Seventh-day
Adventist® Church

DEFINING OUR

DIGITAL STRATEGY FOR MISSION
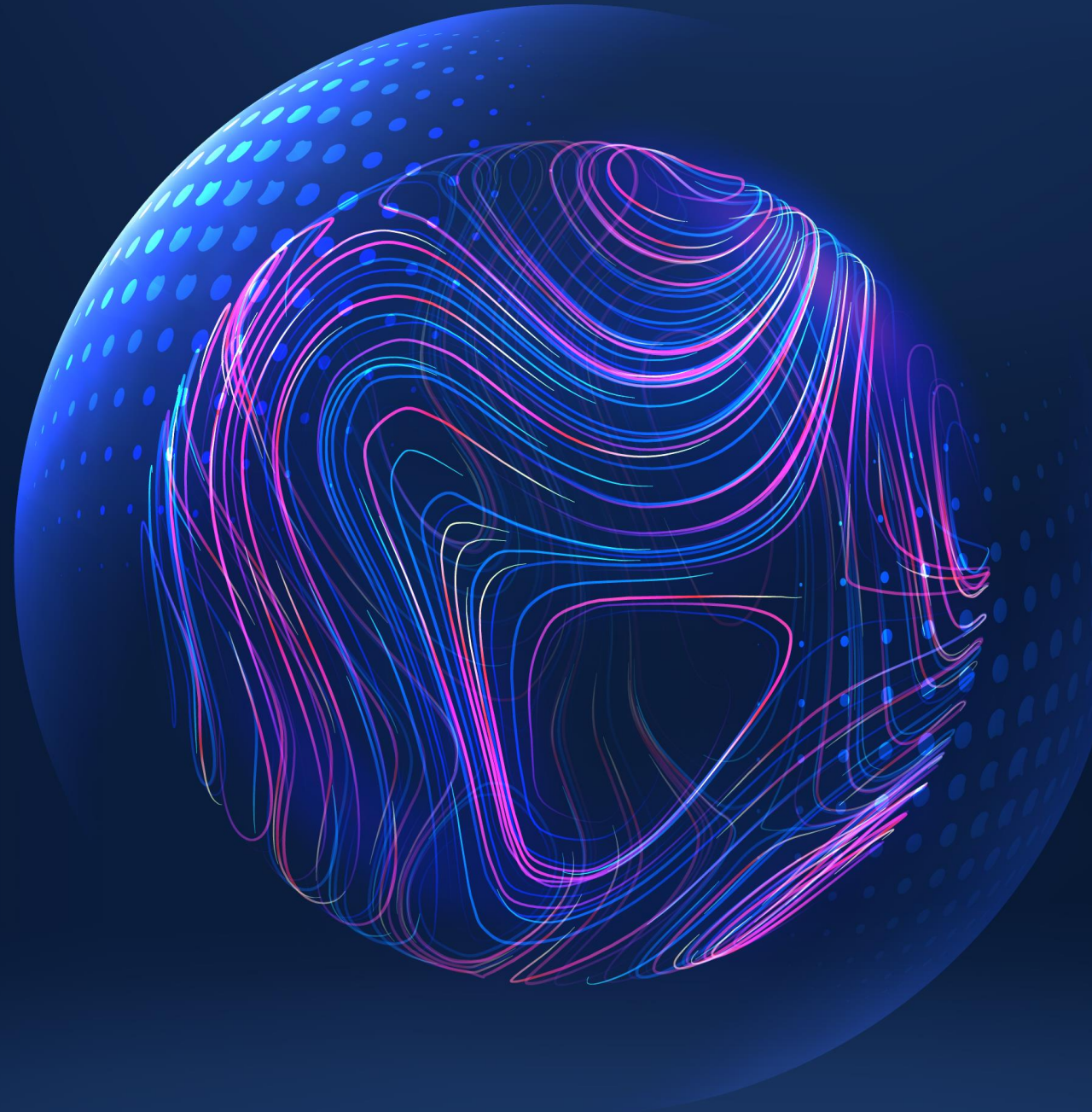
—— ATS Thailand 2024

"If it is not about MISSION...

...It should not matter!"

-Elder Paul H. Douglas

VOTED, To designate the 2025 General Conference Session Offering for Digital Strategy for Mission as follows:

Purpose of Offering: To invest in innovative digital strategies that will advance and accelerate the mission of the Seventh-day Adventist Church to reach the world for Christ.

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Purpose of Offering: To invest in innovative digital strategies that will advance and accelerate the mission of the Seventh-day Adventist Church to reach the world for Christ.

Plans for Offering: Each division and attached union/field will identify and implement an innovative digital strategy for mission within their territory that will facilitate the journey from contact to conversion and from decision to disciple, integrating a strong element of personal contact.

Distribution: Each division and attached union/field will receive back two-thirds of the offering in proportion to the amounts received within its territory. The remaining one-third plus the two Sabbath offerings at the General Conference Session, and any direct donations that are received by the General Conference prior to final distribution of the funds, will be divided into 14 equal parts and shared as follows:

DEFINITION:

The **Digital Strategy for Mission** establishes a framework that leverages existing and emerging tools & technologies to expand missional reach and enhance operational excellence.

The scope of this strategy centers on how digital assets can support the Church's Strategic Plan. It's a roadmap for leveraging digital opportunities to connect and engage with those seeking Jesus online as well as offline.
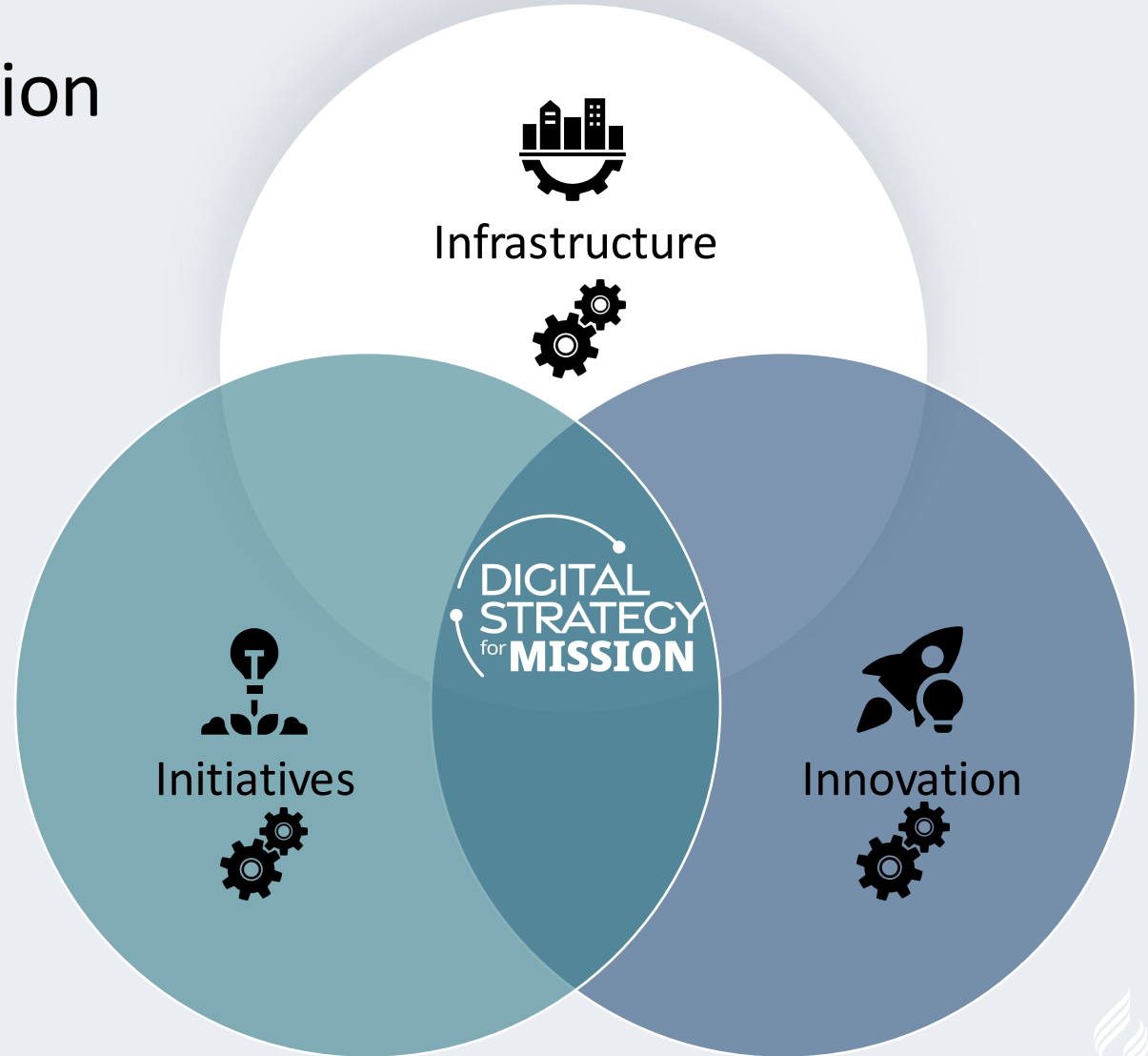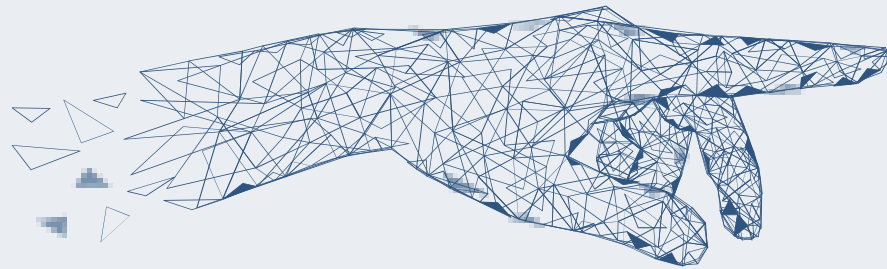
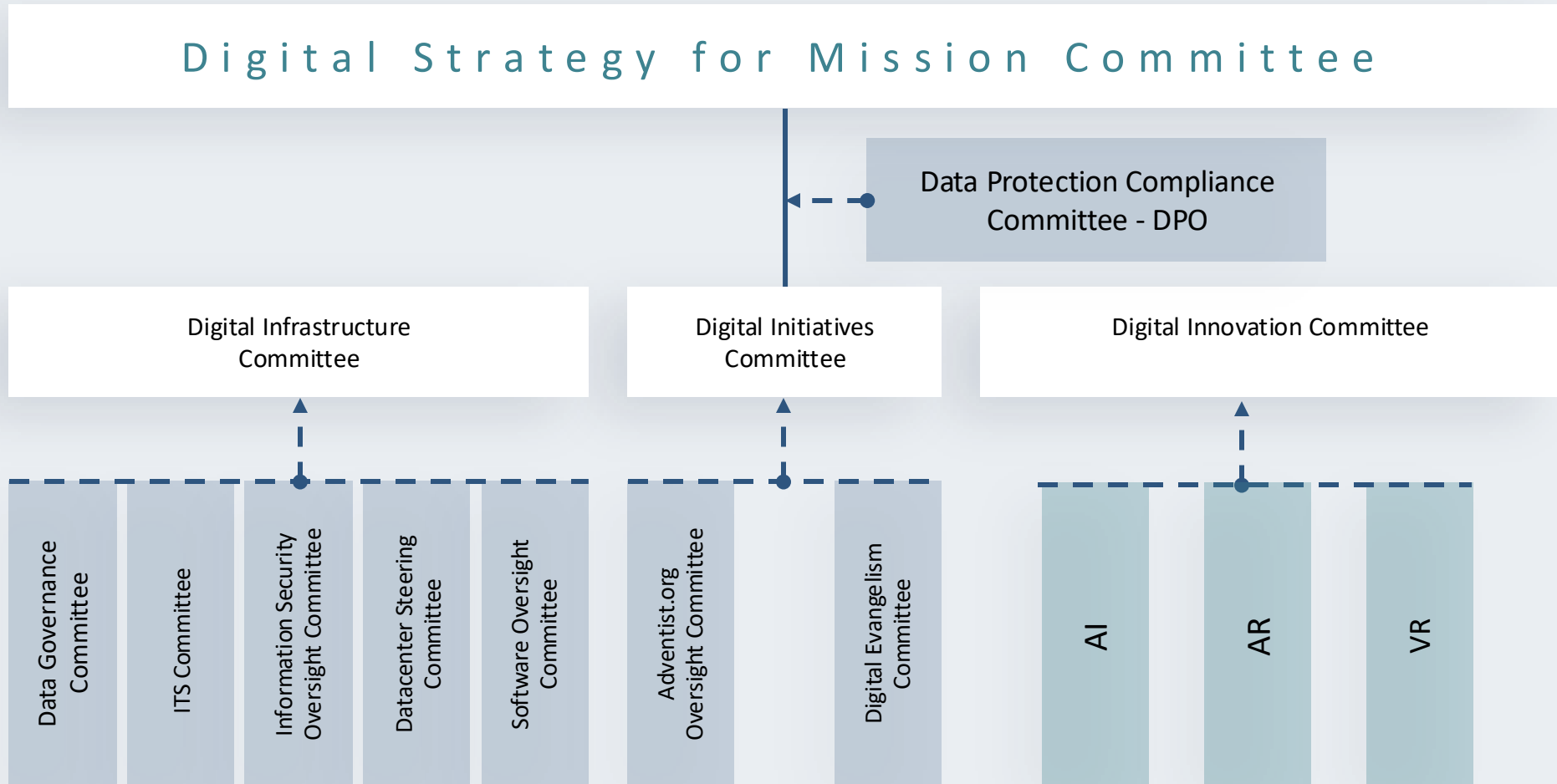The Gears of DSM

Digital Strategy for Mission
Governance Model

Infrastructure

Initiatives

Innovation

DIGITAL STRATEGY for MISSION

ATS — Adventist Technology Summit — THAILAND

Seventh-day Adventist Church

Digital Strategy for Mission
Governance Structure

Digital Strategy for Mission Committee

Data Protection Compliance Committee - DPO

Digital Infrastructure Committee	Digital Initiatives Committee	Digital Innovation Committee

- Data Governance Committee
- ITS Committee
- Information Security Oversight Committee
- Datacenter Steering Committee
- Software Oversight Committee

- Adventist.org Oversight Committee
- Digital Evangelism Committee

- AI
- AR
- VR

Note: DSM was developed by EOM on 3/9/2023 and voted by ADCOM on 3/21/2023

Data Protection Compliance Committee - DPO

All GC Technology and Digital Projects

Digital Initiatives Committee

Digital Innovation Committee

Digital Infrastructure Committee

Digital Strategy for Mission Committee

I WILL GO

STRATEGY 1

Ensure the Sustainability and Accessibility of the Church's Digital Evangelistic Efforts

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Strategy 1 Objectives

Ensure the Sustainability and Accessibility of the Church's Digital Evangelistic Efforts

1

Develop a long-term plan for maintaining and sustaining Digital Evangelism.

2

Ensure the Adventist Church has a presence in the most prominent social media platforms.

3

Increase the reach and engagement of digital evangelistic content.

4

Encourage the Missional Use of Emerging Technologies such as VR, AR, and AI.

5

Encourage active and sustained Social Media Engagement by every church entity that results in lasting relationships.

6

Encourage Responsible Youth and Young Adult Engagement for missional social outreach.

7

Broaden the number of languages that the post evangelistic content.

⇒ Implement a regular budgeting review process to ensure faithful stewardship of digital initiatives. Live within these budgets.

⇒ Allocate budget for paid advertising (social media ads, Google Ads) based on goals and target audience.

⇒ Achieve a 20% increase in online engagement (views, likes, shares) within the next year.

⇒ Expand accessibility features on digital platforms to reach a broader audience, including those with disabilities.

⇒ Invest in tools for SEO, writing, scheduling, analytics, and design software as appropriate.

⇒ Consider outsourcing content creation or design for high-quality output.

⇒ Provide training to Church Members and ecclesiastical staff alike on how to safely and effectively engage on social media.

⇒ Further gamification of gospel outreach.

STRATEGY 2

Ensure Responsible Use of Data by Implementing Robust Data Collection, Usage, and Security Protocols

Strategy 2 Objectives

Ensure Responsible Use of Data by Implementing Robust Data Collection, Usage, and Security Protocols

6

Designate an individual to oversee data protection responsibilities.

1

Establish comprehensive data protection and privacy policies.

2

Foster trust and transparency with church members, employees, and the public regarding responsible data use.

3

Implement minimalization of data.

4

Encourage Digital Literacy among our Leadership and staff alike.

5

Encourage data-driven decision making, as led by the Holy Spirit.

⇒ Each division name a qualified individual to serve as their Data Protection officer (DPO).

⇒ Establish a Cyber Crisis Communication Plan, a Disaster Recovery and Ministry Continuity Plans for each entity.

⇒ Implement GDPR (or local data privacy legislation) compliant data collection and storage practices across all digital platforms.

⇒ Conduct quarterly data security audits to ensure ongoing compliance and security.

⇒ Implement an employee cyber training program such as KnowBe4.

⇒ Obtain Cyber Liability Insurance, where available.

⇒ Develop a user data privacy education program for staff and volunteers by the end of the year.

STRATEGY 3

Develop Tailored/Custom Digital Strategies for each Department and Ministry

Strategy 3 Objectives

Develop Tailored, contextualized Digital Strategies for each Department and Ministry

1	2	3	4
Meet with each department and ministry to craft their unique digital strategies, as appropriate.	Identify similar strategies across departments, and then coordinate and collaborate across those departments.	While crafting these departmentally unique strategies, ensure the use of common tools and look for opportunities to collaborate.	Align departmental digital strategies with the GC's Digital Strategy for Mission as well as the GC Strategic Plan 'I Will Go'.

⇒ Monitor and report to ADCOM on the effectiveness of these strategies biannually to ensure alignment and impact.

⇒ Identify opportunities to share tools across departments, working to normalize these tools and solutions across departments.

⇒ Complete an assessment of each department's digital needs and capabilities within three months.

⇒ Develop and implement tailored digital strategies for at least six departments by the end of the year.

STRATEGY 4

Adopt a Strategy for Enterprise Services, including the adoption of World Church Platforms

Strategy 4 Objectives

Adopt a Strategy for Enterprise Services, including the adoption of World Church Platforms

1

Develop a Technology Strategy & Plan that seeks to increase operational efficiency and productivity by automating processes and optimizing resources

2

Champion the sharing of services across all denominational entities to ensure continuity and radically increase efficiency.

3

Promote the adoption of World Church Platforms across the denomination.

4

Standardize and normalize digital tools and platforms to streamline operations and gain economies of scale.

⇒ Target a 20% reduction in costs associated with digital services by eliminating department-specific tool redundancies.

⇒ Identify and implement at least three enterprise services that can be shared across the entity within twelve months.

⇒ Establish standardized protocols for service usage and management within one year.

STRATEGY 5

Integration and Centralization of Resources

24

Strategy 5 Objectives

Integration and Centralization of Resources

1

Centralize evangelistically and ecclesiastically focused materials and resources.

2

Establish and promote a web repository of these resources and materials to local entities.

3

Ensure there are two categories of materials that are widely available: evangelistically focused and ecclesiastically focused materials and resources.

4

Where possible, consolidate these resources into the next higher organization's repository of evangelistically and ecclesiastically focused resources to maximize the diversity of content.

⇒ Hold quarterly staff meetings to train the staff on how to access and use these resources and materials.

⇒ Advertise these web repositories across the field, as broadly as possible. Track web analytics to ensure relevancy of use.

⇒ Develop this centralized resource repository accessible to all departments within 6 months.

STRATEGY 6

Ensure Our Digital Evangelism is Relevant, Engaging, and Anchored/Attached to Local Churches

Strategy 6 Objectives

Ensure Our Digital Evangelism is Relevant, Engaging, and Anchored/Attached to Local Churches

1

Strengthen the connection between digital evangelism efforts and local church activities.

2

Ensure digital content is culturally relevant and contextually appropriate.

3

Focus on building and growing online faith communities and integrate those communities into the Local Church.

4

Encourage a tithe (10%!) of every church's local membership to be Digital Disciples, connecting and engaging with seekers online.

⇒ Establish a consistent feedback loop between local congregations and digital evangelism teams to ensure alignment.

⇒ Create and distribute culturally tailored evangelistic content that speaks to different people groups and belief systems.

⇒ Increase local church participation in digital evangelism initiatives by 20% within one year.

STRATEGY 7

Secure the Church's Online Identity Through Effective Brand Management and SEO

Strategy 7 Objectives

Secure the Church's Online Identity Through Effective Brand Management and SEO

5

Retire older websites that are no longer relevant or no longer in use.

1

Proactively protect and enhance the Church's online presence. (Speak with one voice.)

2

Improve search engine visibility and brand recognition.

3

Increase Organic Traffic by focusing on improving keyword rankings and optimizing content to drive more traffic to the entity's websites.

4

Work to ensure Technical Optimization by completing regular audits and making adjustments to ensure fast loading times, mobile responsiveness, and error-free navigation across websites.

⇒ Create end of life policies for websites and software applications.

⇒ Build High-Quality Linking by building relevant and authoritative links to enhance credibility and authority. This is especially crucial for Generative AI use.

⇒ Conduct a comprehensive brand audit and develop a brand management strategy within six months.

⇒ Optimize website content and structure to improve search engine rankings by 20% within six months.

⇒ Work to enhance Brand Visibility and trust. Higher brand visibility leads to increased recognition by the public and engenders greater familiarity and potentially trust, potentially boosting traffic and conversion rates.

⇒ Launch a brand awareness campaign to increase online visibility and engagement.

DIGITAL STRATEGY for MISSION

7 Principles of the GC Digital Strategy for *Mission.*

1. Ensure and support the sustainability and accessibility of the Church's Mission by enabling Digital Evangelistic efforts.

2. Ensure Responsible use of Data by Implementing robust data collection, usage, and security protocols to maintain trust and legal compliance.

3. Develop tailored/custom digital strategies for GC departments and ministries to ensure alignment with the GC Strategic Plan & Mission.

4. Adopt a strategy for enterprise services. Sharing of services across GC & Divisions, to ensure continuity of mission.

5. Centralization of Resources. Two categories of resources: evangelistically focused and ecclesiastically focused. Additionally, Establish Standardized Enterprise tools to be used across entities and departments for mission effectiveness.

6. Ensure our Digital Evangelism is relevant, connected, & anchored to local churches/congregations.

7. Secure the Church's online identity through effective brand management and SEO.
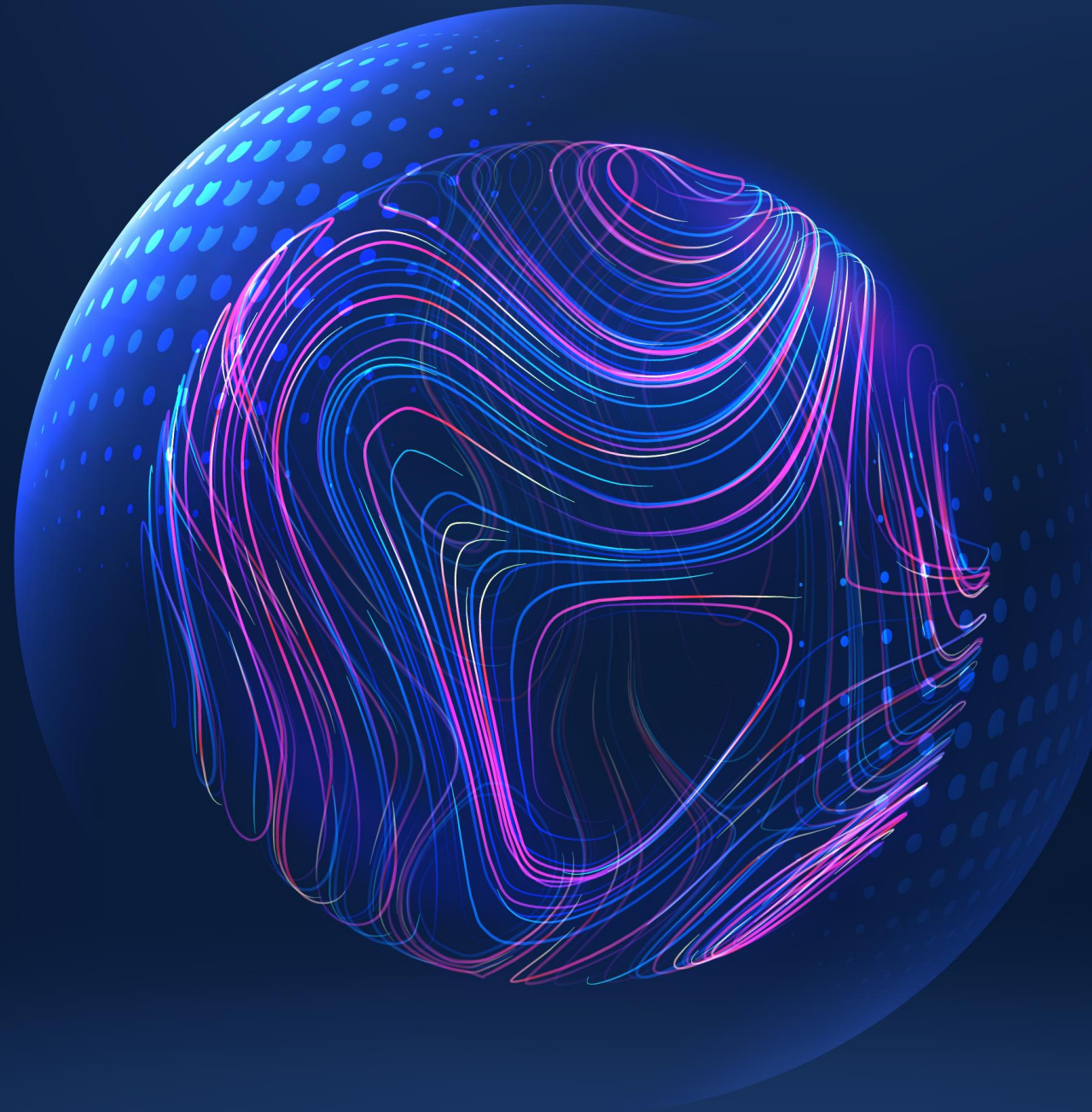
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