



NOW

NETWORK OF ONLINE WITNESSES

GENERAL OBJECTIVE

Supporting the use of new media tools for members to **share the gospel.**

To create a network of
online Evangelists to
produce content for
digital and electronic
media

MAIN ACTION

A person with long dark hair, wearing a red top, is holding a white smartphone. The phone's screen is black. The entire image is overlaid with a semi-transparent blue filter. The text 'SPECIFIC ACTIVITIES' is centered in the upper half of the image.

SPECIFIC ACTIVITIES

1

To create a **Community** of Online Evangelists to collaborate, share and promote activities, events, materials and the Word of God.

2

To dedicate one Sabbath a year called **NOWday**

- Members will use technology to reach others via Social Media
- A Sermon will be done to highlight how we can all use the technology to reach others in these times.
- This year, NOWday will be celebrated on July 16, 2016.

3

NOW Awards

in coordination with Society of Adventist Communicators

- Best Social Media Campaign
- Most Creative concept and execution
- Digital Ministers Award

4

Permanent **Hashtags**

for the use in the Inter-American Division Territory

#MyBibleSays

*To share Bible verses
and promote Bible Study*

#GodHears

To promote prayer relationship

#HappySabbath

*To talk about our belief of Sabbath
(Continuous campaign every Friday evening)*

#JesusLovesMe

*To keep the message of the love of Jesus
always present.*

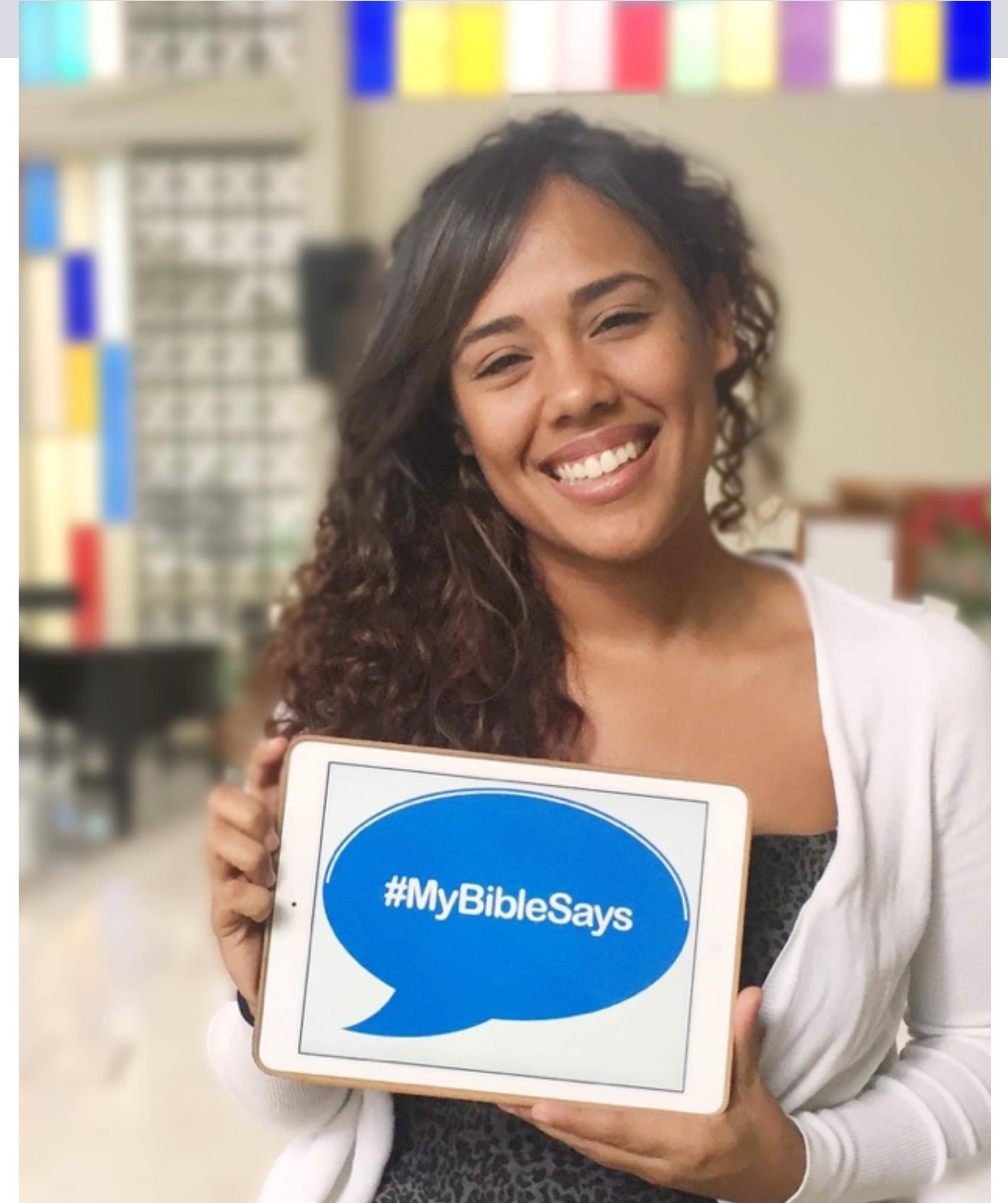
#LordTransformMe

The IAD theme for 2015-2020

#MyBibleSays

Use it every time you want to share verses, lessons, promises, testimonies or stories of the Bible.

This will help others to know and study the Bible in a practical and friendly way.



Permanent **Hashtags**

for the use around the world

#BHP20

Believe His Prophets 2015-2020

<http://www.revivalandreformation.org/bhp>

#RBHW

Revived By His Word

Chapter of the Day

www.revivedbyhisword.org

#UIP20

United in Prayer

unitedinprayer.org

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Defined dates/hashtags
to make an **impact** in social networks.

January 6-16, 2016

#10DaysOfPrayer

A global initiative of the Seventh-day Adventist Church, to dedicate 10 days on emphasis in prayer. Different motives for each day.

Visit the website for more information:

www.tendaysofprayer.org



March 19, 2016

#GlobalYouthDay

A special day to share what the Adventist Youth does to serve the community. Follow the live program and share with your friends.

Visit the website for more information:

globalyouthday.org



April 16, 2016

#LordTransformMe

The Inter-American Division's theme for 2015-2020 will be launched from Caracas, Venezuela during a special satellite live event. Share with others your desire to be transformed by God and invite them to try doing the same.



September 17, 2016

#PathfinderDay

As celebrating this special day, we have the opportunity to share with others who the pathfinders are and what they do to serve others.



August 27, 2016

#EndItNow

A global campaign to raise awareness and advocate for the end of violence against women and girls around the world. Let's mobilize and invite others to join to resolve this worldwide issue.

Visit the website for more information:

enditnow.org



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Church members can create **small groups** on Facebook/Twitter/IG with their friends to study the Bible and talk about God.



A hand holding a white pen, poised to write on a tablet. The background is a blurred image of a person's face, overlaid with a blue tint. The text is positioned on the right side of the image.

STRATEGIES AND SUPPORT RESOURCES

COMUNITY MANAGEMENT AND BUILDING



The Community will be developed to create a group of Community Managers.

IAD will interact with the Community managers to deliver information.

THE COMMUNITY MANAGERS
WILL BE COMPOSED OF DIGITAL
NATIVES FROM EVERY UNION
TO BUILD A TEAM OF DIGITALLY
SAVVY COORDINATORS AT THE
CONFERENCE LEVELS.

EVALUATION

Every 6 months the Division will make an evaluation survey to:

1. Evaluate the performance of the Community Manager
2. Determine adjustments required to grow COE in the Union
3. Determine the type of support required to increase initiatives.
4. Evaluate for the awards



TRAINING

2

The Communication department will conduct Seminars with the Community Managers on a quarterly basis.

In year 1 - The training seminars will be structured around ideas and concepts for using a specific Online tool. Question session will follow.

TRAINING



DIVISION:

IAD Communication Department will offer training to the Union Directors.

IAD Communication Department will provide resources: Videos, manuals, seminars and presentations.

TRAINING



UNION:

Unions will be required to have bi-annual training seminars for the local field directors.

TRAINING



LOCAL CHURCH:

The Local Church should set aside a day for training at least each semester.

GAiN FOR PASTORS

3

Global Adventist Internet Network event for Pastors

The event will be an online summit, to focus on teaching Pastors to be effective witnesses online.

Date to be confirmed in 2016

4

PROMOTIONAL MATERIALS

The division will provide different pieces of material for the Community Managers to distribute to the fields for each of the major programs.

- *Banners/Graphic artwork/*
- *T-shirts*
- *Wallpapers*

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COMMUNITY

The IAD Communication Department in coordination with the GC supports the Global Adventist Internet Network to share experiences and ideas.

Facebook group in english:
Global Adventist Internet Network

Twitter: @Gain_Con

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CONTRIBUTION OF CONTENT

Each of the departments who are partnering on this initiative for Community of Online Evangelists will be required to contribute content and special projects initiatives to engage the Community Managers during each quarter.



NOW is an initiative of the Communication Department
in coordination with the other departments of the
Seventh-day Adventist Church, Inter-American Division.

2015-2020

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#LivingRich



Ministerial
Stewardship
AVS
Sabbath School

