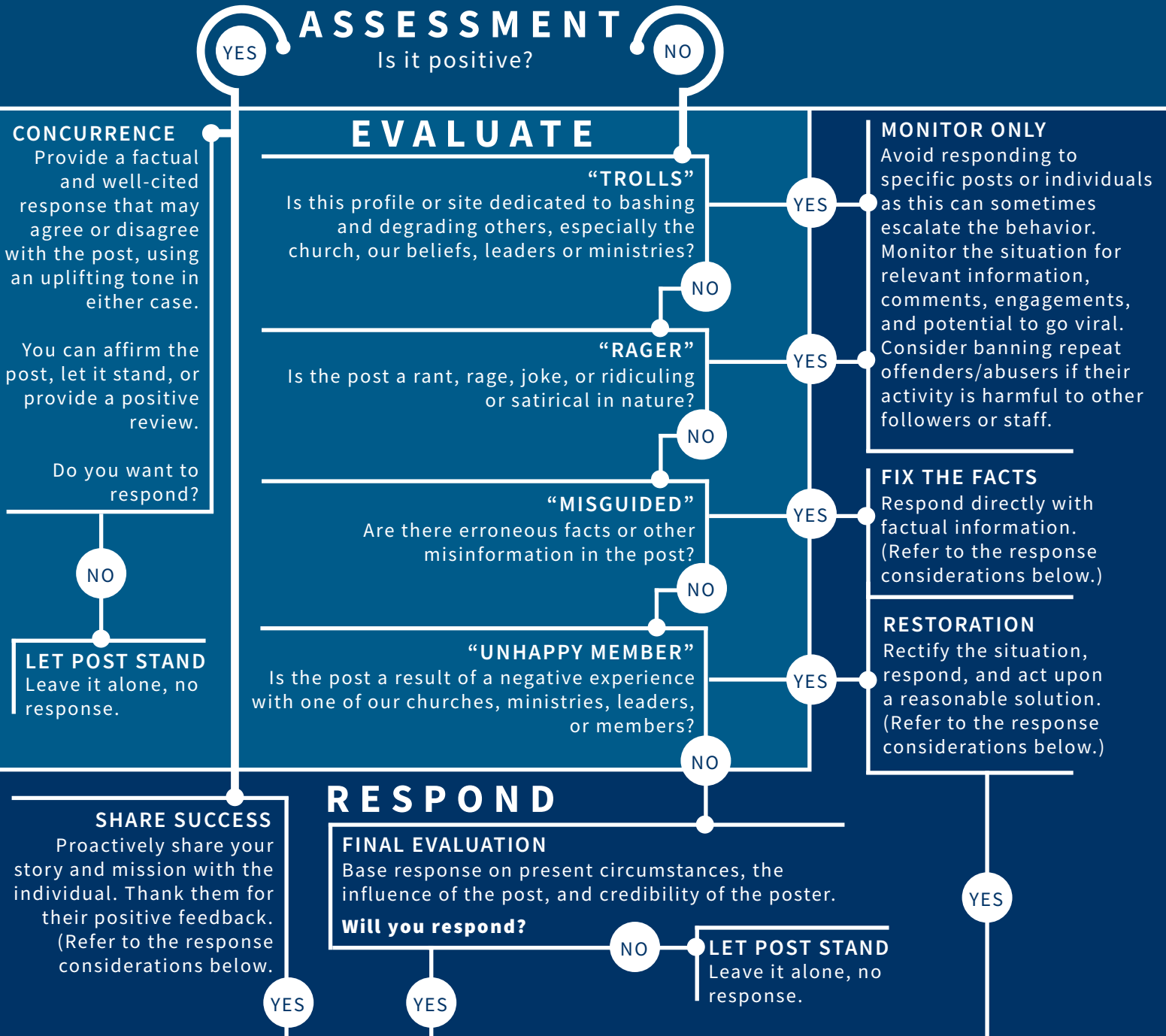


Assessing Your Response

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.

TONE

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.