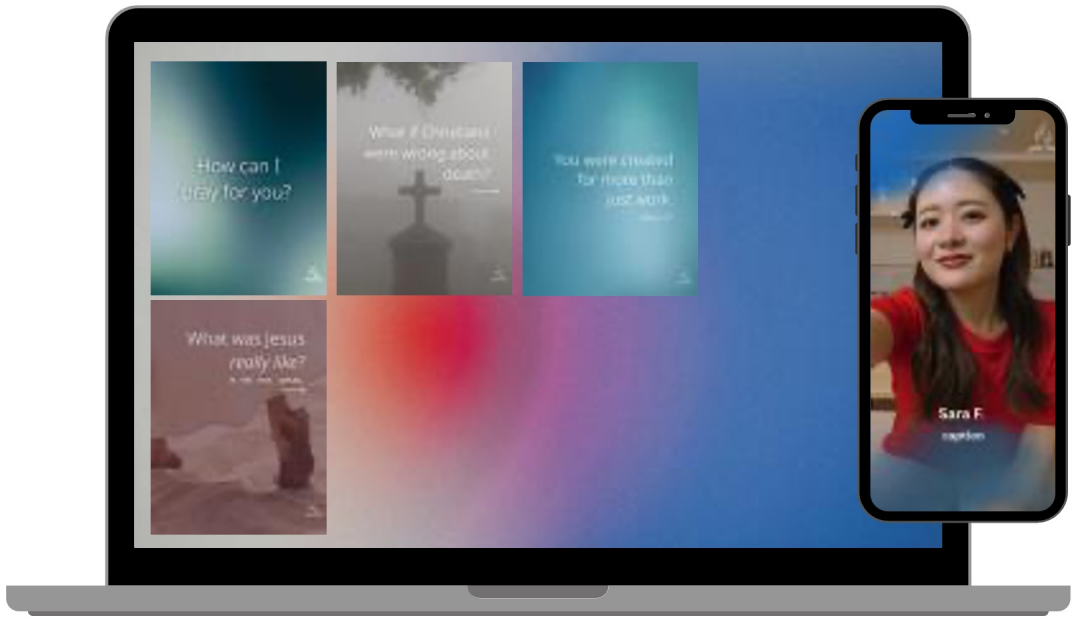
NAD WIDE CHURCH-BASED SOCIAL MEDIA CAMPAIGN

All Things New

North American Division of Seventh-day Adventists®

ONE VOICE
MANY SPEAKERS



What if … hundreds of thousands of people saw their social media feed flooded with the same evangelistic post from an Adventist friend or a local church (at the same time) …

What if … every church and school in the NAD had properly branded, quality evangelistic content to post from January to December 2027…

What if … Adventist church members in North America learned how to answer questions about their faith on social media?

What if … we could teach thousands of Adventist churches how to have a quality evangelistic presence online—all while witnessing to their communities?

ALL THINGS NEW

North American Division of Seventh-day Adventists®

THE CAMPAIGN AT A GLANCE

ALL THINGS NEW

One voice, many speakers: church-based social media project across the NAD in 2027

Every registered church receives a resource kit, live Zoom Social Media Marketing training, and Adventist Connect + Thrive follow-up.

120+
CONTENT PIECES PER CHURCH

12
MONTHS OF CONTENT

3
LANGUAGES

UNIONS › **CONFERENCES** › **CHURCHES** › **EVERYONE**

UNIONS
PRODUCE CONTENT IN COLLABORATION WITH CONFERENCES AND SELECTED LOCAL CHURCHES

CONFERENCES
COLLABORATE WITH THE UNIONS AND PROMOTE THE REGISTRATION FOR THE CAMPAIGN TO THE CHURCHES

CHURCHES
RECEIVES CONTENT, TRAINING, AND RESOURCE KIT

EVERYONE
CONTEXTUALIZES AND POSTS TOGETHER

NAD

PROVIDES TRAINING, GUIDEBOOK, TEMPLATES, INCENTIVES, AND CREATES ALL CONTENT FOR THE LAST THREE MONTHS OF 2027

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CONTENT GATHERED BY UNION

ALL THINGS NEW

4 STATIC POSTS

3 CAROUSELS

4 REELS

3 STORIES

North American Division of Seventh-day Adventists®

SOCIAL MEDIA CAMPAIGN: WHERE WE ARE

ALL THINGS NEW

NAD Communication + Professional Services

- Southern Union (January 2027) has templates and guidelines; Lake Union (February) is underway
- Six unions have chosen themed months; the last three to be filled by November 10, 2026
- 9 months from unions + 3 months from NAD = 120+ pieces of content in English, French, Spanish
- Registration is LIVE for churches and schools
- Zoom training sessions begin in November

Ministerial and Communication work together at every level.

ALL THINGS NEW



www.nadadventist.org/allthingsnew

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