick reflections... All of this can be good. But it can also become a trap.

Why?

Because content can replace conversion.

We can fall into a dangerous illusion:

- Thinking we are evangelizing when we are only posting
- Confusing impact with depth
- Measuring success in “likes” instead of transformed souls

This is not new in the history of the Church. From the earliest centuries, spiritual fathers warned about the danger of a merely intellectual or external faith.

Saint Paul expressed it clearly:

“Having the appearance of godliness, but denying its power” (2 Tim 3:5)

Today, that “appearance” can be a profile full of religious content... but empty of interior life.

3. The Key Difference: Information vs.



Transformation

Here lies the core of the issue.

Religious content informs

Evangelization transforms

Content can:

- Explain what prayer is
- Define sin
- Speak about grace

But evangelization:

- Leads a person to kneel
- Confronts them with their sin
- Guides them to an encounter with God's mercy

Content is consumed.

Evangelization is lived.

4. A Historical Perspective: How the Church Evangelized

If we look at the history of the Church, we see that evangelization was never primarily a phenomenon of “content distribution.”

The first Christians

They had no social media, no printing press. They had something far more powerful:

- A transformed life



- A faith lived even unto martyrdom
- A charity that astonished the world

Pagans would say: *“See how they love one another.”*

The great evangelizers

Think of figures such as:

- Saint Francis of Assisi
- Saint Dominic of Guzmán
- Saint John Paul II

They did not limit themselves to speaking about God. **They embodied Him in their lives.**

Their strength was not in the quantity of content, but in the authenticity of their witness.

5. The Spiritual Danger: Speaking About God Without Living in God

There is an even deeper risk: a spiritual one.

We can speak about God without being united to Him.

We can explain the faith without living it.

We can even teach profound truths... while our hearts are far away.

This is what Jesus Christ strongly denounces:

“*This people honors me with their lips, but their heart is far from me*” (Mt 15:8)



Here lies the drama:

we can be creators of religious content... and not disciples.

6. The Decisive Criterion: The Fruits

How can we know if we are truly evangelizing?

The criterion is evangelical: **the fruits.**

| *“You will know them by their fruits” (Mt 7:16)*

Concrete questions we can ask ourselves:

- Does my content lead others to pray... or only to think?
- Does it invite conversion... or just reflection?
- Does it point to Christ... or to my own image?
- Does it arise from my interior life... or from my need to produce?

True evangelization produces:

- Conversion
- Hunger for God
- Sacramental life
- Real change

Empty content produces:

- Quick consumption
 - Passing emotion
 - Immediate forgetfulness
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7. The Root of the Problem: The Interior Life

The real issue is not technical, but spiritual.

It is not about:

- What format we use
- How much we publish
- How many followers we have

It is about this:

Do we have a real interior life?

Without prayer, without sacraments, without silence, without spiritual struggle... all content becomes empty.

As the Lord said:

| *“Apart from me you can do nothing” (Jn 15:5)*

8. Practical Keys to Truly Evangelize Today

This is where everything becomes concrete. What can we do?

1. Return to the source: prayer

Before speaking about God, we must speak with God.

- Dedicate daily time to prayer
- Practice interior silence
- Listen before communicating



2. Prioritize coherence of life

Your life is the first message.

- Do you live what you say?
- Is Christ visible in how you treat others?

3. Less content, more depth

It's not about posting more, but better.

- Avoid superficiality
- Go deeper into the truth
- Accompany processes, not just moments

4. Seek conversion, not virality

The goal is not numbers, but souls.

- Speak the truth, even if it's not popular
- Do not dilute the Gospel

5. Integrate word and witness

Authentic evangelization unites:

- Truth
- Love
- Life

9. Evangelizing in Today's World: An Urgent Need

More than ever, the world needs real evangelization.

We live in a society that is:



- Saturated with information
- Hungry for meaning
- Spiritually wounded

It does not need more superficial content.
It needs **authentic witnesses**.

As Saint Paul VI said:

“Modern man listens more willingly to witnesses than to teachers...
and if he listens to teachers, it is because they are witnesses.”

10. Conclusion: From Content to Mission

The initial question returns with greater force:

Are we evangelizing... or simply producing religious content?

The answer is not found in our statistics, but in our hearts.

To evangelize is to:

- Love Christ
- Live in Him
- Transmit Him with truth
- Lead others to an encounter with Him

It is not a marketing task.
It is a supernatural mission.

Today, the Lord still says:

“Go...”



But not to fill the internet with words...
rather, to fill the world with **new life**.

A Final Invitation

Pause for a moment and ask yourself:

- Is my faith lived... or only shared?
- Am I leading others to God... or to myself?
- Am I a witness... or just a communicator?

If this reflection makes you a little uncomfortable... that's a good sign.

Because true evangelization always begins with personal conversion.

And from there, everything changes.