

New Resources

MEETING YOUR NEEDS AS ADVENTIST COMMUNICATORS



Who am I?



North American Division

May 2016
Digital Strategies
Project Manager
Social Media + Big Data
Department



Smithsonian Associates

2011-2016
Digital Marketing Strategist
Largest museum-based
educational program in the
world.



Baltimore Symphony

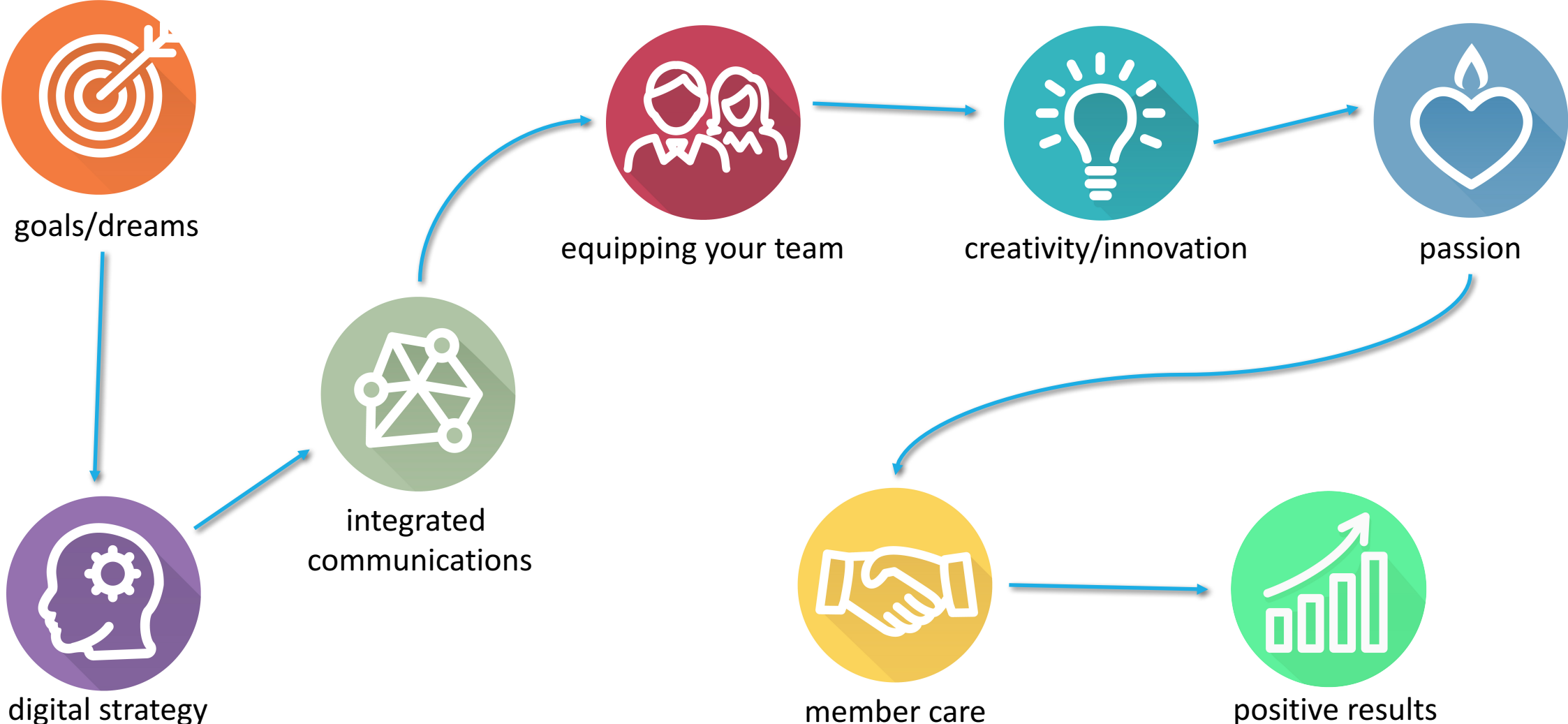
2007-2011
Digital Marketing Manager
\$27 million year-round
orchestra with
performance halls in two
metropolitan areas and an
annual attendance of 350K.









Connecting members & mission through technology



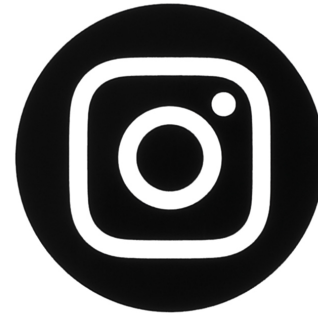
BLUEPRINT FOR SUCCESS



What leadership can do starting today

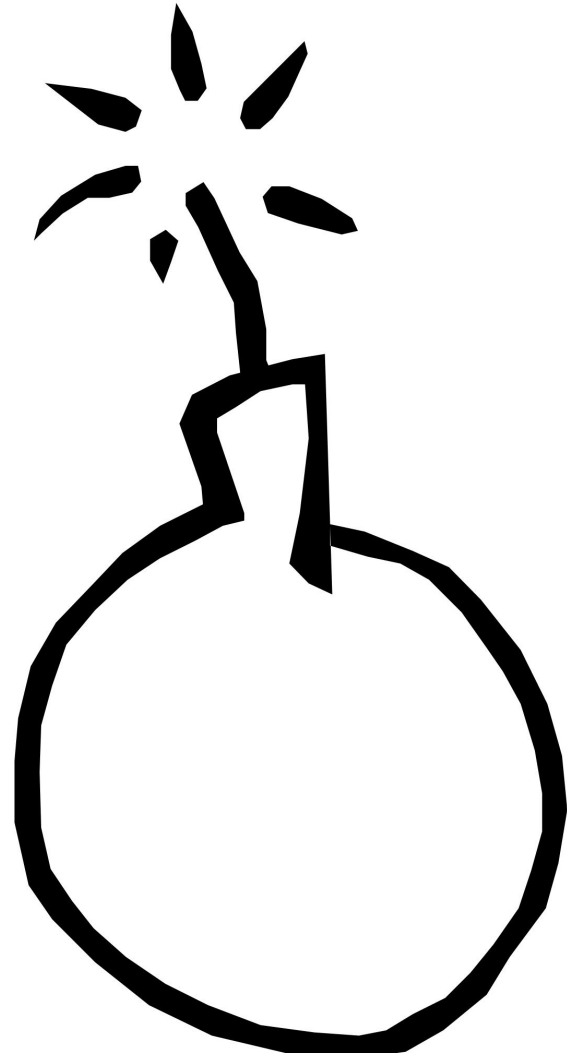
- Include digital strategies in short and long-term visions and goals. 
- Dedicate funds for social media promotions. 
- Dedicate time for training you and your staff. 
- Identify staff who could take on social media as part of their job duties (this may mean taking something off their plate). 
- Invest in young people; give them space to utilize their skills in this area for the church. 
- Take advantage of all our free resources, classes, and case studies on SDAdata.org. 





You find a blog, video, or
social media post about
your organization.

How should you respond?



Is it positive?



No

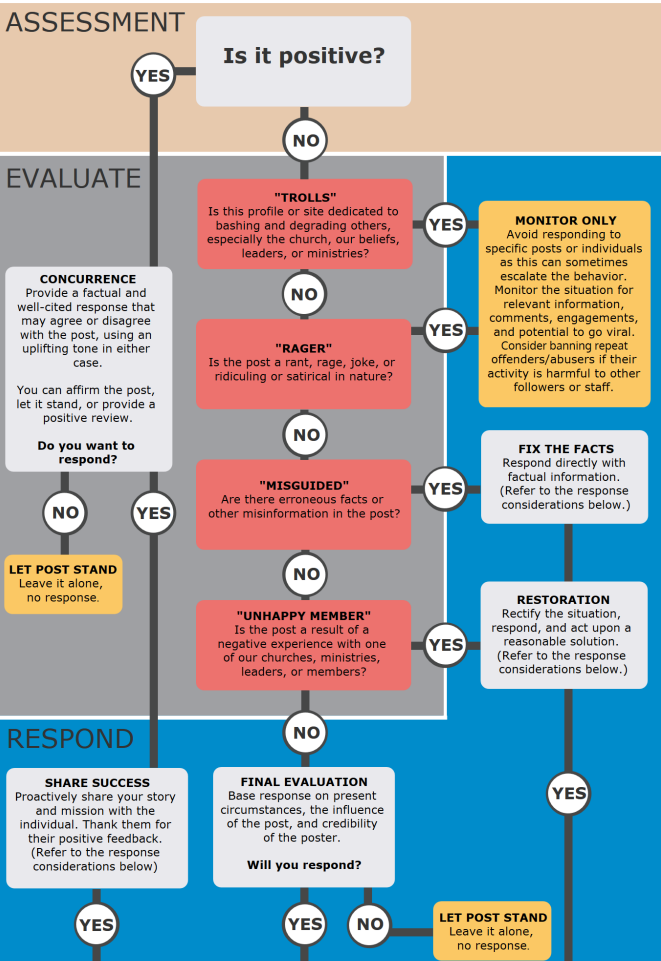


Yes



Assessing Your Response

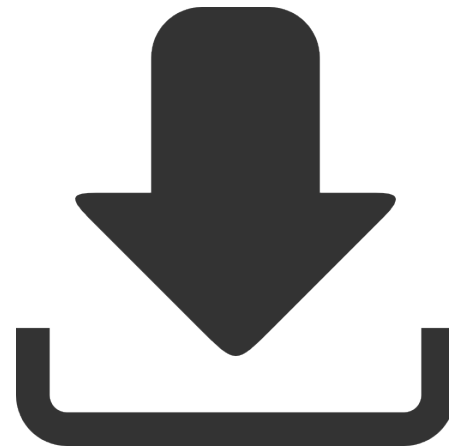
You find a blog, video, or social media post about your organization.
How should you respond?



DIGITAL RESPONSE CONSIDERATIONS

- TRANSPARENCY**
Disclose your church or ministry connection.
- SOURCING**
Cite your sources by including hyperlinks, video, images, or other references.
- TIMELINESS**
Take time to craft good responses, but respond within 24 hours as much as possible.
- TOPE**
Respond in a tone that reflects the love of Christ and the standards of the Seventh-day Adventist Church.
- INFLUENCE**
Focus your attention on the most influential people and institutions related to your ministry, and the church.

Please remember to reflect the love of Christ always. Though it may be difficult to respond to every post, every opportunity to connect is an opportunity to advance the kingdom. For ministry leaders, understand that social media provides a unique opportunity for long-term pastoral care that can serve to enhance the relationship you cultivate with your members as well as the community your ministry serves.

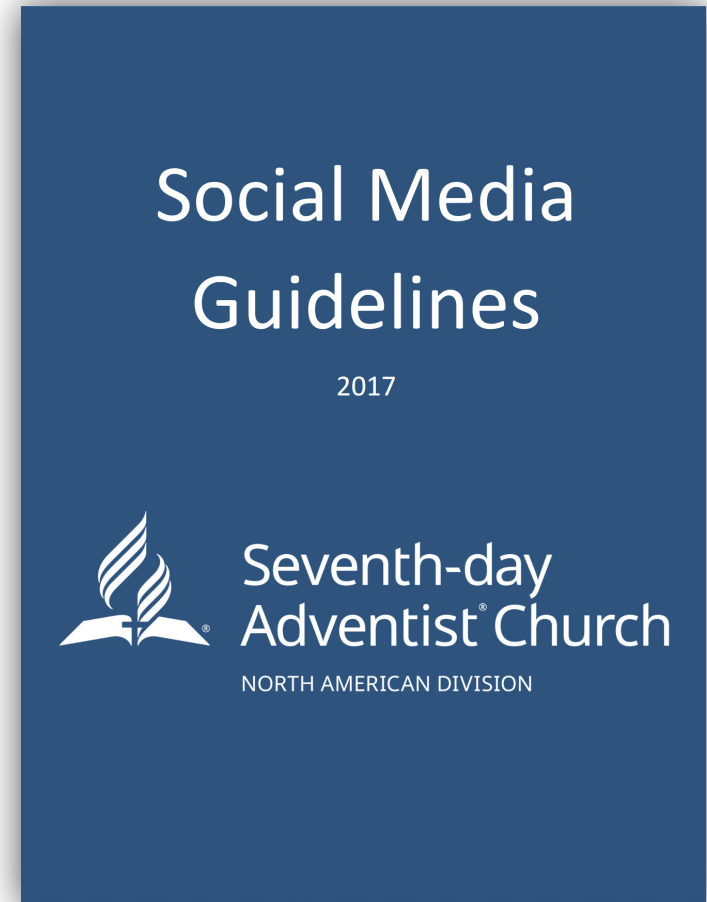


SDAdata.org/resources

Highlighted resources

The purpose of this document is to provide resources and guidance regarding best practices for professional social media communication for all denomination entities and individuals under the North American Division.

Download: SDAdata.org/resources



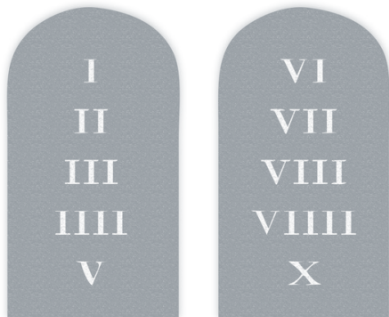
Your guide to:

- General social media best practices
- Intellectual property laws
- Member care guidelines
- Visual and video guidelines
- Paid advertising tips
- Account management best practices
- Key hashtags for Adventists
- Communication with underage members
- Personal use of social media
- Links to additional resources



What it is not:

a “letter of the law”
or set in stone



#DigitalEvangelism

@DigiEvangelism

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