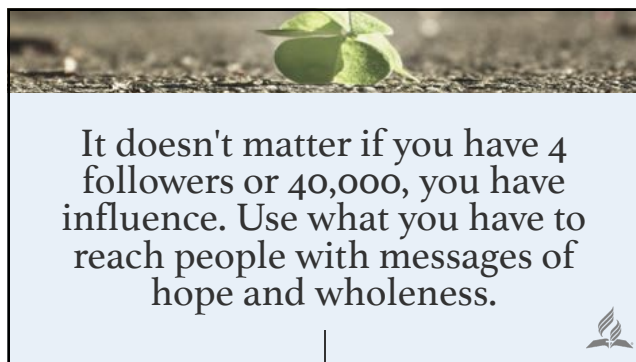




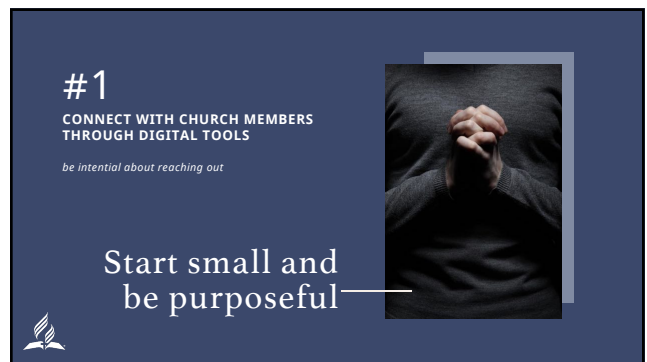
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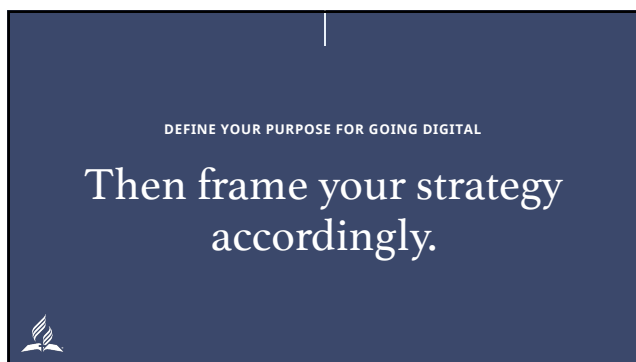
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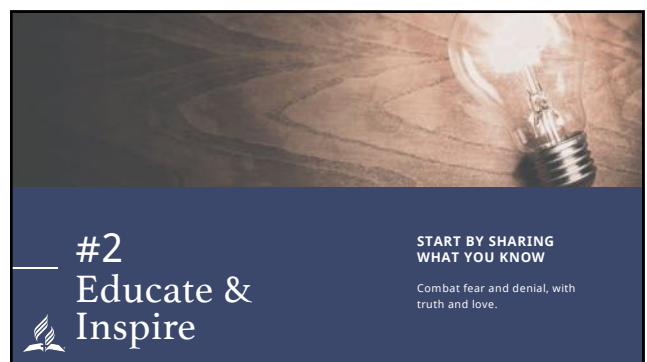
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5



6

AT ANY GIVEN TIME

20% of people are in crisis





7


What to share

To educate and inspire:

- Create and curate content that highlights your areas of expertise.
- Share definitions, ask thought-provoking questions to get your audience to think about their own behavior.
- Share statistics to let people know how common addictions are and that they are not alone.
- Share Bible promises to let people know that through the power of the Holy Spirit, all things are possible.
- Share testimonials of those who have overcome.
- Offer a picture of what a life free from addiction can look like.
- Share your story if you struggled with addiction.
- Share resources and quizzes, etc.
- Let them know that God still loves them and there is always hope.
- Give them a glimpse at what the path to wholeness might involve.




8



We must offer men something better than that which they possess, even the peace of Christ...Show them how infinitely superior to the fleeting joys and pleasures of the world is the imperishable glory of heaven.

EGW, Ministry of Healing



9




#3 Build Relationships & Trust

BENEVOLENT DISINTEREST

Go online with the intention of investing in the lives of others




10



Rejoice with those who rejoice, and weep with those who weep.

ROMANS 12:15




11

Practical Tips

Set aside time each day to engage with your community's posts, pay attention to cries for help, and search for ways to practically help.




How many prayers can we answer by simply paying attention?

- ask questions
- respond in meaningful ways
- seek to understand the felt needs of every individual.
- pray for them (send recorded prayers)
- take action
- follow up




12

TRUST

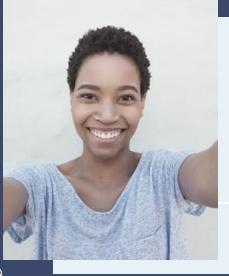
-  **Be open & honest** about your role as a facilitator.
-  **Respect other's privacy** and model that behavior in all you do and post.
-  **Be vulnerable** to show you're human and that you can relate

Building trust starts with transparency




13


Be Authentic



YOU ARE NOT ONE DIMENSIONAL
Be you, showcase a whole person
Let people get to know you and what you're passionate about, they will be more drawn to you and what you offer.




14

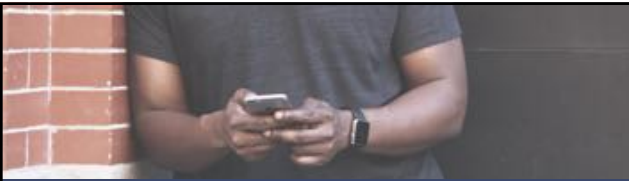


BE CONSISTENT IN PERSON & ONLINE

People should know what to expect from you. Your digital presence is an extension of yourself or personal brand and the perception you want people to have of you. People perceptions are based on their experiences.




15



#4
Be Accessible & Responsive

BE THE VOICE THAT ANSWERS BACK
Treat each digital conversation like you were speaking to the person face-to-face.



16

GIVE OPTIONS
Text, DM, email, phone number, Snapchat, even snail mail or a simple "like this post" for prayer, no strings attached and easy.


CHECK DAILY
Develop a habit of checking your comments, messages and emails at least once a day. Keep your inbox tidy.

RESPOND QUICKLY
Even if it's just acknowledging that you received their message. Download relevant apps for on the go engagement.


TIPS FOR BEING THERE WHEN PEOPLE REACH OUT




17



Measure success by how many relationships built, conversations started, and problems solved. This is a long-tail approach, "big wins" will manifest over time.



18



#5
Use Words Wisely

CONSIDER WHAT BARRIERS YOU MAY BE CREATING WITH WORDS

Find ways to communicate so that your intended audience understands.

19

EGW - MINISTRY OF HEALING

Remember that kindness will accomplish more than censure. As you try to reach others, let them see that you wish them to reach the highest standard, and that you are ready to give them help.

20


EMPATHY-FIRST STRATEGY

- Always put yourself in your audience's shoes and ask how they may perceive your content.
- Ask:
 - What questions might they have?
 - What stops them from seeking help?
 - How can I answer their questions?
 - What can I do or say to show them I am a safe person to reach out to?
 - Do I demonstrate the spirit of forgiveness and restoration?
 - Do my words and actions match?
- Be intentional with your language.
 - Use key words and phrases like "we are all equal," "safe place," "private," and "no judgment" to convey what you want them to know about your program.

Establishing a safe place


Private

21



Don't give up too soon! Post reach and interaction will ebb and flow based on your audience's personal preferences, attitude of the day, the news, that evening's supper, or just the busyness of life. Keep posting. Keep interacting. Keep adapting.

22



The role of the corporate church

The North American Division cannot minister directly to your neighbor, but you can. But the corporate church is in a unique position to help.

23

ERICA JONES - WOMEN'S MINISTRIES, NAD


When we offer a place where people can share without fear of condemnation, where we listen more than we talk, where our advice stems from understanding and compassion rather than moral judgments, they find that the Church--faith--is relevant.


Faith

24

CREATE & DISTRIBUTE SHAREABLE RESOURCES


The NAD should create pre-packaged (produced) content for facilitators to share to their contacts in addition to their own personalized content. This will help add credibility.






CREATE A PORTAL FOR EDUCATION & DIRECT MINISTRY

Create an SEO optimized blog and confidential Q&A (modeled after Gorgeous2God) that seeks to tackle difficult topics in a relevant way.




25



"This resonated with me on such a deep level. It's as if this questions and response was written just for me. Please keep me in prayer, too, as I struggle with the same temptations."

G2G reader



26

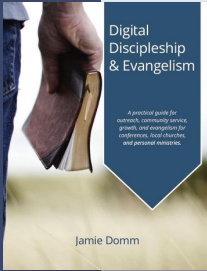
Free Resources

SDAdata.org






27




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28



Q&A



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