



Seventh-day
Adventist™ Church
North American Division

Social Media + Big Data Services

- ▶ **MISSION:** Our mission is connect members & mission through technology.
- ▶ **VISION:** To equip our church and ministry leaders to make data-driven decisions to more effectively share the gospel, serve people, and create community through the creative use of digital tools and technologies.
- ▶ **WEBSITE & BLOG: SDAdata.org**
 - o <https://www.sdadata.org/digital-evangelism-blog>
 - o Since launching the blog Oct. 26, 2016, 96 total blog post have been released.
 - Current rate: 8.6K visits per month; 16.8K pageviews per month
 - Last 12 months: 91K total visits; 168K pageviews total

▶ **UNIQUE VISITS: 91,962**
+369% from last 367 days

▶ **PAGEVIEWS: 168,336**
+209% from last 367 days

▶ **CONTENT:** Resources Added Weekly...



- **SOCIAL MEDIA HANDLES:** @DigiEvangelism is the handle used on all social media platforms, which disperse resources and information from SDAdata.org, as well as other related sources. Our social media channels promote the department and its efforts to equip churches, ministries, conferences, etc., highlight Adventist Digital Influences, answer questions, and create an engaged community of pastors, leaders, volunteers, and members seeking to creatively use digital technologies to share the gospel, serve others, and nurture communities of believers.

NEWSLETTER



- Newsletter sent quarterly highlights new content and resources.
- 49.8% open-rate; 29.2% click-through rate; 410 contacts

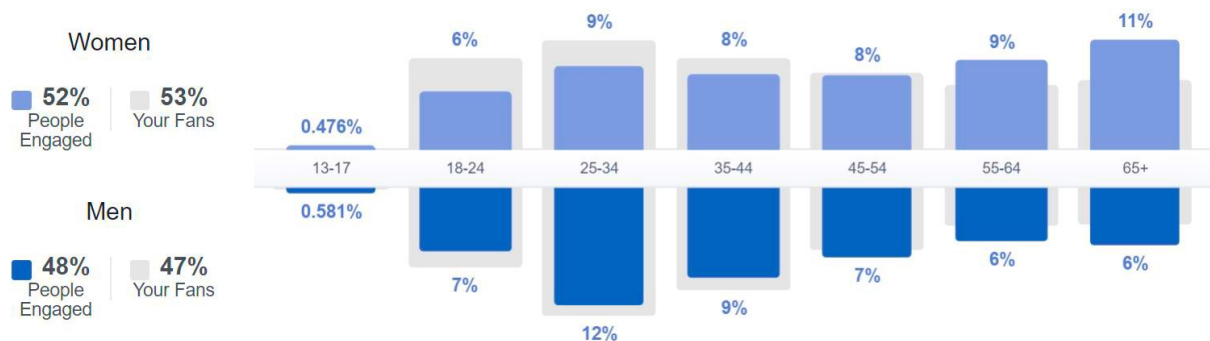
FACEBOOK



3,827 followers

- 7.7K engagements per month
- 37.8K people reached per month
- Multiple posts per week, including stories, curated content, question and answer posts, and providing relevant resources to interested followers.

The number of People Talking About the Page by user age and gender.



INSTAGRAM



1,134 followers

- Envisioned the branding theme based on NAD Branding Guidelines.
- Over 300 posts total, plus weekly stories that highlight the blog and other Adventist Digital influencers.

TWITTER



688 followers

- 1.1K Tweets
- Multiple posts per week as well as engagements and shares.
- 7K+ Impressions per month

VIDEOS



53 YouTube subscribers

- 34 videos
- 2 Full Series plus additional videos
- 18 Videos on social media tips and tutorials
- 11 Videos on “How to Start a Video Ministry” with Justin Khoe
- 3 Webinars live-streamed on Facebook
- 4 Interviews live-streamed on Facebook
 - Facebook views: 132.5K views; 64.4K minutes viewed (44.7 days)
 - YouTube views: 1.6K views

► LARGE PROJECTS & PARTNERSHIPS:

- | | |
|--|---|
| <ul style="list-style-type: none">• Walla Walla graduate social media course taught.• Social Media 101 course with ALC• Washington Conference social media rebranding & strategy overhaul• Email appends with NPUC and Washington Conference• Washington Conference & Potomac Conference educational survey and smart data analysis• Adventist Social Media Policy for school handbooks• NewsPoints content analysis• SEO Guidebook (working with Center for Online Evangelism)• Center for Digital Evangelism (working with GC and AWR) | <ul style="list-style-type: none">• Digital Grand Strategy, worked with NAD committee members to develop a framework and proposal• Adventist Church Connect sub-committee• Steps to Christ survey and analytics in partnership with Pacific Press and key committee members.• Conference Guidebook to Reaching Young Adults (working with Justin Khoe)• Upcoming: Digital Discipleship Model for churches• Upcoming: NAD Data Governance and Policy Document• Upcoming: strategic planning tool with data functionality• NAD Social Media Policy |
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► KEY CAMPAIGNS:

- | | |
|--|---|
| <ul style="list-style-type: none">• Your Best Pathway to Health• enditnow• iBelieveBible | <ul style="list-style-type: none">• ALC Creation Book• Hear Their Voices (Campaign to End Human Trafficking) |
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- Breath of Life Revival at Oakwood
- NAD "Is This Thing On?"
- Society of Adventist® Communicators Convention
- Sonscreen Conference
- Walla Walla Media Program Advertising
- Newspoint Subscription ads for growth
- Andrews University Press book on Race
- Insights4Youth
- Helped Ministerial Team with Compassion Campaign
- NARLA – Food giveaways at NAD and Events
- OshKosh outline/proposal for live event coverage
- Gorgeous2God

► HIGHLIGHTED RESOURCES:

- NAD Social Media Guidelines
- Assessing Your Response decision tree
- Social Media Tips & Tutorials
- How to Start a Video Ministry
- Search Engine Optimization
- Adventist® Hashtag Library
- Resources for Hiring Social Media Managers
- A Crash Course in Tracking, Analytics, and Advertising
- Digital Evangelism for Churches (Ministries)
- Best Practices for Digital Evangelism & Strategy
- Writing for Social Media, A Comprehensive Guide
- Social Media Etiquette for church employees
- Social Media Audit Checklist

Let us know how we can help you navigate and utilize the transformative power of data and social media.

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