



# 2017

## GENERAL OBJECTIVE

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

## MAIN ACTION

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

## **SPECIFIC ACTIVITIES**





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



# 2

# NOW SABBATH

*JULY 15, 2017*

- To dedicate one Sabbath a year to use media.
- 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.





# 3

## NOW MOMENT

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 of relative. “In my church, we are parking for you at this very moment.” A special prayer is made.



# 4

## SMALL GROUPS

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



# PERMANENT HASHTAGS

# PERMANENT HASHTAGS FOR USE IN THE INTER-AMERICAN DIVISION TERRITORY

## **#MyBibleSays**

*To share Bible verses  
and promote Bible Study*

## **#HappySabbath**

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

## **#GodHears**

*To promote prayer a relationship*

## **#LordTransformMe**

*The IAD theme for 2015-2020*



# PERMANENT HASHTAGS FOR 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](http://www.revivedbyhisword.org)

## #UIP20

*United in Prayer*

[unitedinprayer.org](http://unitedinprayer.org)





**Defined dates to make an impact in social networks**

JANUARY 11-21, 2017

**#TenDaysOfPrayer**

## Ten Days Of Prayer

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



[www.tendaysofprayer.org](http://www.tendaysofprayer.org)

Visit the website for more information.

MARCH 18, 2017  
**#GYD17 #GlobalYouthDay**

## Global Youth Day

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](http://globalyouthday.org)**





APRIL 1, 2017  
**#LordTransformMe**

## Satellite Live Event

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.



AUGUST 26, 2017  
**#EndItNow**

## End It Now

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](http://enditnow.org)**

**enditnow<sup>®</sup>**  
Adventists Say No to Violence

SEPTEMBER 16, 2017

**#PathfinderDay**

## Pathfinder Day

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





OCTOBER 20-22 2017

**#PCM17 #GPCMW**

## Global PCM Weekend

The aim of the Global PCM Weekend (every third weekend of October) is to connect and involve Seventh-day Adventist students, academics and professionals in mission and service on campus, in the church, and in the community.



**[pcm.adventist.org](http://pcm.adventist.org)**

*Document prepared by the Communication Department of the  
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*Images: [unsplash.com](https://unsplash.com)*





Seventh-day  
Adventist<sup>®</sup> Church

INTER-AMERICAN DIVISION

**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**