

NETWORK OF ONLINE **WITNESSES**





2016

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

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 **NOW day**

NOW Sabbath 2016

2

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

3

Permanent **Hashtags**

for use in the Inter-American Division Territory.

#MyBibleSays

*To share Bible verses
and promote Bible Study*

#GodHears

To promote prayer a relationship

#HappySabbath

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

#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.



4

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 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 of prayer emphasis. Different reasons 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 in their communities. Follow the live program and share with your friends.

For more information, visit:

globalyouthday.org



July 16, 2016

#LordTransformMe

The Inter-American Division's theme for 2015-2020. Share with others your desire to be transformed by God and invite them to try doing the same.



September 17, 2016

#PathfinderDay

To celebrate this special day, we have the opportunity to share with others what the pathfinders are all about and how they 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 settle this worldwide issue.

For more information, visit:

enditnow.org

enditnow[®]
Adventists Say No to Violence

6

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



7

OWN Moment in the church

It consists of dedicating time during worship or youth programs so that church members can send an SMS or an *inbox* to a non-Adventist friend or relative. “In my church, we are parking for you at this very moment.” A special prayer is made.

8

NOW moment in congresses

We encourage that in each youth congress or communication congress held at the church, union or division level a NOW Moment be implemented.

9

NOW AWARDS

The Division will organize annual activities to recognize the best digital media campaigns.

SUPPORT RESOURCES



IAD Group NETWORK

The Division will create a contact group on *WhatsApp* to launch campaigns and interact with community managers at the unions.



LOCAL Group NETWORKS

Community managers from each union, field and local churches will create their own collaboration networks

2

DIVISION TRAINING

IAD Communication will offer training to union directors and church leaders

3

UNION TRAINING

Unions will include presentations and seminars in their advisories and congresses to motivate everyone to generate content in the new media.



LOCAL FIELD TRAINING

Conferences and missions will include presentations and seminars in their advisories and congresses to motivate everyone to generate content in the new media tools.



GAIN FOR PASTORS 2017

Global Adventist Internet Network event will be an online summit, to focus on teaching pastors to be effective online witnesses.

date to be confirmed



PROMOTIONAL MATERIALS

The division will provide different resources for the community managers to distribute to the fields for each of the major programs.

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



EVENTS AND WEBPAGES

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



Website: gain.adventist.org

Facebook Group: Global Adventist Internet Network

Twitter: @gain_e

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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