Jesus always seemed to know where to meet the people. He knew where to meet them, whether at a well, a tax collector’s house, or at a dinner party in honor of his friend. Where are people today? The Gospel has always been carried forward by technology—the development of papyrus, the printing press, radio, television, or the internet. What is the new frontier that churches need to be prepared for?

More than ever today the place to reach people is on a mobile device. There are more than 238 million mobile users in the U.S. and more than six billion globally. A growing percentage of mobile users have smartphones which are capable of email, Web surfing, photo sharing, updating social media, and much more.

So how can your church engage both its members and community on their mobile devices? And most importantly, will any tools selected actually impact our churches in the important areas of community service, discipleship, outreach, and evangelism? Three of the technologies I have found to be very effective in ministry and engaging a church are text alerts, mobile Web sites, and mobile apps.

**Text alerts** allow a church to reach its members and even visitors with timely messages right on their phone. The message the church sends could be a weekly bible verse, info on an upcoming outreach event, or even a Bible study. Ninety-seven percent
of text messages are opened, which compares to just 10-20% of emails, so your church can be sure its message will be heard.

**Mobile Web sites** are a mobile version of your Web site that is simplified and designed to be easier to use and navigate. A good mobile Web site makes it easy to click one button and get directions to a church as well as quick links to the church’s most important ministries. More than 50% of Google searches are now done on a mobile phone, so the next visitor to your church’s Web site is very likely doing so on their phone.

**Mobile Apps** have become very popular. There seems to be an app for everything, including great resources like the You Version app for Bible reading, and the Logos app for pastors wanting access to in-depth Bible study and reference tools. Churches now have the opportunity to have apps that allow users to watch sermons, submit prayer requests, and even return their tithes and offerings right from their phones.

If we are to be relevant while reaching people where they are, churches can no longer ignore mobile phones. Let us use every tool available to spread the Gospel! Your church members are mobile, how about your church?

Join Joel Sam from Symbiota (www.symbiota.com) on December 3 and 17, 4:00 - 5:00 p.m. EST for a webinar to help churches understand how to get their message through on the most important method of communication today: mobile phones. Go to https://attendee.gotowebinar.com/rt/4430804606243634944 to register for the webinar.

Joel Sam is a member of the Metropolitan Church in Hyattsville, Md. and the co-founder of Symbiota, an organization passionate about helping churches and ministries maximize technology for God’s glory.

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**SAC Names Award Winners at 2012 Convention, Albuquerque, NM**

The Society of Adventist Communicators (SAC) presented awards throughout the October 18-20 convention. Held in Albuquerque, NM, the SAC convention honored individuals and organizations for their outstanding work in the field of communication.

Kimberly Luste Maran, SAC president, said, “It was exciting to see so many shops submit their work. The word is out that not only do we give awards, our judges provide valuable critiques that will help communicators do an even better job.”

George Johnson Jr., executive director for SAC, said, “It is not only thrilling to watch the awards category grow, it is equally as rewarding to enhance the lives of communicators through networking and valuable seminars. We are excited to share that Salt Lake City, Utah, is the host city for our 24th SAC Convention in 2013.”

Read the full article and list of award winners at http://www.adventistcommunicator.org/article/152/accreditation/sac-awards/2012-award-winners.
TechTalk: Social Media Scheduling

With everyone competing for attention it’s important to get through all the noise. There is some debate about what time to post your status updates for the most exposure, and the best advice I can give is post when your audience is around. You may ask, “How do I know when my audience is around?” You can find this out by viewing insights or social media statistics.

I use various social media tools to schedule posts. For example, you may want to catch the crowd who checks Facebook like the morning paper, as soon as they wake up; or from work around 8 a.m., 12 noon, and 3 p.m. This will make sure you are getting all time zones.

There are few apps that I recommend for social media posting for your ministry:

- **Hootsuite.com**
  
  There is a free version and a paid version that lets you manage Facebook, Twitter, and Google+ pages. Facebook doesn’t particularly like you posting from a third party app like hootsuite, but some find great success with this app.

- **Bufferapp.com**
  
  Buffer allows you to mark important articles or thoughts you get throughout the day and share them at specified times. Instead of scheduling them, you have a predetermined time to “buffer” and send out the updates. This is great for someone on the move who has many updates to share but wants them to come out on specific days and at specific times.

  **TweetDeck.com**
  
  TweetDeck is a twitter and social media app for multiple twitter accounts. If you manage more than one account, this is your go-to app. It features columns so you can follow trends or hashtags, which is especially useful at a conference or event.

  Damian “Chip” Dizárd operates an online video tutorial Web site, WebVideoChefs.com, where he shows people how to make better videos.
Each month, Practicing Communicating is put on the Society of Adventist Communicators’ Web site in PDF format. You can find it at www.adventistcommunicator.org. Click on the “News” tab at the top of the page. Past issues also are available in 8 1/2 x 11 or 11 x 17 PDF format.

Adventist Midwest Health Public Relations and Marketing teams were recognized for outstanding work at the Illinois Society for Healthcare Marketing and Public Relations (ISHMPR) conference. The AMH team received 14 awards, including “Best of Show” award and Award of Merit.

Charles Ed II Aguilar (1) is the communication director for the British Columbia Conference.

Brod Boyd (2) was elected to serve on the standing TV committee and co-chair of the educational planning subcommittee for the National Religious Broadcasters Association.

Philip Baptiste (3) is the communication director for the Central States Conference.

Stephen Burton (4) is the communication director for the Arkansas Louisiana Conference.

Cindy Chamberlin (5) is the communication director for the Illinois Conference.

Kenn Dixon (6) is the communication and media director for the Southwest Region Conference.

Brent Hardinge (7) is the digital media coordinator for the North Pacific Union Conference.

Randy Harmdieks (8) is the communication assistant for the Mid America Union Conference.

Brittany Harwood (9) is the administrative assistant for communication for the Manitoba-Saskatchewan Conference.

Dustin Jones (10), associate director of public relations, Loma Linda University Health, won the Polaris Award and a perfect score for his work as editor, writer, and designer for Loma Linda Nurse during the 2012 Public Relations Society of America–Inland Empire annual awards banquet.

Shad Lehmann (11) is the communication director for the Manitoba-Saskatchewan Conference.

Dr. Roy Malcolm (12) is the features editor/historian for Oakwood University.

Troy McQueen (13) is the communication and IT director for the Alberta Conference.

Jerry Ross (14) is the creative services manager for Oakwood University.

The North American Division Office of Communication would like to recognize the accomplishments of these people while also welcoming some new additions to our communication family: