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North American Division Year-end Meeting

“SEIZING”

The Moment

NAD Year End Media Report

Alvin M Kibble

November 03, 2013



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THE **MEDIA** DELUGE



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More iPhones are sold than babies are born each day!



10.5 Billion minutes are spent on
Facebook everyday



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**294 Billion e-mails are
sent every single day**



Send



Reply to All

More **CELL PHONES** Than Toilets



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More CELL PHONES Than Toilets



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More **CELL PHONES** Than Toilets



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More CELL PHONES Than Toilets



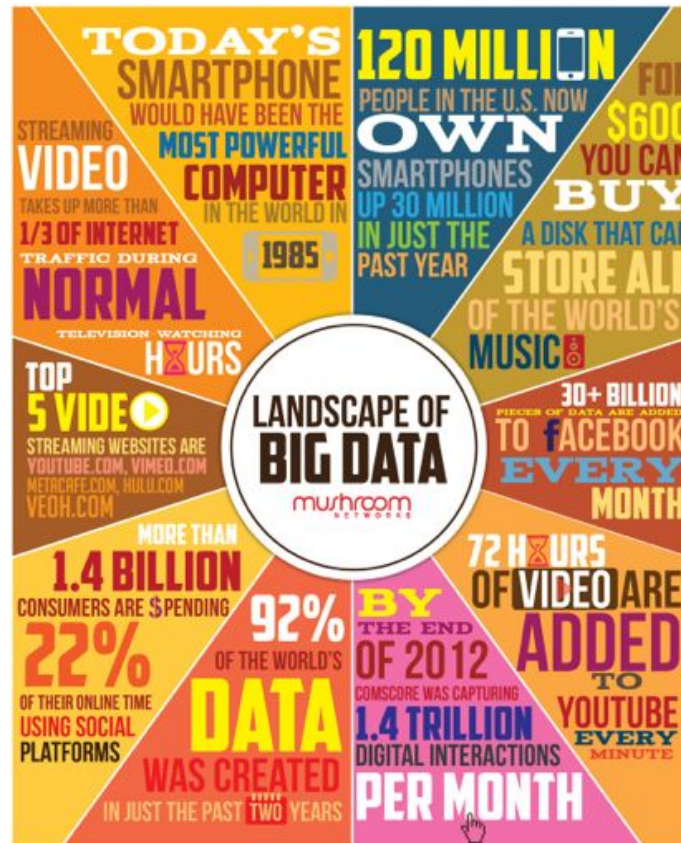
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Six of the world's 7 billion people have mobile phones – but only **4.5 billion** have a toilet, according to a U.N. report



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THE “BIG DATA” DELUGE



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TUNING INTO BIG DATA AS THE BUZZ GETS LOUDER

The data on big data is... well... big. Here are some examples of the commotion you'd encounter while gathering data about big data.



16

Number of big data "V's" (and counting...)



112,000,000

Blog posts discussing big data

1,350,000,000

Google results for "What is big data?"

(Yes, that's billion)

120+



Twitter accounts for big data

Infographics about big data
50+



2 million



PDFs to read from search results for "big data white paper"

70,000

Wikipedia "big data" hits a month



2010: 0

2012: 9,000

Job search results for data scientists



MAKE SENSE OF IT ALL at
IBMbighdatahub.com



IBM.



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WHAT IS BIG DATA?

VOLUME

Large amounts of data.

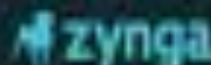
VELOCITY

Needs to be analyzed quickly.

WHAT ARE THE VOLUMES OF DATA
THAT WE ARE SEEING TODAY?



26 billion pieces of content were
added to Facebook this past month
by 800 million plus users.



Zynga processes 1 petabyte of content
for players every day; a volume of data that is
unmatched in the social game industry.



More than 2 billion videos were
watched on YouTube... yesterday.



The average teenager sends 4,762
text messages per month.

WHAT DOES THE FUTURE LOOK LIKE?

Worldwide IP traffic will
quadruple by 2015.



By 2015, nearly
3 billion people



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VOLUME VELOCITY VARIETY



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VOLUME



30 BILLION pieces of content were added to **FACEBOOK** this past month by 60.0 MILLION plus users.



VOLUME

ZYNGA processed 1
PETABYTE of content
for players every day.
(A volume that is
unmatched on the social
game industry.)



VOLUME



More than **2 BILLION** videos were watch
on YouTube yesterday **LOL!**



VOLUME

The average teenager sends **4,762** TXT messages per month!

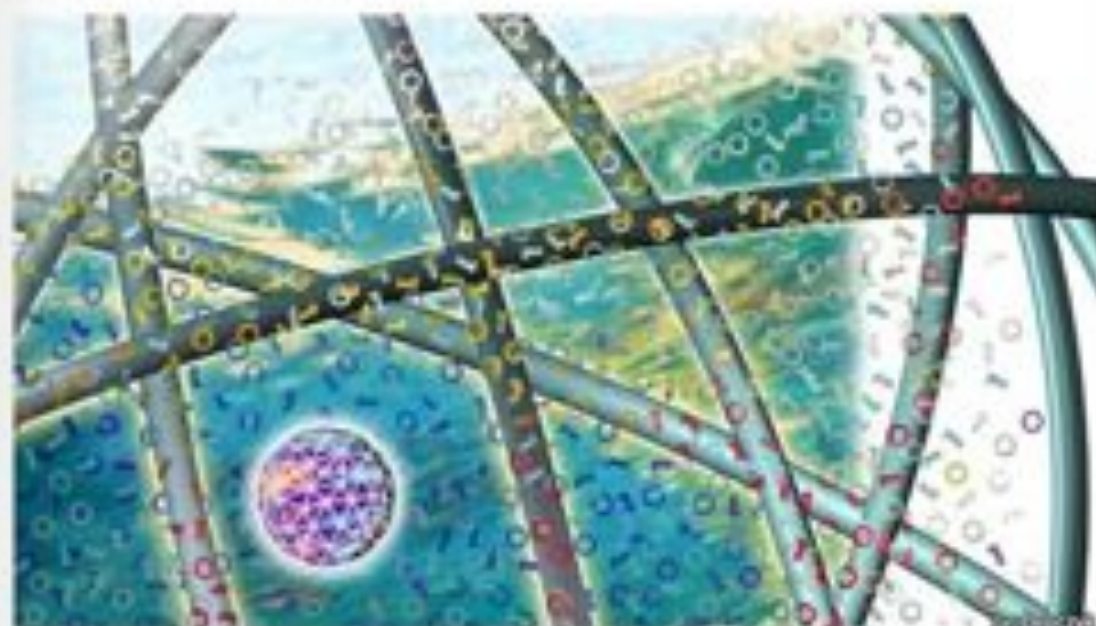


A special report on managing information

Data, data everywhere

Information has gone from scarce to superabundant. That brings huge new benefits, says Kenneth Cukier (interviewed [here](#))—but also big headaches

Feb 28th 2010 | From *The Economist* print edition



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**90% Of The World's DATA was created in
the last two years**



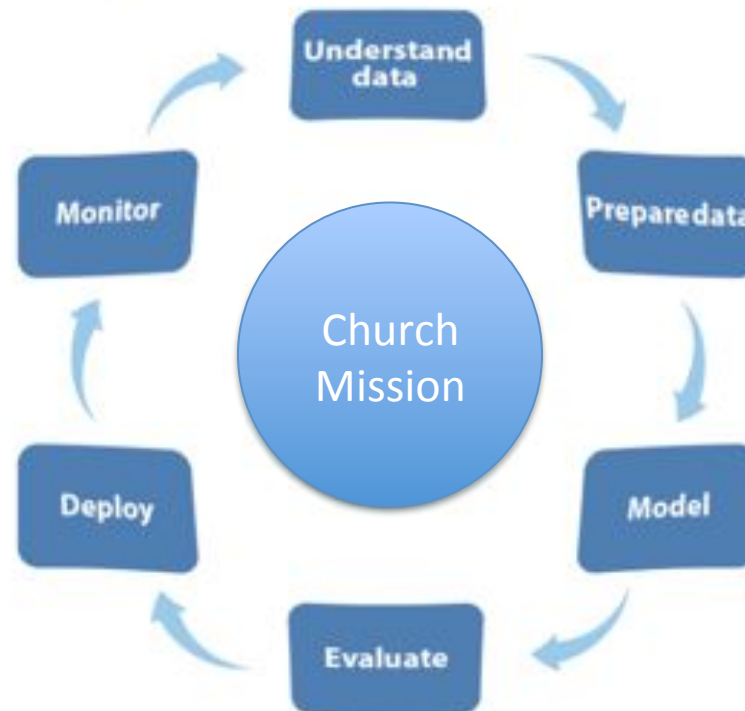
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How are we going to harness “BIG DATA” to advance the mission of the Church?

Figure 1 The Predictive Analytics Process Must Be Continuous To Ensure Effectiveness



85601

Source: Forrester Research, Inc.



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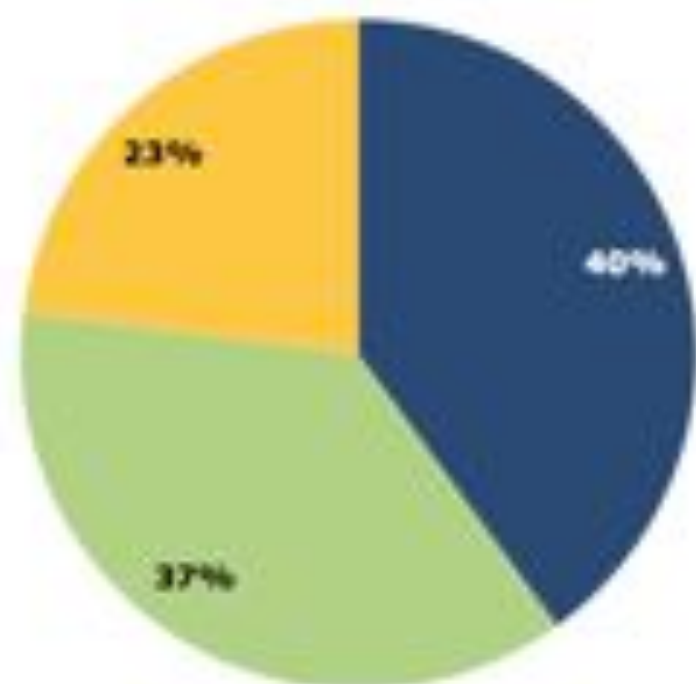
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Big Data Strategies

(% share of marketers)

January 2013



"Does your company have a specific strategy for handling the challenges of big data?"

- Yes
- No
- Not sure

 www.mckinsey.com

Source: McKinsey/IBM



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The
AUTHORITY
has shifted!

POWER
2013
SHIFT



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What does the **FUTURE** look like?



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WELCOME TO
THE FUTURE



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The future is **MOBILE**



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The future is **SOCIAL**



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The future is
CONTENT SHARING



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The future is

CO-



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The future is **CLOUD BASED**



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Worldwide 1P traffic will quadruple by 2015



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**“BIG DATA IS
INDEED A BIG
DEAL!”**

John Holdren, Director of the White Office of Science and
Technology Policy



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AUTHORITY has Shifted



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Every Smartphone is a TV station



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Every Smartphone is a Printing House – A Platform of distribution and engagement



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CONTENT is King!



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**Collects 2.5 petabytes of data every hour
from customers' transactions**



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Twitter sees 340 Million tweets everyday

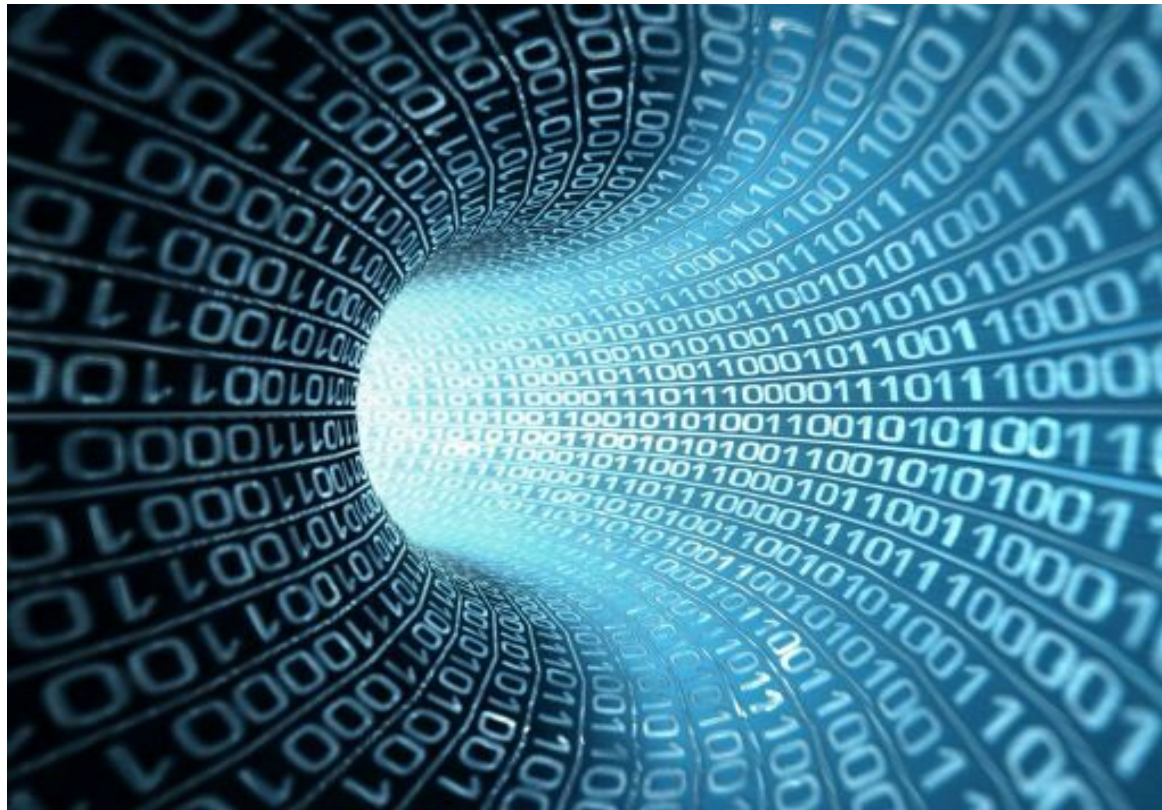


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VELOCITY



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The speed of DATA coming in and out
of your system



VARIETY



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HEALTH CARE



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BIG DATA & HEALTH CARE

Transforming Health Care Through Big Data

Strategies for leveraging big data in the health care industry



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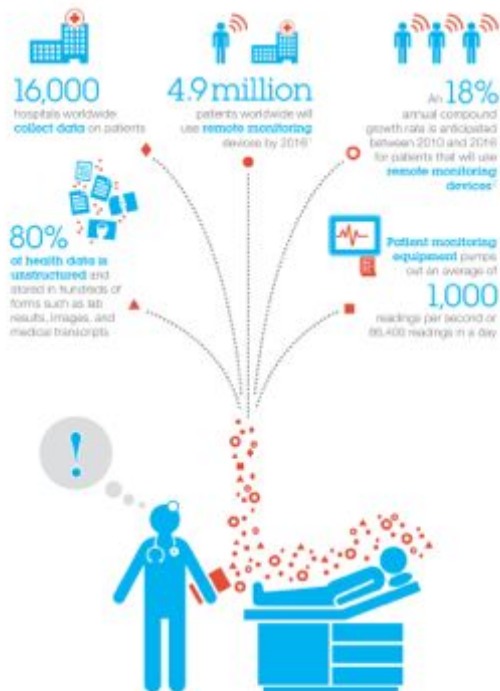
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BIG DATA & HEALTH CARE

Big Data in Healthcare: Tapping New Insight to Save Lives

Healthcare is challenged by large amounts of data in motion that is diverse, unstructured and growing exponentially. Data constantly streams in through interconnected sensors, monitors and instruments in real-time faster than a physician or nurse can keep up.



As the volume and velocity of health data increases, new technologies such as **Stream Computing** that analyzes health information in real-time and **big data analytics** that can predict the on-set of illness can be used to help caregivers make better decisions.

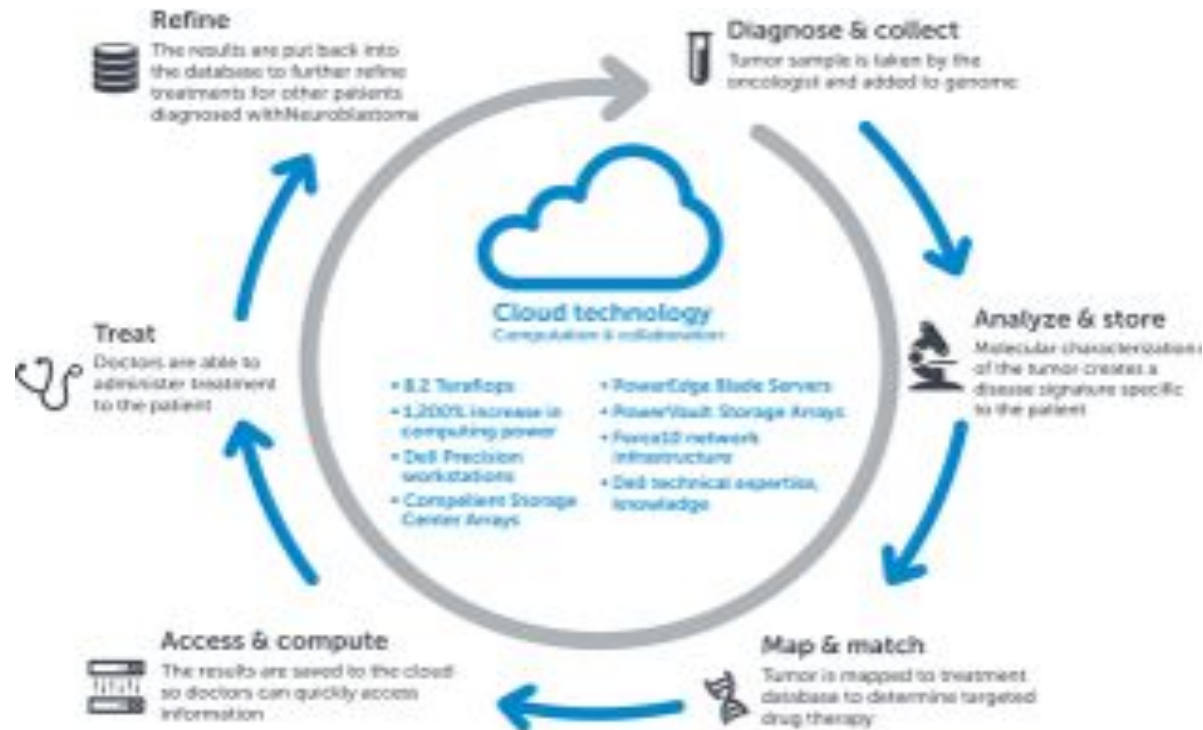


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BIG DATA & HEALTH CARE



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RETAIL



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Location data from **MOBILE PHONES** was used to find out how many people were in Macy's lots on Black Friday.



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This allowed analysts to
PREDICT Macy's sales on
that all important day.



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CHURCHES



Collecting synthesizing and **putting data about a church's membership** has become increasingly crucial to many churches



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CHURCHES

Attendance and offering information can be collected in a way that allows churches to adjust to the needs of their worshippers for mutual benefits.



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CHURCHES

Learning how to use the data can influence both the churches bottom line, and help the church better serve its attendees.



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CHURCHES

Churches around the world are embracing data management systems to analyze areas that the general public has never considered: Web traffic, donations, specific events, attendance, loss management. This has allowed them to be more effective.



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AFFLUENCE



The Pastor/Leader gains through the informed use of “Big Data”



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ENGAGEMENT

The Pastor/Leader gains through the informed use of “Big Data”



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INFLUENCE



The Pastor/Leader gains
through the informed
use of “Big Data”



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OUTREACH

The Pastor/Leader gains
through the informed
use of “Big Data”



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UNDERSTANDING



The Pastor/Leader gains
through the informed
use of “Big Data”



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How will our church utilize the

BIG

Initiative?
DATA



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NAD SOCIAL MEDIA INITIATIVE
TIMELINE

2011-2013

January 31, NAD Media Committee Voted to host a NAD Social Media Summit in the Spring of 2011

May 22-24, 2011 NAD Social Media Summit, Costa Mesa, CA

October 10, 2011 NAD Social Media Dashboard Presentation Shared with 4 Union Presidents

October 12, 2011 NAD Social Media Dashboard Presentation Shared with Ministerial Department

October 19, 2011 NAD Social Media Dashboard Presentation Shared with NAD Society of Adventist Communicators, Chicago, IL



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NAD SOCIAL MEDIA INITIATIVE
TIMELINE
2011-2013

October 26-31, 2011 NAD Year-End Social Media Strategy Report

December 12, 2012 NAD Social Media Taskforce Webinar

February, 2013 Social Media Dashboard Presentation Shared with Mark Johnson,
President of the Adventist Church in Canada, Boston, MA

August 28, 2013 Charleston, SC Social Media Dashboard Presentation Shared with
Presidents of Large Conferences

October 15, 2013 NAD Social Media “Big Data Tsunami” Webinar 182 Pastors
were recommended by their conference presidents and 83 Pastors attended



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Welcome Pastor Saul Flores

Your Social network now has

842 First Degree connections

90K+ Second Degree connections



Church

3 Angeles, San... ✓

Bynum, San Antonio

Northeast, San Ant...

Priority Alerts

Texas Conference

Business as Ministry Conference >

Event has been Cancelled

Los 3 Angeles Spanish SDA...

Youth Changed Evangelistic >

Meetings Scheduled

Community Focus

Thanks Festival

Mazias O Concert 5:30PM >

Christmas Program

The Rendition Story 22 December...>

Community Giving

Last Sabbath	This Sabbath
96 donors	140 donors
\$ 1,576	\$ 3,784
4 New Donors	44 New Donors



Church Attendance



Attendance

This Week	237
Last Week	172
New Attendees	65
Average This Year	200
NAD This Week	1090341
NAD Church Average	250



Share Data

Social Metrics



facebook	20 Posts	30 Likes
LinkedIn	0 Posts	2 Messages

+ Add New Source



Jump to



Dashboard



Social Hub



Engagement



Reboder



News & Alerts



Reports



Settings

NAD

Media Strategy

Mission:

Our mission is to use media in the most effective, efficient way to help reach our territory with the distinctive Seventh-Day Adventist Message of Hope and Wholeness and to nurture the growth and Discipleship of our members.

Vision:

We will develop and use all available media tools and Platforms to fulfill our mission.



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Media Strategy

Strategic

Values:

- The NAD Media Strategy builds strengths of our organizations-including our churches, institutions, departments, and ministries.
- The NAD Media Strategy recognizes the calling and gifts of our members and empowers them to participate in the work and ministries of the Seventh-day Adventist Church.
- The NAD Media Strategy empowers our members and organization to provide excellent service and outstanding products and sets a high standard for the way in which our message is proclaimed.



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Media Strategy

Strategic

Values:

- The NAD Media Strategy appreciates and affirms the diversity of expression found within media as a God-given strength and asset and seeks to portray God's love and grace in the fullest possible way
- The NAD Media Strategy is mindful of the stewardship of resources, opportunity, time, and perceptions that must accompany any successful media strategy and product.
- The NAD Media Strategy recognizes that the identity and image of the Seventh-day Adventist Church is most effectively communicated by communication and media that reflect God's love and grace, presenting the Adventist message in a winsome and winning way.



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NAD

Media Strategy

CRITICAL SUCCESS

FACTORS:

- Message clarity through distinctively Adventist media
 - Excellence in effective organizational structures
 - Focused on meeting real audiences needs
 - Accessibility
 - Shareability
- Measure results and return on investment



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Media Strategy

STRATEGIC FUNCTIONS FOR THE NAD:

- Image & Vision
 - Values
 - Training
 - Innovation
- Quality & Standards
 - Recognition
- Distribution & Access



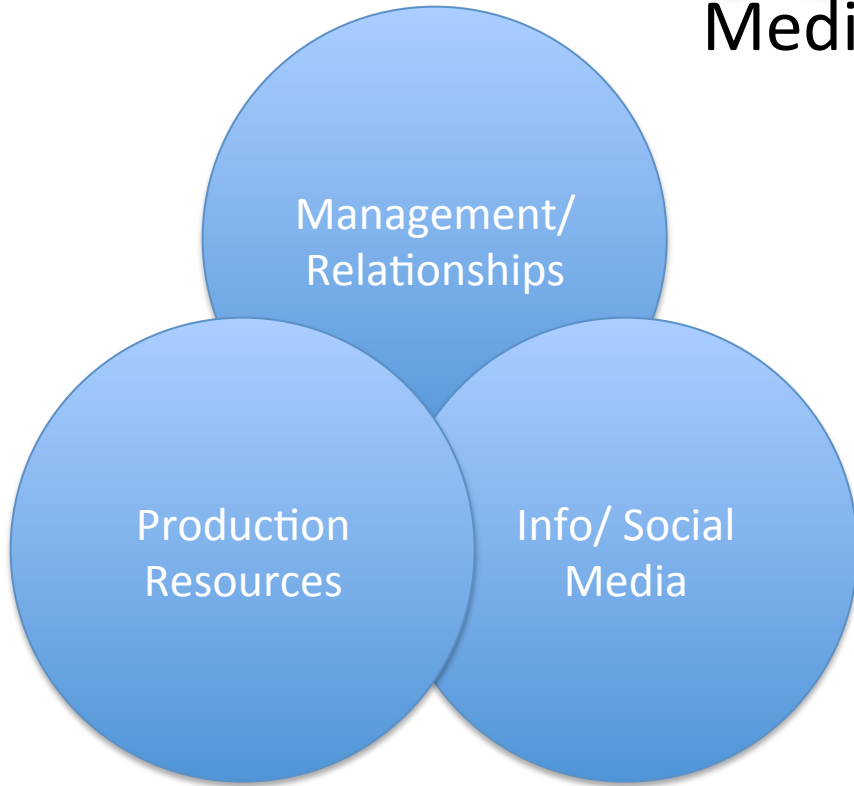
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NAD

Media Strategy



- Tightly integrated functions in three core areas provide a cohesive framework for the NAD to develop and effectively use contemporary media for reaching its strategic goals
- Like the legs of a stool, the three core functions are strategically and operationally linked: each core function depends on, as well as provides foundational support for, the other two.



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7

- Use social media to re-engage with community for outreach and service

STRATEGIES

- Develop a mobile media strategy
- Train pastors and lay leadership in the use of social media
- Provide Division-level leadership for social media ministries, and encourage leadership at all levels of ministries
 - Use modern metrics to measure success
- Develop specific social media products to meet specific needs, including ministry specific networks
- Provide budgets, grants, and incentives for effective social media ministry



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COMPELLING REASONS

There are compelling reasons to put forward the resources and time to do this

- Local Churches will benefit as they are enabled to bring social media tools online immediately.
- Departments and Ministries will be able to bring “early adopters” to the general endeavor with cross-ministry benefits for the entire church.
- The NAD will begin to realize the Social Media structures and toolsets it will need to be successful in meeting its mission outreach and evangelism goals, particularly among young adults and urban populations.
- The NAD will demonstrate the commitment required to be successful at bringing social media fluency to all levels of the church in
North America



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SURVEY MONKEY RESULTS



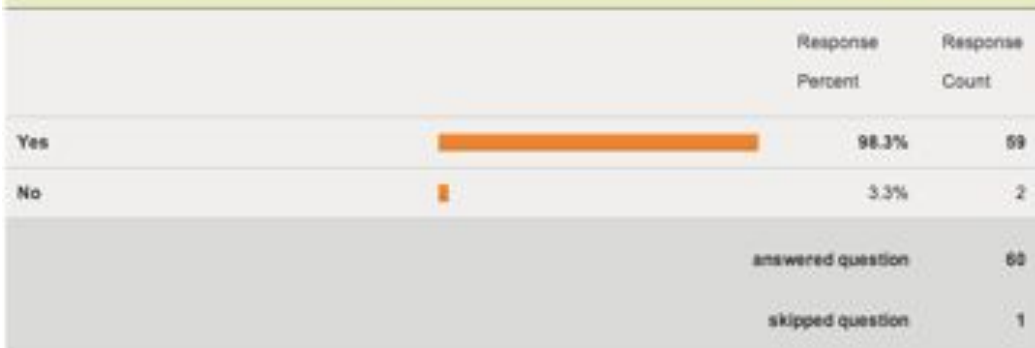
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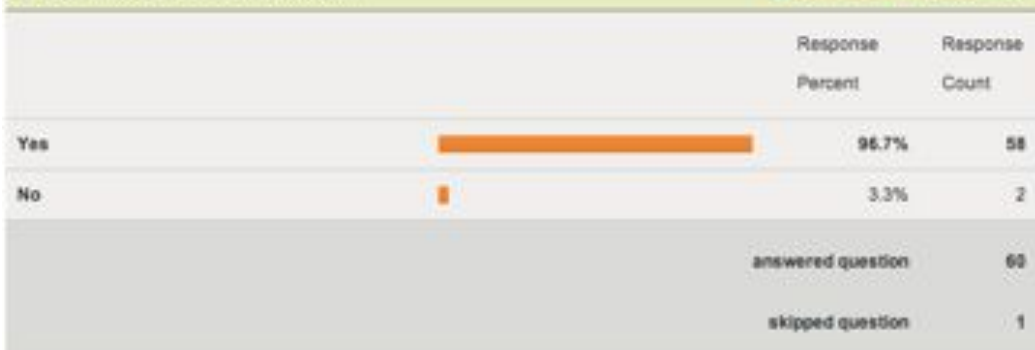
1. Were the notices for the Webinar timely?

[Create Chart](#) [Download](#)



2. Were the sign-in instructions clear?

[Create Chart](#) [Download](#)



3. Was the format appealing?

[Create Chart](#) [Download](#)




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4. Was the time allowed for the Webinar adequate?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Yes		96.7%	58
No		3.3%	2
		answered question	60
		skipped question	1

5. Was the subject matter relevant?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Yes		96.7%	58
No		3.3%	2
		answered question	60
		skipped question	1



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6. How necessary is a social media tool of this type to the success of your work as a pastor?

[Create Chart](#) [Download](#)



7. How helpful would a Data/Social media toolset be in equipping the success of your work as a pastor?

[Create Chart](#) [Download](#)



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8. How likely are you to use it if it was available?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Very Likely (100%)		45.0%	27
Most Likely (90%)		26.7%	16
Likely (80%)		11.7%	7
Equally Likely (50%)		11.7%	7
Unlikely (30%)		5.0%	3
		answered question	60
		skipped question	1

9. To what extent are you currently using the Internet/Social Media to support your ministry?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Extensively		30.0%	18
Moderately		43.3%	26
Modestly		25.0%	15
Not At All		1.7%	1
		answered question	60
		skipped question	1



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10. How are you using Data/Social media tools presently, and what channels or Social Media tools are you using?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Church Website		27.1%	16
Facebook		44.1%	26
Twitter		1.7%	1
Linkedin		1.7%	1
Blogs		3.4%	2
Videos		1.7%	1
Forums		0.0%	0
Go To Meeting		1.7%	1
Pod Casting		0.0%	0
Survey Applications		3.4%	2
KickStarter Fundraising Platforms		0.0%	0
Church Alert		0.0%	0
YouTube		1.7%	1
Online Giving		3.4%	2
Video Streaming		5.1%	3
Contact Management		3.4%	2
Content Management		1.7%	1
Content Archiving		0.0%	0
		answered question	59
		skipped question	2



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11. Open-ended: What areas of your work do you envision would most benefit from Data/Social media tools? [Download](#)

	Response
	Count
Show Responses	49
answered question	49
skipped question	12

12. Open-ended: What resources have you found most useful in the area of Big Data and Social Media? [Download](#)

	Response
	Count
Show Responses	35
answered question	35
skipped question	26



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