
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:
- 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](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.
  - Reformation Focus in GAiN.
- Hope Channel partnership production of ‘Animal Encounters’ for use across the TED.