

Using Social Media for Good

Currently there is regular concern being raised in news articles, scientific papers and across political parties that Social Media is damaging many in society. There are on-going calls to ban it for those under the age of 16 and for those older to be clearly warned of it's dangers for mental health, addiction, loneliness & much polarised misinformation.

Where there is so much evil, Christians needs to shine the light of Jesus even more brightly. MEMO seeks to bring hope and the Good News of Jesus to all those who are being negatively affected by Social Media. The truth of the Gospel is good for everyone's mental health. Forgiveness from God brings peace and a new purpose to those scrolling for the next dopamine hit. The church community is God's provision to fight loneliness. God's Word brings reliable truth and a call to love and unity.

As legislation is passed and pressure applied to Social Media companies, we are aware that some of those in charge may not agree that the Gospel of Jesus is the answer everyone needs. Instead there may be shouts that the concept that we all sin and need saving is harmful for people's self-worth and mental wellbeing. we mustn't take for granted the opportunities we currently have to bring Gospel truths into the Social Media arena - we need to keep going at full pace while the opportunity is still there.

If you'd like to help bring hope to those aimlessly scrolling, please pray for the MEMO and consider sponsoring some local Social Media adverts.

To sponsor an online advert please donate at me-mo.org or send a cheque payable to MEMO

The screenshot shows a Facebook post from 'Message on the Move'. At the top, it says 'Message on the Move Sponsored · 🔒' and 'Live chat with us now...'. Below this is a green banner that reads 'Live chat available any time of day or night!'. The main image features a person in a dark coat holding a red umbrella, standing on a hill overlooking a city at night. Text overlaid on the image says 'JESUS perfect love casts out fear' and 'chatnow' at the bottom. Below the image, there is a 'chatnow.org' link and a 'Learn more' button. At the bottom of the post, it shows engagement statistics: 'You and 1.7k others', '165 comments', and '91 shares', along with 'Like', 'Comment', and 'Share' buttons.

MEMO

Message on the Move

**ANNUAL
REPORT
SPRING 2026**
ME-MO.ORG

The advertisement features a child sitting on the ground under a large tree, reading a book. The text reads 'chatnow' at the top, 'Trust Only in God who raises the dead' in the center, and 'chatnow' at the bottom.

The advertisement has a background of colorful, concentric rainbow swirls. The text reads 'Jesus is alive for ever' in the center and 'chatnow' at the bottom.

Interrupting scrollers with God's Word!

The advertisement shows a family of four sitting on the roof of a red car. The text reads 'Know Joy and peace as you believe in JESUS' and 'chatnow' at the bottom.

The advertisement has a solid red background. It shows a car with people on the roof. The text reads 'JESUS Came into the world to SAVE' and 'chatnow' at the bottom.

MEMO Chair Report



As we reflect on the past year, we do so in a world that remains unsettled. Economic pressures continue to affect many, and conflict and uncertainty dominate the news. Against this backdrop, Jesus' words in the Sermon on the Mount (Matthew 5–7) speak with clarity, compassion and enduring relevance. They remind us not only what it means to believe, but how we are called to live.

Jesus begins with the Beatitudes; words challenging the values of the world and point instead to a new Kingdom shaped by humility,

mercy and righteousness. At MEMO, this vision continues to shape our mission: to hold out the hope of the Gospel in ways that are clear, gracious and accessible to all. As Jesus calls his followers to be “the salt of the earth” and “the light of the world” (Matthew 5:13-16), so we seek to shine that light in public spaces, particularly through our online outreach. Jesus goes on to address the heart, our motives, priorities and trust, but to seek first the kingdom of God. These words are an encouragement as we continue to depend on God for wisdom, provision and guidance.

Jesus concludes with the call to put his words into practice, building on a firm foundation. We are deeply thankful for all who **pray** for MEMO, **support** the work financially or sponsor online adverts, partner with us as churches and organisations. At this time we are particularly seeking people who have a heart for the Gospel, anywhere in the UK, to assist by becoming a **MEMO trustee**, and may be available to join us in a couple of online meetings each year, pray for the work, and who share the vision for others to come to know Jesus. Please get in touch.

Your commitment helps ensure that the timeless teaching of Jesus continues to be seen and heard today.

Thank you for your prayers and support.

Jonathan



Financial Summary and Poster Responses 2025

INCOME		EXPENDITURE	
Donations	£1,181	Charitable Activities	£14,198
Investment income	£2,071	Management costs	£2,516
Legacy Income	£13,385	Other costs	£304
Other income	£645		
TOTAL	£17,282	TOTAL	£17,018

During 2025 we withdrew £20,917 from our investment portfolio due to the closure of one of our M&G Funds, but later we re-invested £27,000. Our investments finished the year at £40,253.

Social Media Campaign

In 2025 our Social Media advertising on Facebook & Instagram, produced over 6.5 million views from 2.9 million people. These posters were interacted with 77,374 times by people on social media, including being shared with friends 673 times and commented on 3,702 times.

Our online adverts appear on people's social media feeds and show words from the Bible, a relevant image, and an encouragement to click on the poster to “chat now”. It has been very encouraging to see that our adverts were clicked on 50,477 times, taking the person to our partner website Chatnow.org where they could interact in real-time in a typed private conversation with a Christian at any time of day or night. There were 5.6 million image views from a total MEMO expenditure this year of £17,018, working out at only 0.3 pence per online poster view. The number of people who clicked to go to Chatnow.org were 50,477, a cost of less than 34p per person! We thank the Lord for all He is doing online.

MEMO is very cheaply providing a first step to exploring faith in Jesus for thousands of people each year. The people who see our online poster adverts are not actively looking for spiritual answers, they are simply scrolling through their Social Media feeds and so for some this will be the first time they have considered finding out more about Jesus. Then there will be others for whom we will be providing “the next step”, one click quickly taking them anonymously to a Christian who cares who will chat with them and answer any questions they have about the Lord Jesus, and how they can know Him.

£10 spent brings 30 people to Chatnow.org

