



GUEST SPEAKER

JOHN BECKETT

Director, Office of Digital
Media Technologies

General Conference

MISSIONALLY MANAGING DIGITAL MEDIA



MISSION

I WANT TO MAKE IT EASIER FOR
PEOPLE TO MEET JESUS AND STAY
CONNECTED TO HIS FAMILY OF
BELIEVERS.



TIME



5 FACTORS



IMPACT
RISK
COST
EXPERTISE
COMMITMENT



IMPACT



INCREASE IMPACT

ANALYTICS

SEO RESEARCH

USER JOURNEYS

CALLS TO ACTION



RISK



REDUCE RISK

STANDARDIZATION
IT MANAGES TECH
ENTERPRISE TOOLS



COST



COST STANDARDIZATION SHUTTING DOWN



EXPERTISE



EXPERTISE

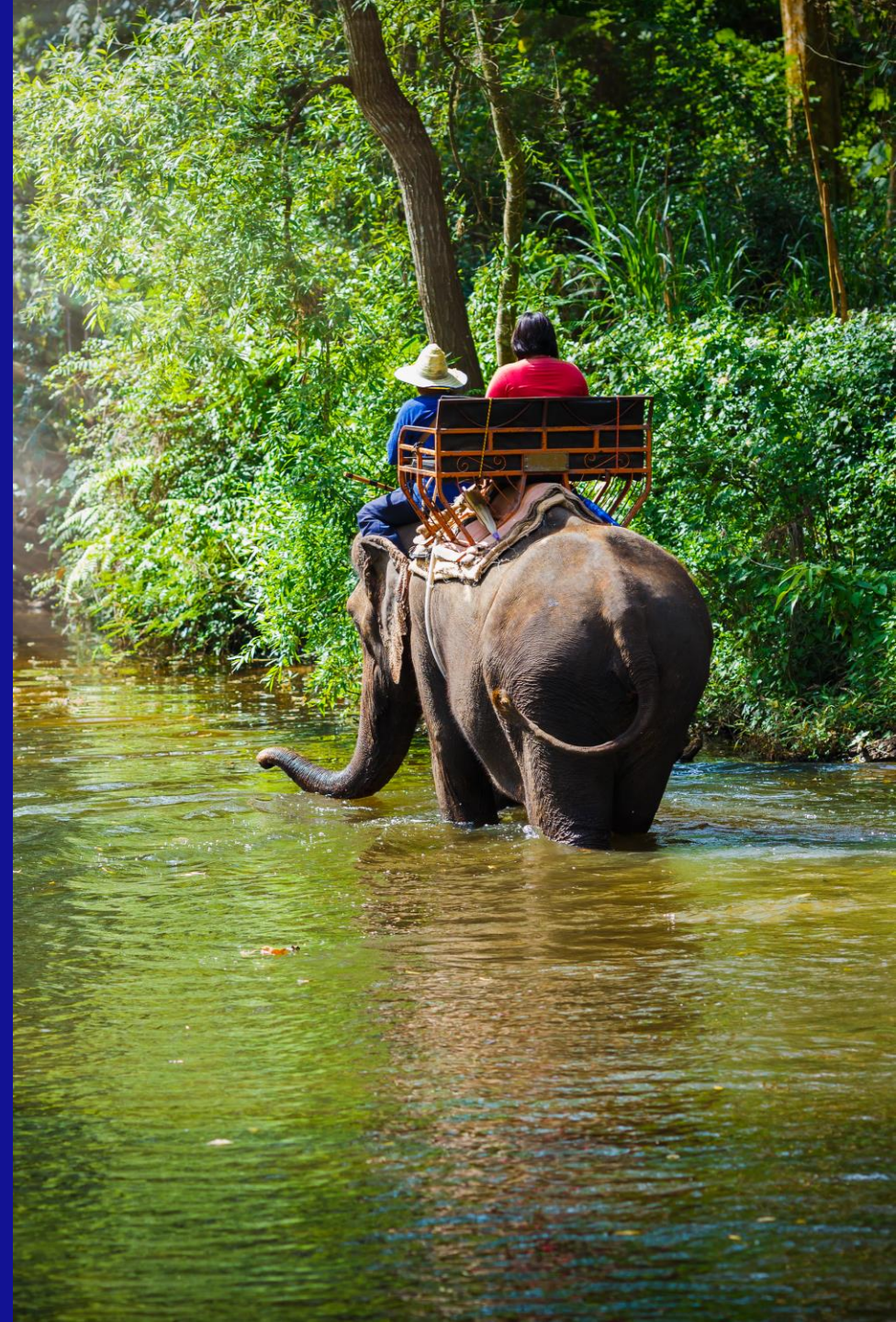
STANDARDIZATION

IT MANAGES TECH

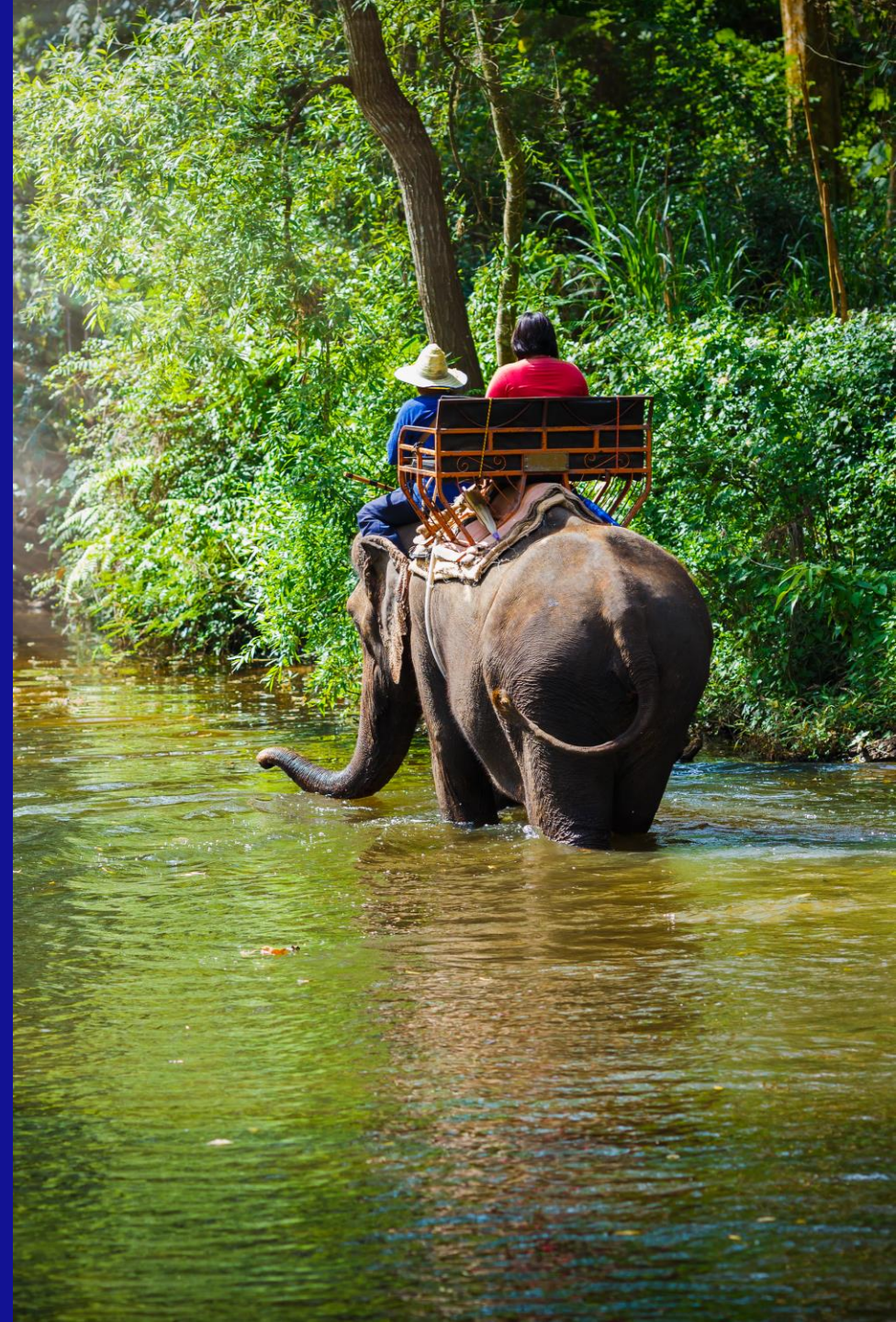
ENTERPRISE TOOLS



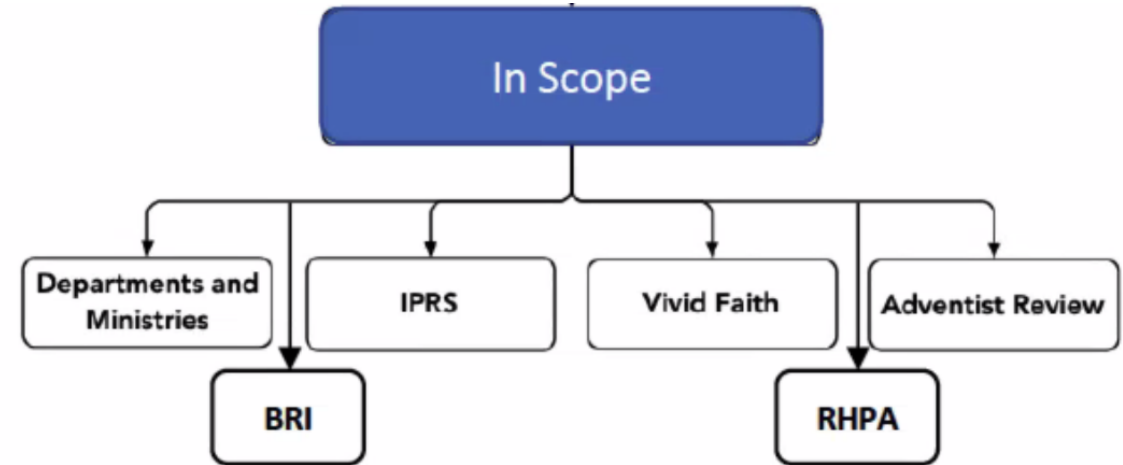
COMMITMENT



COMMITMENT FINISHING MIGRATIONS PROGRESS



SCOPE



IN-SCOPE ENTITY
DIGITAL MEDIA TECHNOLOGY

TECHNOLOGY

Technology teams deploy and manage systems and services to support the content teams

Technology teams work to ensure visual design needs are met, as much as possible, within technical tools.

Technology teams establish access control systems and procedures to ensure content teams have access specific to their needs.

VISUAL DESIGN

CONTENT

Content teams create and publish content

Content teams work within technology tools specified and managed by IT teams

Content teams oversee the visual aspects of visual design within technical limitations

STANDARDS



STANDARDS

SERVERS

HOSTING

DOMAIN REGISTRATION

IDENTITY

WEB APPLICATION FIREWALL

DNS

E-MAIL LISTS / TRANSACTIONAL

CONTENT MANAGEMENT

COOKIE CONSENT / TAGS

ANALYTICS

SEO RESEARCH (SOON)

UPDATES

SOCIAL MEDIA MANAGEMENT (SOON)



SERVERS

UBUNTU

31 computers
available

Refine your selection
by searching or
selecting from the
criteria below: ?

Access Groups

global (31)

Tags

netadventist (1)

Saved searches

18.04 - Bionic

20.04 - Focal

Digital Ocean

GC Network Servers

Needs Reboot

Offline

Upgrades Available

0 computers
selected

Info

Activities

Hardware

Ubuntu Pro

Monitoring

Scripts

Select computers

Select: **All** **None**

Name	Hostname
<input type="checkbox"/> ACL - cdn passthrough server	cdn.adventistcontent.org
<input type="checkbox"/> ACL - media.adventistexchange.org	media
<input type="checkbox"/> adventistafrica.org	adventistafrica.org
<input type="checkbox"/> adventisthost.org	adventisthost.org
<input type="checkbox"/> adventisttranslation	avt01.do.adventist.io
<input type="checkbox"/> cdn (clone of cdn.adventist.org)	cdn
<input type="checkbox"/> esd-sda.org (clone)	esd-sda.org
<input type="checkbox"/> gc-gsi-redirector (clone)	gc-gsi-web-redirector.gc.sda.org
<input type="checkbox"/> gc-gsi-web-dialogue	gc-gsi-web-dialogue.gc.sda.org
<input type="checkbox"/> GITLAB - Docker Runner	gitdockerrunner
<input type="checkbox"/> GITLAB - Main Server	gitlab
<input type="checkbox"/> GITLAB - Runner	gitlabrunner
<input type="checkbox"/> HEALTH - Youth Alive	youthalive
<input type="checkbox"/> netadventist4.org	netadventist4
<input type="checkbox"/> netAdventist - Deploy Server	deploy.netadventist.org

HOSTING

DIGITAL OCEAN

CLOUDWAYS

John

Servers

Applications

Projects

Affiliate



DEPLOY YOUR MANAGED APPLICATION

APPLICATION & SERVER DETAILS

WordPress



Version 6.1.1

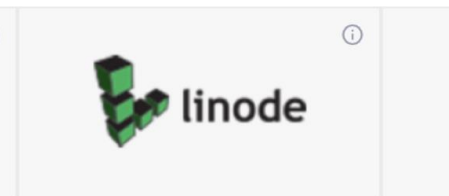
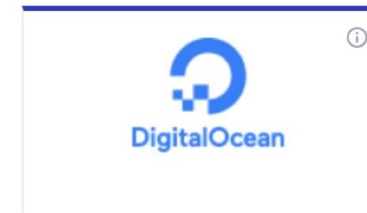


Name Your Managed App

demo

Name Your Managed Server

demo



SERVER SIZE

Please select your server size. You can always scale your server size whenever required.



LOCATION

Please select your server location.

London

DOMAINS



IDENTITY



Microsoft Entra
ID



gcsda

PRODUCTION

Search

Discuss your need



Adventist Locator

Machine to Machine

Client ID: d7qCW8BJZZPI7L



adventist.church

Regular Web Application

Client ID: DQXrp0H8JoTWP



adventist.design

Regular Web Application

Client ID: mRf2h08qDYrz16



adventist.education

Regular Web Application

Client ID: XRb7cYqqBs jM5e




adventist.io

Regular Web Application

Client ID: jdQ370w8qpBZrF

WAF DNS

CLOUDFLARE

Go to...

Add site

Support

English

AAA - General Conf...

SSL/TLS

Security

Analytics

Events

WAF

Page Shield

Bots

API Shield New

DDoS

Settings

Access

Speed

Caching

Workers Routes

Rules

Network

Traffic

Collapse sidebar

www.adventist.org

Active

Star

Enterprise plan

Events summary

About Firewall Events

Action

Host

Country

Source ASN

Source IP

Path

...

Total

10.07k

Block

5.7k

Skip

3.76k

Log

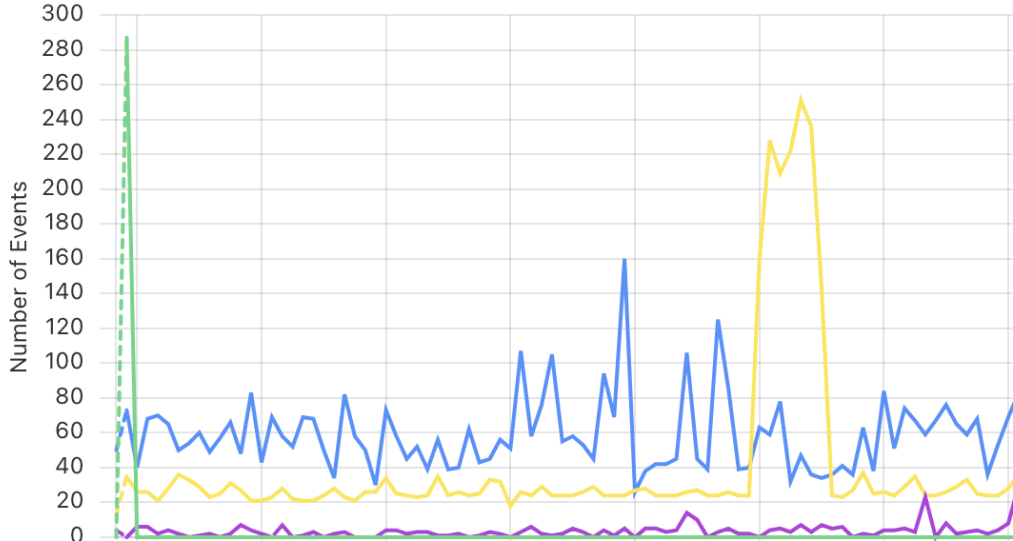
287

Man

Chal

323

Number of Events



E-MAIL
LISTS
TRANSACTIONAL


Brevo


Formerly **sendinblue**


CMS


WORDPRESS


ADVENTIST WEB ENGINE


 ANN


 Events


 Web


 ANN

 ANN (redesign)

 Manage sites

 Manage automated sites


 Page Presets


 Reports


Articles

Manage articles

Articles settings

 Publications

 Admin Area

 John Beckett


Articles


Manage and discover articles


Articles

Status

Title

 Dedication publishing

 Common C
NAD Hosts A

 ADRA took

COOKIES

ONE TRUST

GOOGLE TAG MANAGER



We use cookies to personalize content and ads, to provide social media features, and to analyze our traffic. We also share information about your use of our site with our social media, advertising, and analytics partners.

Accept Cookies

Reject Cookies

[Cookies Settings](#)

ANALYTICS

GOOGLE (GA4)
LOOKER STUDIO

Dashboard

Trends

Geography

Geography

Geography Table

Geography Trends

Study the Bible

Traffic Source Results

404 Error

Engagement Rate by ...

Language Breakdown

Internal Search

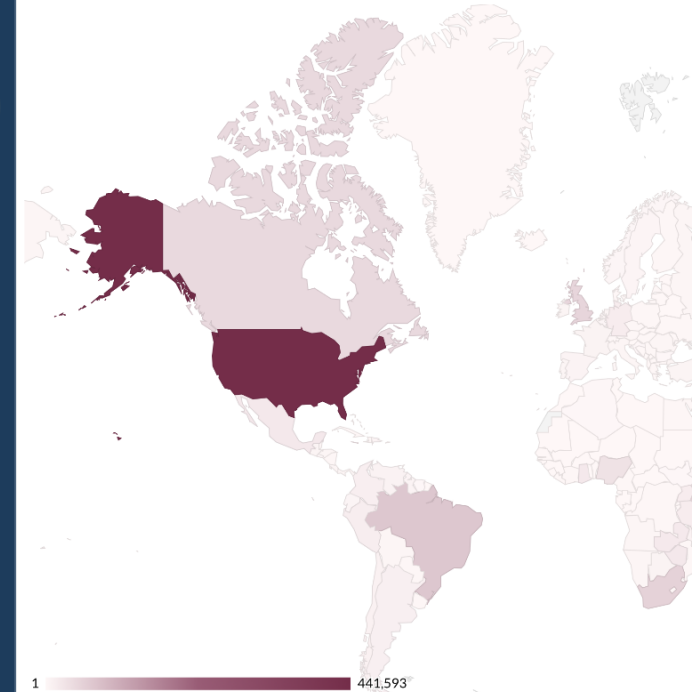
Cross Site Search

Traffic Filters

Source

Medium

Geography by Sessions



Data Last Updated: 7/3/2024 11:51:20 AM | [Privacy Policy](#)

SEO

BRIGHTEDGE



Search (Ctrl+Alt+S)



Home



Dashboards



Research



Action



Reports



Help

ance including organic visits, conversion, CTR, etc. from Google Search C

Report

PERIOD

Apr 07, 2024 - Jun 23, 2024 (Weekly

ount is not integrated with Google Search Console. Please click the button

24 (compared to Week of Jun 16, 2024)

Select Differ

Search

Filters

Columns



Clicks



Clicks
Change



Impressions



Showing

UPDATES

MANAGEWP

CLOUDWAYS

LANDSCAPE

+

Find a Website

ManageWP

Overview

Websites

Clients

Add-ons

Add-ons

Active

Inactive

☐ Security Check 95
 ☐ Uptime Monitor 91
 ☐ SEO Ranking 55
 ☐ White Label 90
 ☐ Performance Ch... 91
 ☐ Link Monitor 89
 ☐ Backups 95

Status

☐ Backup failed 2
 ☐ Multisite Network 4
 ☐ No updates 13
 ☐ Security Issues 1
 ☐ SSL enabled 95
 ☐ Syncing 56
 ☐ Updates available 26

Tags

ALPS v2 3

ALPS v3 75

ALPSv3 Upgrade 0

Development 7

Live 59

Expand All (8)

Clients

☐ ABSG 3
 ☐ ACM 9
 ☐ AM 5
 ☐ APM 2
 ☐ ASTR 1
 ☐ BRI 4

Hide Filters

50 websites

1844madesimple.org

1844madesimple.org

act.adventist.org

act.adventist.org

adventist.design

adventist.design

adventistaccreditinga...

adventistaccreditinga...

adventistbiblicalrese...

adventistbiblicalrese...

adventistchaplains.org

stage.adventistchaplai...

adventistcommunicat...

stage.adventistcommu...

adventistdeaf.org

adventistdeaf.org

adventistpublishing.o...

adventistpublishing.org

adventistpurchasing...

adventistpurchasing.org

adventistrecovery...

adventistrecovery...

SOCIAL BRANDWATCH



Administration

PROFILE

My profile

Notifications

ORGANIZATION

[Overview](#)

Teams

Users

Ad accounts

Label management

Engage templates

Integration marketplace

Audit log

CHANNEL SETTINGS

Overview

Organization

Teams

OpenAI feature

Access new and upcoming

By enabling access, you ensure you have authority o

This setting only applies

Add channel

[Permissions](#) Please m

DEFINED ROLES



PROGRESS VS PERFECT



FLEXIBILITY



MISSION

I WANT TO MAKE IT EASIER FOR
PEOPLE TO MEET JESUS AND STAY
CONNECTED TO HIS FAMILY OF
BELIEVERS.

