

Communication report 2016. Victor Hulbert.

Five goals:

1. Enhancing news output (connect/inspire/change)
2. Training of trainers
3. Strong support to Departments & Unions
4. Development of the positive use of website & social media
5. Develop Mission Focused Resources

News. In the past 12 months:

- News stories published (ted.Adventist.org): 138
- Video reports: 33
- Adventist Review: 50
- Additional reports in ANN, Adventist Record, etc.



Training of trainers:

- Crisis Management training in SEC, TED, Combined Advisory (2016), Planned for Lithuania, Hungary & Denmark (2017)
- Combined advisory training + Iceland / Norway / UK
- [GAIN 2017](#) – Newbold College, 23-26 March.



Strong Support to Departments and Unions

- Departmental videos
- Departmental support for website and social media
- Advice and working with Unions



Development of the positive use of website & social media

- <http://ted.adventist.org> - change to more accessible URL
- Simplified / understandable
- New design
- User focused
- Increased traffic
- ...work in progress
- [Facebook](#)
 - Improved design & accessibility
 - Increased traffic and interaction
 - Interaction with other TED pages
 - Plan for more promotion



Develop Mission Focused Resources

- Full list of resources on [Communication webpage ~ resources](#)
- Hacksaw Ridge ~ TED-wide cooperation. Publication of Focus Magazine with translation rights.
- Reformation 500 ~ across the TED.
 - Publication of Magazine with translation rights in 2017.
 - Reformation Focus in GAIN.
 - Production of series of short Reformation videos for young adults and teens. Anticipated completion, July 2017.
- Hope Channel partnership production of 'Animal Encounters' for use across the TED.

