

TIBI HERALD

Editor

Steve Austin
Volume 19, Issue 3
December 5, 2022

THIS ISSUE

Incoming class of 2022
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*"...I have become all things to all men so that by all possible means I might save some. I do all this for the sake of the gospel, that I may share in its blessings."
1 Cor. 9:22-23*

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Welcome to the incoming class of 2022!

This past August, TIBI welcomed its 17th class of full-time students. This year's group has 9 scholarship students. In addition, of course, we have 15 second-year scholarship students, plus another 70 students or so who are in the live Zoom classes on their own, even without scholarships. A total of 17 Latin American countries and 6 US states are represented.

This year's new scholarship students include Luis Andarcia, Hilario Marin, Eudomar Osteicochea, and Jesus Marcano, all from different cities in Venezuela; Robin Morales (Panama); William Martinez (El Salvador); Jhon Hernandez and his wife Rosa Angulo Silva (Ecuador), and Percy Honores Robles (Peru).



Hilario Marin



Eudomar Osteicochea



William Martinez

All these students are active leaders in their local congregations, eager to equip themselves with new biblical knowledge and ministry skills.

Some of the others who have arrived this year, even without a scholarship, include people like Nelson Barreto, Heladio Graz, José Luis Jimenez, Anabell Maldonado, Arturo Miranda, Zoraida Pernia, Rodrigo Duque, Mario Racancoj, Melanie Garcia, and Erick Serrano.

Of course, we also enjoy returning students, some of whom have been working on their degree on their own for several years. A number of them are on track to graduate next July, while others will continue at a slower pace until they finish. We appreciate and respect their dedication!



Jhon and Rosa



Percy Honores



Luis Andarcia

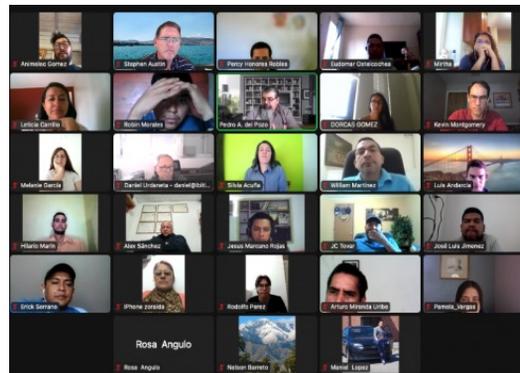


Jesús Marcano

Among these 95 students in live Zoom classes, there are several different denominations represented. We are happy to teach anyone who wants to learn more about Jesus and the Bible! We have enjoyed getting to know them and learning from them also, and we believe they are pleased with their experience with us. This group has also grown over the years.



Robin Morales



Incoming 2022 class

As always, we are grateful for many of you who have helped provide financial support to make our scholarship program possible. These students and their families are able to study without having to work to support themselves, allowing them to devote 50-60 hours a week to classes, homework, and local ministry.

Our primary financial goal and need each year is to increase the number of scholarships we can offer. Each year we receive many more applications than scholarships available. We would love to add more!

We ask for your prayers for each student in this class, and the second-year students as well. Please pray for their families, their health, and the situations in their countries, many of which experience severe crises.

TIBI social media

Over the past several years, TIBI has increased its availability and exposure to a wider audience. Our goal is not only to publicize the wonderful things the Lord is doing through TIBI, but to do so in a way that might have greater impact, resulting in better understanding of who we are, to encourage people to be part of our work, whether as donors, leaders, or students.

Under the guidance of Silvia Acuña and Daniel Urdaneta, we began with our Facebook page, on July 10, 2010. It now has right at 5000 followers. Some of our more popular posts through the years have been graduation pictures (12000 views), TIBI personnel (10000 views), invitations to study with TIBI (8000 views), and church activity reports from students, like baptisms (5500 views).

We have published pictures of our students, their churches, activities, classes, bulletins, videos from students, biblical messages, and pictures and information from Israel. All of these have received anywhere from 400 to 4000 views. Our Facebook page is <https://www.facebook.com/IBITenlinea>.

Twitter was begun several years ago, and we are working on increasing the number of followers, which currently is at 350. Usually the smaller videos are well-received there, as well as some of the TIBI school news. If you'd like to follow us on Twitter, go to @IBITcursos, or @TibiTexas.



Just this fall, we launched our Instagram account; Corina Diaz, one of our TIBI graduates and also now a student in the Masters of Practical Theology program, has taken the lead on developing content and interacting with followers. We currently have 215 followers on Instagram, of which 40 people have no previous relationship with TIBI. This is good, because one of the goals of using Instagram was to reach audiences with whom we had had little or no contact.

Corina varies the content she places on Instagram, alternating topics and formats, such as encouraging messages, info on live courses, new courses offered, and scholarships. For the month of November, we reached 2900 accounts, which was an increase of 776% over October. The most-watched contents--by more than 20 times!--were the reels with encouraging messages. And of course our followers come from a variety of Latin American countries. If you'd like to join our Instagram page, you can find us at https://www.instagram.com/ibit_tibi/.

Finally, if you don't recognize the icon on the far right above, that is the icon for our Acrelia mass email service. We send out weekly updates on all manner of topics related to TIBI's activities, to as many as 20,000 readers. The admin team at TIBI takes turns writing these articles from their different perspectives and roles within TIBI. Daniel Urdaneta does a great job in managing these articles and the constant responses we receive to them.



Of course, the challenge with all these accounts is to create content that illustrates what we do convincingly and attractively, while at the same time matching whichever social media we use. Each of the media mentioned above functions differently, and attracts different audiences.

It is difficult to create a variety of formats and materials, and to do so often and consistently over weeks and months, without too much repetition. In order to be visible and effective on some social media, one might need to post 2-5 times per day! Obviously, unless the posts are part of an ongoing conversation with a number of people, it's tough to generate that much content!

And once the content is posted, the next challenge is to monitor the activity that occurs, and then respond quickly and appropriately to it. One must be in tune not only to the needs and function of the media itself, but also to the people using it, and the current hot trends and topics.

To manage these well, it takes time, persistence, and originality, at the very least. A good sense of humor doesn't hurt, either! We are grateful for Silvia, Corina, and Daniel for their consistent efforts; to those who contribute content or responses; and for all of you who have already engaged us on different platforms. We are constantly trying to learn and improve!

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