

**Promotions Packet for Partners – Union College, March 14**

**Help us spread the word about this special event!** Thank you for your willingness to help. We hope to establish a transparent and open relationship with young people in the Adventist Church. We’re inviting you to become a social media ambassador for the first ever **Is This Thing On? Facebook LIVE** event by sharing to your fans and followers using **#NADnow**. Please start sharing today! Below are some suggestions, pre-made posts, images, links, and email copy for your convenience.

**What you can do to help!**

* **Email Your Contacts** – Let your contacts, friends, and colleagues (where appropriate) know about the event. We suggest sending one email now inviting them to tune in online and submit their questions, as well as include a blurb in any upcoming newsletters from your organization (when appropriate) as a reminder. On the third page of this document, you’ll find some suggested email language to get you started.
* **Follow us on Twitter and Facebook to receive event updates**, **invite your friends, and share our content/videos.** 
  + **Facebook:** [**http://facebook.com/NADadventist**](http://facebook.com/NADadventist)
  + **Twitter:** [**@NADadventist**](https://twitter.com/nadadventist)
* **Twitter** – Let your followers know about the event and use **#NADnow**. Include a short URL (provided below) to the Facebook event. You can also include our promo images.
* **Facebook** – Post updates on your wall or share our updates to your friends and fans, and include the short URL (provided below). You can also include our promo images below and **#NADnow.**
* **Instagram** – Post our promo image with either our pre-made post or a post of your own using **#NADnow** and the short URL (provided below).
* **Submit your questions**: Use **#NADnow** on Facebook, Twitter, and Instagram. Subjects may include the Bible, church policy, Adventist lifestyle, theology, relationships, and more.
* **Tune in Live:** Watch the Facebook Live broadcast on March 14 and invite others to join you! Be sure to engage in the conversation on Facebook or Twitter. Use **#NADnow**
* **Have another social media platform that you prefer to use? Feel free to use any of the below samples for your use.**
* **Most importantly –** Pray so that this event can be a powerful opportunity to engage our youth in a conversation on issues that are important to them.

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## **Sample Tweets (feel free to adapt for your voice): Schedule at least one Tweet a week leading up to the event.** *Please remember to use***#NADnow** *& tag us* [**@NADadventist**](https://twitter.com/nadadventist). *Use images to help your tweet stand out in the newsfeed.*

* **#NADnow** March 14 on Facebook LIVE! Undiluted, transparent. We’re ready. Let’s talk. Join the conversation: <https://goo.gl/53XMOh> **(include image)**
* Engaging young adults in an open & transparent conversation on issues that are important to them. **#NADnow**March 14: <https://goo.gl/53XMOh> **(include image)**
* Is This Thing On? [**@NADadventist**](https://twitter.com/nadadventist) is listening. Submit your questions for the 3/14 event by using **#NADnow**. Details: <https://goo.gl/53XMOh> **(include image)**

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Sample Facebook posts (feel free to adapt for your voice): Please tag us and schedule at least one post a week leading up to the event.**

* Is This Thing On? Facebook LIVE event. Undiluted, transparent. We’re ready. Let’s talk. Join the **@North American Division of the Seventh-day Adventist Church** for [#NADnow](https://business.facebook.com/hashtag/nadnow?source=feed_text&story_id=10155776931659409), March 14 live. RSVP here for updates: <https://goo.gl/53XMOh> **(include image)**
* "We want to engage our young adults in open and transparent conversation on issues that are important to them. Dialogue is vital to the health of our church.” -Dan Jackson  
  Join the **@North American Division of the Seventh-day Adventist Church** for [#NADnow](https://business.facebook.com/hashtag/nadnow) March 14 on Facebook Live. More info: <https://goo.gl/53XMOh>  
    
  Share this post on your wall and help spread the word! The conversation needs you. **(include image)**
* Is This Thing On? March 14, Facebook LIVE Event with Dan Jackson & Alex Bryant. Making sure we can hear each other. Let's Talk. Engage with **@North American Division of the Seventh-day Adventist Church** on Facebook & Twitter with #NADnow. Details & RSVP: <https://goo.gl/53XMOh> **(include image)**
* Is This Thing On? **@North American Division of the Seventh-day Adventist Church** is listening.   
  Use [#NADnow](https://business.facebook.com/hashtag/nadnow) to submit your questions on Facebook, Twitter, and Instagram for the March 14 event. Subjects may include the Bible, church policy, Adventist lifestyle, theology, relationships, and more.   
    
  Learn more about this exciting opportunity: <https://goo.gl/53XMOh> **(include image)**

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**Sample Instagram post (feel free to adapt for your voice):**Is This Thing On? Facebook LIVE event. Undiluted, transparent. We’re ready. Let’s talk. Join the **@NADadventist** for [#NADnow](https://business.facebook.com/hashtag/nadnow?source=feed_text&story_id=10155776931659409), March 14 live on Facebook. Submit your questions using #NADnow.

Details: <https://goo.gl/53XMOh>

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#adventist #sda #seventhdayadventistchurch #adventistchurch #sdalife #NADadventist #SDAchurch #Adventista #Adventistyouth #SDAyouth #NADyouth

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**Please include this link in all of your posts:**

🡪 <https://goo.gl/53XMOh>

**Press Release/Sample Email/Newsletter Copy: (Feel free to adapt for your own voice)  
Suggested subject line: #NADnow Mar. 14, A Facebook LIVE Event!**

**Headline: Is This Thing On? March 14 #NADnow   
A Facebook Live Event**

In a first, Adventist church leaders in North America will meet with students gathered at Union College to answer questions from the audience and social media during a Facebook Live event on March 14, 2017. “Is This Thing On?” is a 90-minute conversation with Dan Jackson, president of the Seventh-day Adventist Church in North America, and Alex Bryant, executive secretary.

“This is going to be really exciting for our campus and the students!” said Kim Canine, vice president for Student Services at Union College. The college is hosting the 2017 Adventist Intercollegiate Association (AIA) convention; more than 100 students from Adventist colleges and universities across North America are expected to attend. The audience for the live event will be selected from the AIA student leadership group.

“We have the opportunity to dialogue, pray, . . . and work through issues together," said Jackson. “We want to engage our young adults in open and transparent conversation on issues that are important to them. ­Dialogue is vital to the health of our church.”

Those participating online are encouraged to use #NADnow; questions will be taken from Facebook, Twitter, and Instagram. Subjects may include the Bible, church policy, Adventist lifestyle, theology, relationships, and more.  
  
**Learn more and RSVP on Facebook>>** (Link = <https://goo.gl/53XMOh>)  
  
**NAD on Facebook:** [**http://facebook.com/NADadventist**](http://facebook.com/NADadventist)  **NAD on Twitter:** [**@NADadventist**](https://twitter.com/nadadventist)*Be sure to join the conversation live, March 14!*

**And here are some images you can use for Twitter, Facebook, Email, and Instagram. Feel free to post your personal channels as well with** [#NADnow](https://business.facebook.com/hashtag/nadnow?source=feed_text&story_id=10155776931659409)(Facebook and Twitter posts that include images are more likely to get noticed in your newsfeed)

