



Q & A



How to Be a Christian Influencer
Making Social Media a Social Ministry

February 3, 2026 | \$18.99, 144 pages, paperback | 978-1-5140-0992-5

Using Your Influence to Make a Lasting Kingdom Impact

Social media and the term “influencer” can get mixed reactions. Why did you decide to write a book on being a Christian influencer?

Jacquelyne “Jackie” Horbrook: I wrote this book because I truly believe Christians have a unique opportunity to make a powerful impact through social media, but so many of us don’t know where to start or how to do it effectively. My background in education has always driven me to teach and share what I’ve learned, and I’ve seen firsthand how important it is to use our platforms to reach people in a meaningful way. I’m passionate about helping others succeed—there’s nothing more fulfilling for me than seeing someone step into their purpose and thrive. This book is my way of sharing practical tools and strategies so more Christians can confidently and authentically use their voices to make a difference online. Social media can be such a powerful tool for outreach, and my heart is to help others see that and use it well.

Let’s clear up the term “influencer.” What, in your experience, does and can it mean for us as Christians?

Jackie: The central thesis of my book is that Christians can and should use social media as a powerful tool for outreach, connection, and influence, but it must be done with intention, authenticity, and faith at the center. What’s distinctive about this idea—and my approach—is that I focus on equipping Christians with practical, actionable strategies to maximize their impact online while staying true to their values.

This isn’t just about gaining followers or creating trendy content; it’s about leveraging the tools we have today to share our faith, build meaningful relationships, and genuinely help others succeed. My background in education drives my teaching style—I want readers to feel empowered and confident in their ability to use social media effectively and purposefully. This book combines that passion with a step-by-step approach to help Christians navigate the digital space in a way that reflects who they are and who they’re called to be.

Who did you have in mind as you wrote *How to Be a Christian Influencer*?

Jackie: I wrote this book for Christians of all ages who feel called to make a difference but may not know how to start or grow their influence, especially online. It’s for men and women who want to use social media as a tool for ministry, outreach, and connection, whether they’re young adults exploring their purpose, parents juggling faith and family, or seasoned leaders looking to expand their impact. This book is for people who are passionate about their faith, eager to grow, and interested in learning practical strategies to share their message authentically.



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What are five takeaways you want readers to grasp?

Jackie:

1. **Social media is a Ministry Tool:** Social media isn't just for entertainment or self-promotion; it's a powerful tool for outreach and sharing your faith in a way that connects with people authentically and meaningfully.
2. **Authenticity is Key:** You don't have to compromise who you are or your values to be influential. In fact, staying true to your faith and being genuine is what will resonate most with others.
3. **Practical Strategies for Success:** Building influence isn't about luck or chance; it's about having the right strategies. From content creation to engagement, I want readers to walk away with actionable steps they can implement immediately.
4. **Faith at the Center of Your Influence:** At its core, this isn't just about being an influencer; it's about using your influence to glorify God and positively impact others. Everything flows from keeping your faith at the center.
5. **Empowerment to Make an Impact:** You are capable of making a difference, and your voice matters. I want readers to feel confident, equipped, and inspired to step into their role as Christian influencers, no matter their current platform or following.

What is your ultimate hope for readers of *How to Be a Christian Influencer*?

Jackie: This book is more than just a guide. It's an invitation to step into your purpose and make an impact in a world that desperately needs hope and light. Whether you're just starting out on social media or you've been at it for a while, this book meets you where you are and helps you grow. It's packed with practical tips, real-life examples, and encouragement to keep you motivated along the way. My hope is that every reader finishes this book feeling empowered, equipped, and ready to use their influence for something greater than themselves. This isn't just about social media; it's about changing lives and making a difference for the kingdom.



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BIO



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Jacquelyne Horbrook, CEO of Black Christian Influencers

How to Be a Christian Influencer is a practical and inspiring guide for believers who want to shine brightly in a world that desperately needs light. Sharing knowledge she's gained from years of experience, Jacquelyne Horbrook emphasizes the power of social media as a tool for evangelism and equips Christians to effectively share the gospel and fulfill their God-given mission to reach the lost.

Horbrook believes you can use social media to share your faith, connect with others, and make an impact—if you do it with intention, authenticity, and faith at the center. This isn't about chasing followers or trends; it's about using today's tools to build meaningful relationships, share your faith, and genuinely help others succeed. Whether you're new to social media or already have a platform, this resource provides actionable strategies and biblical insights to help you use your influence to make an eternal impact in today's digital age.

Jacquelyne Horbrook (MEd, DePaul University) is the CEO of Black Christian Influencers (BCI), the Christian Travel Club, and the BCI Influencer Agency.

BCI empowers Black believers to use their platforms to influence culture, uplift communities, and honor Christ. Recognized as “Jackie the Educator” across social media platforms, she enjoys being known as a kingdom solutionist and helping others be more effective in their social media.

Jackie is an ordained minister and previously served as director of diversity at a Christian university in Chicago. She is also in the process of building the Counseling Cafe that will focus on creating a safe space for individuals that need to seek mental health treatment.

The host of the show *Higher Learning*, Horbrook hopes to be a prominent voice for the Christian millennial.

Jackie lives in Naperville, Illinois, with her two daughters, Taylor and Malia.

Visit jackietheeducator.com for more information.



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