



# Managing the Media

You, social media, and the organization



# What Is Information Management?

Information management is an umbrella term where an organization produces, owns, and manages a suite of information. The information can be in the form of physical data (such as papers, documents, and books), or digital data assets. IM also focuses on how that information is shared and delivered to various recipients, including individuals and different computing devices such as an organization's website, computers, servers, applications, and/or mobile devices.

— <https://www.techopedia.com/definition/20012/information-management-im>

# What Is Information Management?

Digital assets in the form of our messages in emails, texts, and on social media are part of communication can be just as important to manage as our financial statements, cash flow, and forecasts.



# Message, Distribution, and Storage



- Launched on May 10, 1996, the Wayback Machine (<https://archive.org>) had more than 38.2 million records at the end of 2009.
- In September 2018, a U.S. appeals court decided that the Wayback Machine's archive of webpages is legitimate evidence that may be used in litigation.
- In June 2022, the machine has saved more than 698 billion web pages. More than one million web pages are added daily.

# What does this have to do with me?

- “Those who guard their mouths and their tongues keep themselves from calamity” (Prov. 21:23, NIV).
- “Those who consider themselves religious and yet do not keep a tight rein on their tongues deceive themselves, and their religion is worthless” (James 1:26, NIV).



# Words

“Words can be like X-rays if you use them properly—they’ll go through anything. You read and you’re pierced.”

—Aldous Huxley, *Brave New World*



*Images from iStock, unless otherwise noted.*





# What We Publish

- Our energies should be devoted to the publication of literature of the purest quality and the most elevating character. . . .
- The great object of our publications is to exalt God, to call men's attention to the living truths of His word. God calls upon us to lift up, not our own standard, not the standard of this world, but His standard of truth.

—*Ellen G. White, Counsels to Writers and Editors, pp. 11, 12*

# We Tell a Story on Social Media

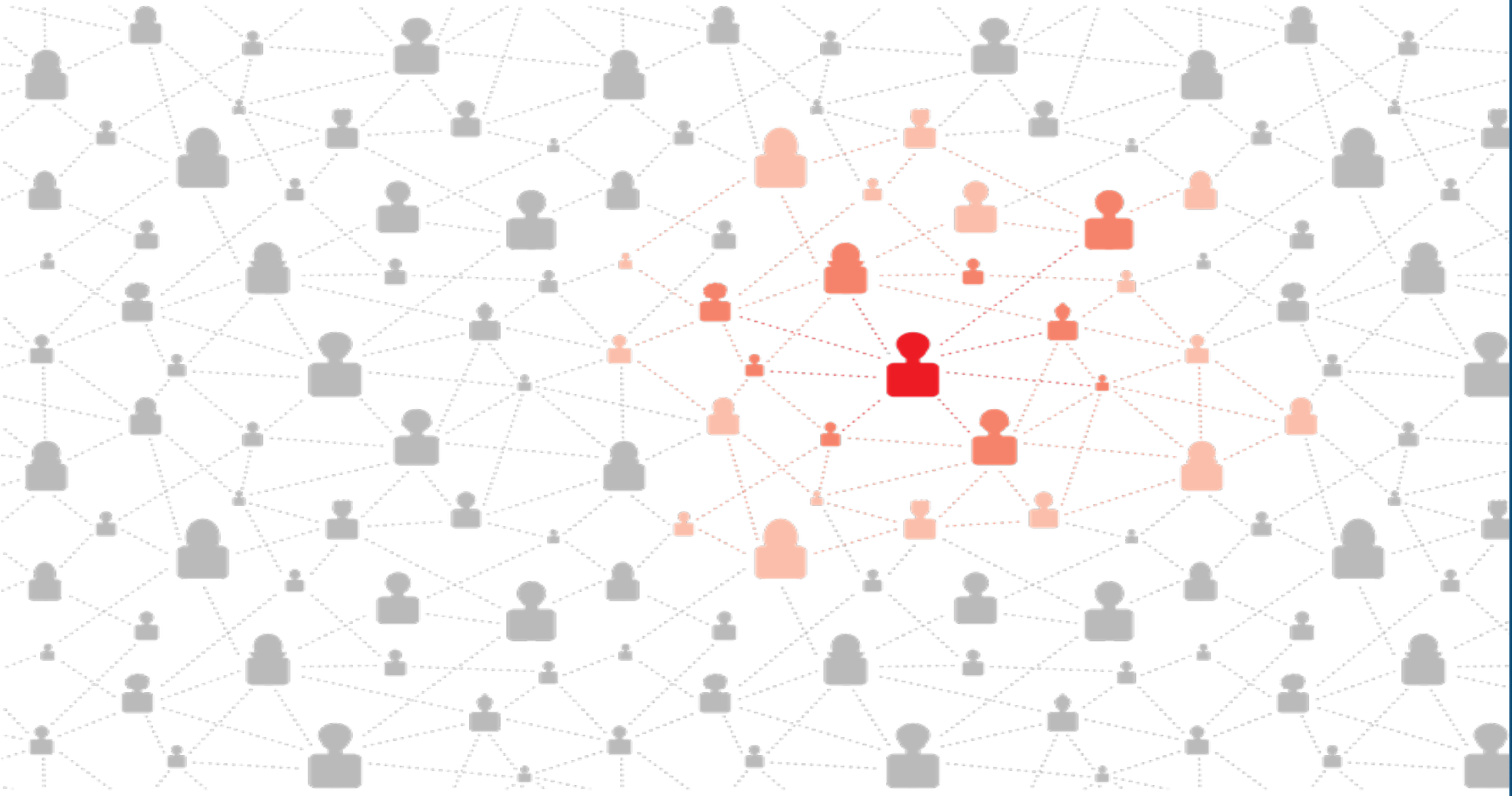


“Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage.”

—*Amy Jo Martin*, author, speaker, entrepreneur, investor



# Broadening Your Impact





# Who Is Your Audience?

## ▶ Internal and/or External

- Family and Friends
- Church members
- Church leadership
- Community
- NAD
- World membership



***You represent your organization  
even in your “personal space.”***



# Lasting Impact

- Kathy Griffin, Nick Cannon, and Gilbert Gottfried





# Some Selfies Are Good



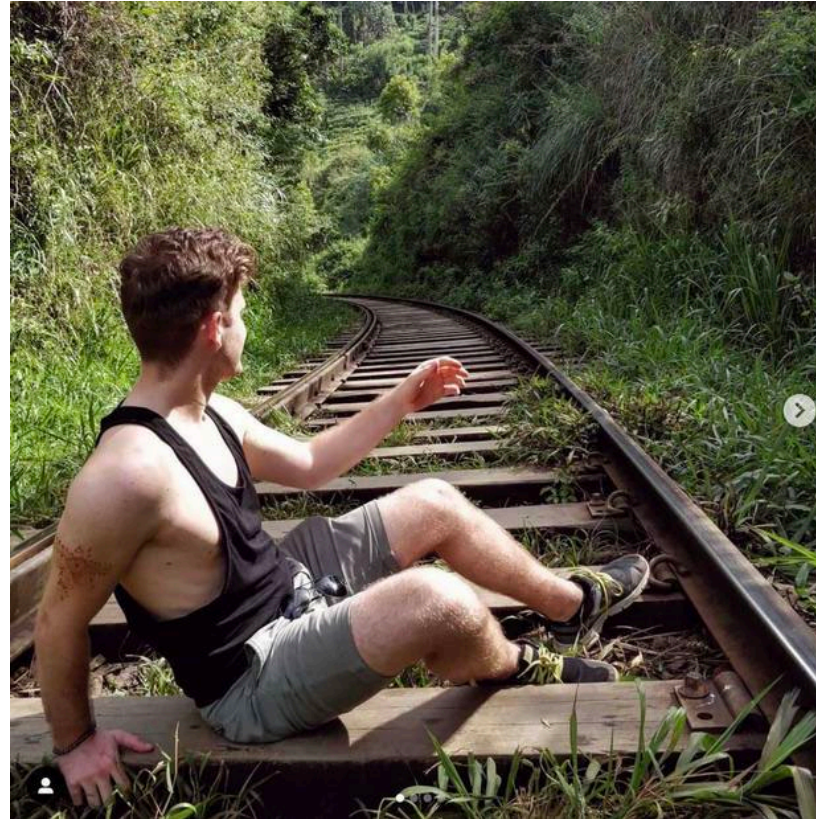
Armando Miranda Jr. (left) takes a selfie with student missionaries who are spending a year on the island of Pohnpei.





# Some Selfies Are Bad

This Instagrammer said he was "trying to take a photo before being squished." This picture was taken near Sri Lanka's Nine Arch Bridge on active train tracks.



*@ANDREAS.RED VIA INSTAGRAM, taken from CBS*  
[\(https://www.cbsnews.com/pictures/dangerous-selfies/4/\)](https://www.cbsnews.com/pictures/dangerous-selfies/4/)



# Got Video? Good News

- Social video generates 1,200% more shares than text & images combined – *Brightcove*
- 4x as many people would rather watch a video about something than read about it. – *eMarketer*

# Social Media Is Everywhere





# Social Media Posts



- Know your audience and where they live online.
- Choose a few platforms and do them well.
- Post regularly to keep your audience engaged.
- Know best posts for each platform (i.e. Instagram Reels vs short form videos on YouTube ...)
- Post what you know — and be authentic.
- Not sure? Check with coworker(s) and organization's mission statement, etc.

# Social Media Posts: Understand Your Audiences



- Each social media platform targets a specific audience.
  - Facebook skews older and female
  - Twitter skews younger and male
  - Instagram appeals to the under 25 age group
  - TikTok (12+)
  - Pinterest is for planners, predominately women
- Repackage your story/content accordingly.

# Social Media Posts

- Bible verses.
- Church member stats with infographics.
- Calendar/event items.
- Quotes from appropriate sources (nonpolitical, noncontroversial).
- Event quotes (use hashtags to trend and archive)





# Social Media Posts

- Use your own photography/videography.
- Can use free images, but verify they are free.
- Safer to use images you can license (iStock).
- Don't use photos of children without explicit, written permission from parents.





WHEN WE ARE IN

# HIS HANDS,

WHEREVER WE RESIDE, GOD  
HAS PUT US THERE IN  
HARMONY WITH

# HIS WILL.

VIEWPOINTS | @nadadventist



WE SEE GOD MOVING.

VIEWPOINTS | @nadadventist



# NAD Social Media Guidelines

<https://www.sdadata.org/social-media-guidelines.html>

<https://www.mainstreethost.com/blog/social-media-image-size-cheat-sheet/>

<https://www.sdadata.org/digital-evangelism-blog/personal-social-media-audit-questions-to-ask-yourself>



# Social Media & Crisis Communication



- Social media has redefined “breaking news” (Smartphone reporters + platform)
- Geography is no longer a limit (worldwide connections)
- Social media is a trusted source (first place people go for info)

# Social Media & Crisis Communication



- Social media is easy to join.
- Social media encourages and enables transparency in real-time.
- People use social media to change and impact the world.

—Sourced from Celeste Ryan Blyden, Crisis Boot Camp, pp. 64, 65



# Social Media & Crisis Communication



- Do not underestimate the power of the “Adventist grapevine” on social media.
- Do not post a response comment, or personal opinion, on a crisis via social media.
- Do not send anything via email or DM that you don’t want repeated or forwarded.

# Crisis Communication Deeper Dive



*Before the crisis unfolds:*

- Have a designated team assigned (administration, legal expert, topic expert—add as needed, communication specialist, spokesperson).
- Create a contact list of the organization's leadership with office/home/mobile phone numbers and email.
- Be able to find Adventist Church's *Statements, Guidelines, and Other Documents*—GC voted statements on varied topics such as marriage, sexual abuse, gambling, etc.

# Crisis Communication Deeper Dive



*As the crisis unfolds and you're the point of contact:*

- Describe (“write down”) crisis/emergency, who was involved, and when it happened.
- Gather the team.
- Determine type of crisis and who audience is to receive messaging.
- Draft statement, if needed, based on facts and information pertinent to situation.

# Crisis Communication Deeper Dive



*As the crisis unfolds and you're the point of contact:*

- Be receptive and courteous to reporter/media query.
- If statement is already prepped, offer to send to reporter.
- If not ready with a statement, ask about the reporter's deadline and promise to have a response ready as soon as possible/by deadline.
- Promise to provide updates as available.

# Crisis Communication Deeper Dive



## Do's and Don'ts:

- Do not argue with reporter. Do not chat, and don't assume anything is off the record.
- It is OK to not have an immediate response ready, but give a time when you will be able to respond.
- Do not just say "No comment" but rather, "We will have to get back with you."
- Ongoing investigation? Or in litigation? It is OK to say "We cannot comment at this time ..."
- Designate a spokesperson who is "good on camera" and can clearly deliver your message.

# The Good News



“For I am not ashamed of the gospel, because it is the power of God that brings salvation to everyone who believes” (Rom. 1:16, NIV).



# Connect With Us



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