

Communication

Report

Christian Salcianu *Sponsor*

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Communication is an essential element of the work of the Irish Mission. The pandemic, with its associated lockdown, has highlighted just how important communication is in the endeavour to spread the Advent message widely around the island of Ireland. It is a crucial component in ensuring that the general public has access to information about the Seventh-day Adventist Church and its mission. Going forward, the Communication Department's goal is to support local churches and the Mission administration in utilizing technology as they go about their mission. We hope that this report will reflect the Communication Team's commitment to assist the Church with meeting the challenges created by Covid-19.

Leadership Changes

The Communication Department experienced several changes in leadership and structure.

In September 2019 Weiers Coetser left the Irish Mission. At the 2019 Session, Christian Salcianu, the Associate Communication Sponsor, was voted to take over the leadership as sponsor. In January 2020, Pamela Petersen was appointed as the Associate Communication Sponsor. In February 2020, Covid struck and the nations went into lockdown. This moved the Church services online. Zoom, websites, Facebook, and other social media platforms became the primary means of engaging members and public alike. A number of volunteers then joined the team in February 2021. Diane Lewis (Discover Truth team) was invited to join the Communications Team as a writer and proof-reader, and Evelyn Tomkelski joined to help produce graphics and posters. (Some departments manage their own social platform accounts.) Christian Salcianu then requested a replacement (due to his two church building projects). and In July 2021 the Executive voted for Pastor Andrew Willis to take over the role of

Communication Sponsor. He will lead a team of volunteers focusing on communications and media.

Websites

The Irish Mission website, www.adventist.ie, forms the central pillar of our online identity. It is also a key point of engagement with the public. An update to the website was initiated. Some resources such as Sabbath School lesson and the Messenger have been added. This update is still a work in progress. The website is now integrated with the British Union website, www.adventist.uk.

Since the previous session, over **75 articles** have been published on the website. These include:

- updates by the IM,
- reports by the ACS departments, the Cuisle Centre, local churches and other departments.
- Local churches and member initiatives
- Meet Our Pastors series
- The Story of Our Churches series

A number of articles published on the website have been shared in the BUC weekly news report. Most are also published on the IM Facebook page.

The Communication Department also supported the Irish Mission in building the following websites:

1. www.acsdublin.org
2. www.ccreurope.org
3. www.discovertruth.ie

Social Media Platforms

The Irish Mission Facebook page is possibly the online space that portrays the life of the Irish Mission most accurately. Most of our events are advertised there. We attempt to manage the Facebook page as an interactive online community for those who are interested in the Seventh-day Adventist Church in Ireland. We have more than 1,000 followers. When we publish an item on the page it often reaches more than 150 people's newsfeeds within an hour or two of publishing. That number grows if the content is popular and is shared and liked by followers.

The communication department has helped a number of the departments develop Facebook pages. Here are three examples of Facebook pages created:

1. <https://www.facebook.com/communityofwalkers/>
2. <https://www.facebook.com/acsdublin>
3. <https://www.facebook.com/discovertruth.ie>

Other social media platforms that are used by the IM departments and local churches are: Whatsapp, Twitter, and Snapchat. We are committed to assist the church entities develop a presence on social media.

Irish Mission Days of Fellowship

Fellowship is central to worship. During the pandemic, the Irish Mission organised Zoom days of fellowship. These were well supported. Members were able to interact and connect with others, even though the churches were closed. The Communication Department assisted, behind the scenes, to facilitate these days of fellowship. This video shares the wider IM approach: <https://www.facebook.com/1572282299706639/videos/821777548330817> (2.2K views)

IT Management Responsibilities

As the Irish Mission grows and as it engages in more and more ministries and outreach projects, the IT needs of the Mission is also growing. Our communication team has been involved in setting up and managing various websites and domains which are set-up for these different projects. At times, this can be time consuming and technical. This behind the scene support usually goes unnoticed or unreported. We appreciate everyone's patience as we have struggled to meet all the various needs with our limited capacity and the added constraint of the lockdown. Moving forward, with a larger team of dedicated volunteers, we believe the communication department will be able to provide the necessary support.

Conclusion

The Communication Department gives thanks to God for the opportunity to partner with the Administrators, Pastors and members in the Irish Mission as together we the endeavour to spread the Advent message widely around the island of Ireland. We would like to express gratitude to all who sent in articles to be published. There are many important and beautiful stories that need to be told. We would like to encourage everyone to share their stories so that we can all be inspired.