Measuring Impact of Digital Missions

Key Performance Indicators for Content Evangelism

Jamie Domm l JDIM.digital

Preface

....

The Lord has called us to join Him in winning all nations for His glory, and only He has the power to make this work a success. He promises to grant us wisdom liberally, and we pray that He is granting us wisdom in thought, word, and action as we answer His call to build His kingdom through the creative gifts He has granted us. Let us not forget: "It is not the capabilities you now possess or ever will have that will give you success. It is that which the Lord can do for you" (*Christ Object Lessons*, p. 146). We answer the call to join the Holy Spirit in mission so that we may be witnesses to His work.

We cast this vision so that we can better work in concert with the promptings of the Holy Spirit. Like the parable of the talents, we want to be good and faithful servants who take what has been entrusted to us and work with God to double it. Not that we can accomplish missional impact through our own mastery of talents, but that greater success will be granted because we have been good and faithful stewards of the resources and talents we have been given. We strive to do our upmost, so that the Lord will reward our faithfulness by revealing His glory through winning more souls to His kingdom as a result of restored relationships between the Creator and His creation.

What we intend to do constitutes a paradigm shift for mission in the Seventh-day Adventist Church (SDA) and can serve as a model. Yet, "if God *be* for us, who *can be* against us?" (Romans 8:31 KJV). We believe that the Holy Spirit is working with us as we endeavor to serve as a much-needed catalyst for mission reorientation. How we participate in missions has changed, and we must go where the people are and the Lord is already at work if we are to faithfully fulfill our commission. This requires adaption. Let's begin by fully consecrating ourselves to His will. "The Lord can do more in one hour than we can do in a whole lifetime, and when He sees that His people are fully consecrated, let me tell you a great work will be done in a short time, and the message of truth [will] be carried into the dark places of the earth, where it has never been proclaimed" (Sermons and Talks, Vol. 1, p. 306).

Purpose of this Document

....

The purpose of this document is to cast a grand vision of a standardized framework for how we can objectively evaluate missional impact for a variety of creative projects distributed using digital tools and technologies. For large organizations, this document can be used to determine steps/phases by which this framework can be implemented into the standard project, engagement strategy, and marketing flow for evangelistic outreach online. As we reshape our missional mindset to focus on creating for impact within the context of God's mission, we want to offer a guide to help digital missionaries identify performance indicators for missional outcomes. These indicators can then serve to provide strategic direction for the creative, marketing, and engagement efforts, ensuring desired mission outcomes and helping to recognize opportunities for optimization as the project matures. This framework can be applied to the broader ecosystem of missional content to help each project or digital ministry understand their role and function within the larger ecosystem. However, mission is both relational and personal and, therefore, this framework for key performance indicators must be understood as having certain innate limitations. Quantitative data is essential in maximizing our potential for missional impact and is necessary for proper stewardship of our resources. But it does not tell a complete story. Consequently, key performance indicators must be combined with qualitative data gathered by engagement efforts in order to provide a more complete understanding of any given project's evangelistic impact.

Table of Contents:

....

Foundation of Understanding: Mission & Engagement

....

Before we begin to construct a framework, we must define what we mean by mission to understand our roles and set reasonable expectations. God is a missionary God who is at work in the world to restore the relationship between Himself and His creation, saving what was lost and bringing creation back to Him. We are invited to join God in His mission where He is already at work introducing Himself to individuals. Therefore, the creative process must begin from an audience-focused perspective with a clear understanding of the target audience, in order to create content that meets people where they are in their journey. By seeking first to address the felt needs of our audience, we have an opportunity to join in the work that the Holy Spirit has already begun in their life as well as become a part of their online-offline extended network of connections and community. By doing so, our content becomes relevant to their daily lives and has a greater chance of resulting in positive impact.

In the broader missiological theme, the goal is not always baptism but to serve people where they are in their journey in a way that helps restore their relationship with Christ and ultimately reframes their worldview to appreciate, include, or consider how a Christian perspective/framework can enhance, improve their situation, solve their problems, and/or better their life. The goal is a transformative journey that first reveals to a person the presence of a personal/relational God who cares, and second, makes our faith less foreign and more relevant to the daily lives of those we encounter. It is understood that the Holy Spirit is present in the lives of everyone we serve, and we recognize the actions of the Holy Spirit as being responsible for the transformative process. We also accept that God's mission has no boundaries, and He is present in our digital exchanges. We now live in a hybrid physical-digital daily reality of person-to-person networks, where we can directly connect and minister to individuals anywhere, anytime.

In this case, the role of mentorship/counseling/engagement serves to not only guide a person along their journey but enable the counselor to lean in and listen to the target audience to gain a deeper appreciation for their perspective, lived experiences, needs, cultural norms, and expectations—allowing a ministry to further shape their content and engagement strategy around their audience. When we do this, we gain a deeper understanding of where each individual is in their unique journey and can better seek to understand how God wants us to serve in that space—creating a ministry that is not only impactful but compassionately adaptive to the needs of those we serve, breaking down barriers of misconceptions and negative associations with God/Christ as well as the Christian worldview. We put our own agenda aside and seek to address the questions of our audience to further God's mission. Mission is always the movement of God; the invitation to work alongside Christ exists so that we may see His glory and further strengthen our own faith.

The content that digital missionaries create cannot cause direct human transformation in isolation. The content acts as the means to draw people into our sphere of influence, so we can walk with them a while and minister to their needs as they are expressed. Spiritual transformation is a lifelong process that is the result of the Holy Spirit working on the heart through a person's lived experiences and interactions with God and the environment in which they find themselves. It is our job to accept our role in missions to engage with people where they are in their journey by sharing with them an alternative perspective to help them reframe their understanding of lived and spiritual experiences. A two-way engagement is one that moves from mentor to mentee and back again. In this view of a two-way engagement, the Spirit is using witnessing to transform both parties—meaning,

while the mentor may act as a guide to another, the mentor themselves experience a change in their understanding of others, their needs, the different ways that the Holy Spirit can work, the love of God, and their personal role in God's mission. To have missional impact, all projects must be built out of a robust online-offline engagement strategy that is first and foremost relational. To be successful and to appropriately meet the needs of those we aim to serve, this strategy must manifest a spirit of "benevolent disinterest" where we do good and seek to improve the lives of those we encounter for the sake of doing good—no strings attached.

Unlike traditional methods of evangelism where success is only measured by baptisms, benevolent disinterest is a long-tail strategy that seeks to make our faith less foreign and more relevant to people through our actions of genuine love without pressure to convert to a particular Christian worldview. Evangelism is one part of our concept of missions. We aid in the process of spiritual transformation by offering another way to frame the experiences of life, an alternative to what people now have as a means to draw them near to Christ. What we can offer is a practical faith that reshapes people's view of self in the context of a loving, heavenly Father, helping them to reconsider their assumptions and values as well as derive meaning from their journey while working from within the framework of their cultural norms and expectations. Consequently, the evangelism part of missions reframed is demonstrating to people how a relationship with their Creator and a Christian perspective/worldview can positively impact and improve their daily life and well-being.

Engagement Strategy: Next Best Step

....

Ministry is both personal and relational. Content cannot fulfill this key role alone. It is simply a starting point. Mission does not just produce content—it also provides a system of support and community. In contemporary society, these systems of support and community comprise a network of online-offline personal connections to an individual. The deeper and more meaningful key performance indicators (KPIs) that will be discussed in this document are the domain and responsibility of the ministry's engagement team working in tandem with the Holy Spirit. An engagement strategy is the heart of mission; it enables us to draw near to those we wish to serve, to listen, respond, and adapt in ways that are compassionate and relevant—demonstrating to people that they are loved, valued, and have a future and a hope. By its nature, missions built upon an engagement strategy understand that mentorship works both ways, to not only serve as a guide to those we connect with, but to also reshape our own understanding of needs, to see how the Holy Spirit is at work, and to direct our role in mission based on these revelations. Mentorship not only helps others to rethink how they see the world, but it helps us view the world in different ways that can improve our ability to serve alongside the Holy Spirit.

To embrace this new framework for mission, we recommend that every ministry prioritize engagement—committing to being the voice that answers back when people engage with your content. For small ministries, this means checking your direct messages, comments, emails, etc. every day, and thoughtfully responding to the questions and expressed needs of your community in a timely manner. For large organizations that represent numerous brands of content, we recommend obtaining and onboarding the necessary software to enable an engagement team to properly track conversations/mentoring, follow up, and build meaningful relationships. This commitment will enable both small and large ministries join their audiences in their journey and seek to practically improve the lives of those drawn into your sphere of influence (community) through your content strategies.

Note to large ministries/organizations: Customer relationship management (CRM) software provides a central place where organizations can store customer and prospect data, track interactions, manage relationships, and share information with the team. CRM services such as Salesforce and Pegasus and the corresponding human resources are not inexpensive but offer a robust solution that will enable us to guide people along their spiritual journey with a platform that allows for follow up, tracking of conversations, and next best step recommendations to enable seekers to benefit from various brands within the mission ecosystem that best meet their expressed needs at any given time in their journey.

These services also offer artificial intelligence software like chatbots that many for-profit organizations utilize for large-scale engagements. While we believe that implementing a CRM system is necessary, at this time, the artificial intelligence services should be avoided. Ministry needs to be authentic and personal. This requires real people, real relationships. The Church should always be a community where seekers can reach out and connect with people—<u>not</u> chatbots.

The Church is people and relationships, not a physical space. To develop meaningful relationships that break down barriers of misconceptions and negative associations with God and the Christian worldview, real people must be driving the conversations. The goal is no longer simply baptism but relationship, and relationships require two sides. (Baptism is one of many outcomes of the right caring and loving relationships.) We now exist in an online-offline extended reality where the physical and virtual have merged to directly influence each other and transform how people live and relate. Both are equally real and the boundary between the two has collapsed. What happens in the digital space is not confined to the digital space and the relationships we build there are true and tangible extensions of our faith community experience. Our digital experiences now become part of our reality. Growth and transformation are reflected in how we live out our lives online and offline.

KPIs for Evaluating Missional Impact

....

A ***Key Performance Indicator*** is a measurable value that demonstrates how effectively a brand is achieving key, measurable mission objectives. Organizations use KPIs (also known as metrics) at multiple levels to evaluate their effectiveness at reaching their goals. KPIs are tools to help us understand the results of the missional framework we are trying to implement. They help provide direction so that brands, marketing, and engagement can better work together to realize their full potential. To understand if a project is effectively fulfilling its mission, it's important to determine the best performance indicators for the brand's goals, and its function in the larger missional ecosystem. While not all mission objectives can be measured, KPIs are helpful indicators for identifying the impact of mission outcomes.

The following metrics are shown with their corresponding transformation and relationship stages:

- o **Reach**
  - ▪ **Transformation stage 1 – awareness/discovery**
    Relationship formation stage 1 – awareness/introduction
    Number of people who see the content and their demographic data
- o **Engagement**
  - ▪ **Transformation stage 2 – consideration**
    Relationship formation stage 2 – person to brand
    Interactions and interest in the brand and content
- o **Acquisition**
  - ▪ **Transformation stage 3 – care**
    Relationship formation stage 3 – person to person, person to brand
    Changes in engagement over time or "relationships developed"
- o **Conversion**
  - ▪ **Transformation stage 4 – conversion**
    Relationship formation stage 4 – person to community, person to person, person to God
    Actions, sales, registrations, resource requests, and other results reflective of shifts in behavior, values, and perspectives and alliances
- o **Retention**
  - ▪ **Transformation stage 5 – retention**
    Relationship formation stage 5 – person to community, person to person, person to God
    Happy "customers" and brand evangelists—permanent behavior and/or world-view changes, life-long relationships established

To measure missional outcomes in the context of the online-offline extended reality that people experience as part of their daily life, we must determine a system of metrics that goes beyond the basic analytics of each distribution platform. When we limit ourselves to the confines of the distribution platforms, we are only able to have a shallow understanding of the impact of any given brand. In fact, many brands get stuck in these "vanity metrics" that often do not correlate to meaningful impact in the lives of the audience. What happens in the digital space or any distribution mechanism is not confined to that particular distribution channel. Creating for impact means creating content that has impact beyond the distribution format. It also means allowing space to look for indicators of how the Holy Spirit may be leading and using a brand that goes beyond what we may be able to anticipate.

The metrics shown above are given below with corresponding mission relevance, pertinent notes, and universal application:

Short-term/more platform-specific metric types:

- ○ **Reach**
  Transformation stage 1 – awareness/discovery
  Relationship formation stage 1 – awareness/introduction
  Reach/impressions/views for content in general or from a specific age group, location, or people group. Also, traffic to the website/channel in general or from a specific channel, platform, or location.
  - ▪ **Mission relevance:** Reach metrics serve as a broad indicator of whether a product is effectively reaching or attracting its target audience. After all, content cannot have missional impact unless it is being viewed/consumed by the demographics that would find it relevant. Reach metrics are also used to evaluate the effectiveness of the digital marketing efforts, and to help determine where changes may need to be made to reach the intended audience. Reach metrics are a necessary foundation for evaluating missional impact of a brand on a particular audience. In a more traditional view, reach metrics can be seen as the widest part of the ministry funnel that serves to expose the target audience to the brand's content—generating general awareness and familiarity with a brand, its set of values, and its possible relevance to the viewer situation.
  - ▪ **Important note:** Reach metrics are really a foundation of a ministry's connection-building efforts (or funnel) that should function as the starting point to move people into a deeper relationship with the brand, its values, allegiances, engagement team, and ultimately toward a life-changing (transformative) experience. Unfortunately, too many brands don't go beyond these basic metrics and set their goals based on nonspecific vanity metrics like 1 million views, which don't necessarily represent much missional impact if the viewer quickly leaves the content; isn't challenged to reconsider their beliefs, assumptions, or values; doesn't build a relationship with the brand; and is not moved to action.
  - ▪ **Universal application:** reach metrics are common across all distribution formats but may require a combination of analytic tools to measure, such as a platform's unique tools combined with the brand's website analytics.

- o **Engagement**

  Quantity of followers, likes, shares, comments, or messages

  - **Mission relevance:** Once it is established that the correct audience is being reached or attracted, engagement metrics can be used to determine audience interest or value of the content to the target audience. If the audience values the content, they will spend more time engaging directly with the content, and subscribe to the content as well as comment, show approval, and share it with others. The number one reason people share content in digital spaces is that they feel the content will improve the lives of others, meaning it has also had a positive impact on their life. Examples of positive impact include meeting a felt need; changing or challenging a negative perception of self, others, or God (inspiring); fostering a sense of identity or allegiance; and creating a sense of connection to a community or God. In other words, people share and engage with content they value because it has done something positive for them. Engagement metrics are the next step in evaluating the potential missional impact of content. The metrics signify the beginning of building trust and relationship and open the door to allowing us to directly engage with the people we are seeking to serve.

  - **Important note:** The key to strong engagement metrics is an engagement strategy. When someone takes the time to engage with a brand online, the brand must be ready and able to respond in a meaningful and timely manner. This is how relationship and trust with a brand is developed to bring someone into a deeper connection with a brand and the people representing that brand. Ministry is more than pushing content out, it's being there to engage with your audience on a personal level. It's walking beside them in their journey and offering an alternative view to how they currently perceive their physical, spiritual, and environmental situation. Today, people expect a response when they reach out, but too often they only receive silence from Christian brands. Every opportunity to connect is an opportunity to minister to someone and breakdown barriers and misconceptions about the Christian faith in order to advance the Kingdom of God. A comprehensive engagement strategy enables a brand to listen to their audience and personally minister to their needs anywhere in the world. Human transformation requires Spirit-led mentorship through a personal (two-way) relationship that can start in the digital space with simple exchanges and genuine interest. Ministry built on relationship requires listening and adaptivity to the needs of those we connect with through a brand's content.

  - **Universal application:** All successful digital distribution platforms have the ability for audiences to engage directly with the brand and for the brand to engage directly back. It's important to not only track metrics like subscribers, shares and comments, but to track the brand's responses (re-engagement), meaningful actions, and how the relationships have been used to shape the brand's content to better meet the needs of its target audience.

- ## Acquisition
  Empowerment of social media ambassadors and the resulting activity, number of questions submitted (and corresponding answers), number of times an app has been downloaded, contact information shared, active online Bible studies, Bible study requests, or active (ongoing) conversations, repeated engagements, and other indications of relationships being establish and/or barriers to faith being broken down as well as the engagement team finding practical ways to minister to the expressed needs of those they serve.

    - **Mission relevance:** Acquisition metrics represent a transition from general awareness and interest to a more invested relationship with a brand's content, values, and assumptions—meaning, the audience has decided to trust the brand for more information, personal requests/needs, and has decided that the brand is a good match for their felt needs or personal growth. The audience has become more interested in the alternative views that the brand's content and engagement team offer as a means to reframe their lived and spiritual experiences. Members of the target audience have decided that the brand and its views are worth investing a significant amount of time for interaction/consumption. They are also willing to recommend the brand to their connections. And they are willing to jump platforms or channels to continue the engagement/relationship.

    - **Important note:** These metrics also require a strong engagement strategy that has the ability to collect leads through a website or web form and/or track progress through an app or another customer relationship management system (CRM). A brand may be based on a social media platform but may need to have a supporting website or app in order to track acquisition metrics. Please note that "active conversations" is a different metric than messages or comments. A conversation involves an ongoing or repeated exchange of information beyond just a simple message and single response. These types of mentorship/counseling relationships may span months to years, and should serve a two-way function of not only meeting the needs of the audience members, but helping the brand and its engagement team better understand their audience's perspectives and lived experiences in order to compassionately respond and adapt to their needs. In this metric category, we're looking for ongoing conversations and mentoring. It is a necessary step to transition simple exchanges to ongoing conversations and mentorship, as a component of a holistic mission to achieve mission impact. Therefore, to move audience members to the next level, there needs to be a system in place to track and follow up on conversations as well as minister directly to their needs.

    - **Universal application:** May be tracked on the digital distribution platform but may also need to be tracked from the brand's website or another mechanism for lead gathering and follow-up such as a CRM. For example, a person may be engaging with a brand's content on social media, but then need to go to the brand's website or app in order to sign up for a Bible study series, receive one-on-one prayer, or a customized health plan.

Long-term goals associated with transformative changes reflect a significant change in values, allegiances, and assumptions in the target audience.

- ○ **Conversion**

  Transformation stage 4 – conversion

  Relationship formation stage 4 – person to community, person to person, person to God

  Number of volunteers, registration numbers, event attendance, resource requests, donations, visits to your ministry's physical location, local church-based small group participation, friendships/relationships development with local church members/pastoral team, quantity of purchases, baptisms, one-on-one meetings, as well as book study, Bible study, spiritual commitments, changes in self-identification/values/appreciation/assumptions, significant life-changing decisions and shifts in allegiances, alignment with the values of the brand, and a renewed or awakened relationship with the Divine. In summary, the audience members have been persuaded to adopt an alternative view based on Christian principles and reframed understandings of lived and spiritual experiences that draws them closer to Christ.

  - ▪ **Mission relevance:** Conversion metrics are typically associated with a mature ministry that has been connecting with a target audience over a long period (normally at least 6 months) and has established itself as a trustworthy connection among the audience members with whom it has built a relationship. Conversion metrics apply to audience members who have been convicted of a brand's or product's necessity in their lives and value it enough to make meaningful gestures of commitment through active participation, financial/time contributions, spiritual commitments, changes in self-identification/values/appreciation/assumptions, significant life-changing decisions and shifts in allegiances, deep study of the topic, and alignment with the values of the brand. These metrics may also represent meaningful relationships built with members of a local or online faith community. Remember, in this mission framework, the goal is no longer simply baptism but building meaningful relationships that serve people where they are in their journey in a way that helps reframe their worldview to appreciate, include, or consider how a relationship with Christ can enhance their life, improve their situation, and solve their problems—resulting in making our faith less foreign.

  - ▪ **Important note:** Depending on the nature of the brand or topics the content covers, conversion metrics may take a variety of forms. In this context, conversion metrics do not necessarily mean a full conversion of faith or baptism. This may be confusing, but it's important to clarify conversion in this context as we are using standard metric labels to discuss missional brands and their metrics for evaluating impact. However, conversion metrics can include outward faith commitment actions such as baptisms and keeping the Sabbath, which reflect internal changes in beliefs, values, allegiances, and assumptions. We can view this as the first stage in human transformation.

  - ▪ **Universal application:** Every missional brand should have a strategy to move audience members from the initial metrics of awareness to engagement and acquisition to relevant conversion metrics. Again, missional impact is predicated upon a working engagement strategy tied to mechanisms for tracking and follow-up as discussed previously. Regardless of what distribution platform(s)/channels a brand uses to release content, conversion metrics can be established as a means of determining the long-term missional impact of a brand and its role in personal transformation.

- ## Retention
  Testimonials, repeated visitors to your physical location, positive impressions shared, people sharing their experience with their online friends/followers, meeting felt needs, developing a presence in the community, increased community involvement in your ministry or local church, number of long-term Church members gained as well as a permanent change in worldview and belief/value system of audience members, and meaningful relationships with/appreciation for members of the Christian faith that dispel misconceptions and prejudices (on both sides). This can be characterized as permanent transformation and a restored relationship with God.
    - **Mission relevance:** Retention metrics are associated with mature ministries/brands as they represent metrics indicative of long-term results and permanent change, forcing a producer to think beyond short-term "wins" to long-term meaningful impact and relationships. Too often metrics may stop at the number of baptisms or resource requests, but doesn't consider whether or not the people are still in a positive relationship with the brand 5–10 years later, are actively engaged in the desired outcomes, and still hold the same values, relationships, and act in a brand evangelist capacity—serving to recruit others into a relationship with the brand/product and/or members of a local or online faith community. In terms of missional relevance, has the brand simply made some kind of permanent impact on the audience's life in terms of their worldview, lifestyle, and relationships? Has the person been drawn closer to God? Years later, can the audience members touched by this brand and the engagement team still be considered friends/allies of the Christian faith? And finally, do the audience members still maintain an appreciation for the values and perspectives offered by the Christian framework?
    - **Important note/universal application:** In general, these metrics are not specific to any platform or channel but rather go beyond what can be just measured on any distribution platform. These types of metrics can be both qualitative, like in the case of testimonials or where a trusted relationship is built with a community, and quantitative, in examples where recipients not only join an organization but maintain a long-term relationship with an organization/brand or the broader missional ecosystem and set of values. In other words, retention success is not necessarily measured by a long-term commitment to the original project, but rather a maintained positive relationship to the broader missional ecosystem that they were introduced to through the original project.

It's important to identify indicators for mission impact at the start of a project. However, these KPIs can change over time as a brand goes from the newly launched phase to an established presence. Identify the type of metrics that are the most important for the brand's current goals and role in the broader ecosystem. Then, decide the best means to track them based on the types of distribution formats used and the mechanisms for engagement.

The central aim is to enable digital missionaries to set measurable goals for quantitative missional impact within a set period.

Some Metrics are More Valuable than Others.

....

Content evangelism is a long-tail game where audience members move from general awareness to an invested relationship with the brand and God. Remember in this missional context, evangelism reframed is demonstrating to people how a Christian perspective/worldview can positively impact and improve their daily life and well-being.

The most effective brands begin by tracking reach, engagement, and acquisition metrics but, over time, mature to measuring impact in terms of conversion and retention metrics (or transformation) with each progression through the chain (shown in the graphic below) representing a higher value metric for mission impact.

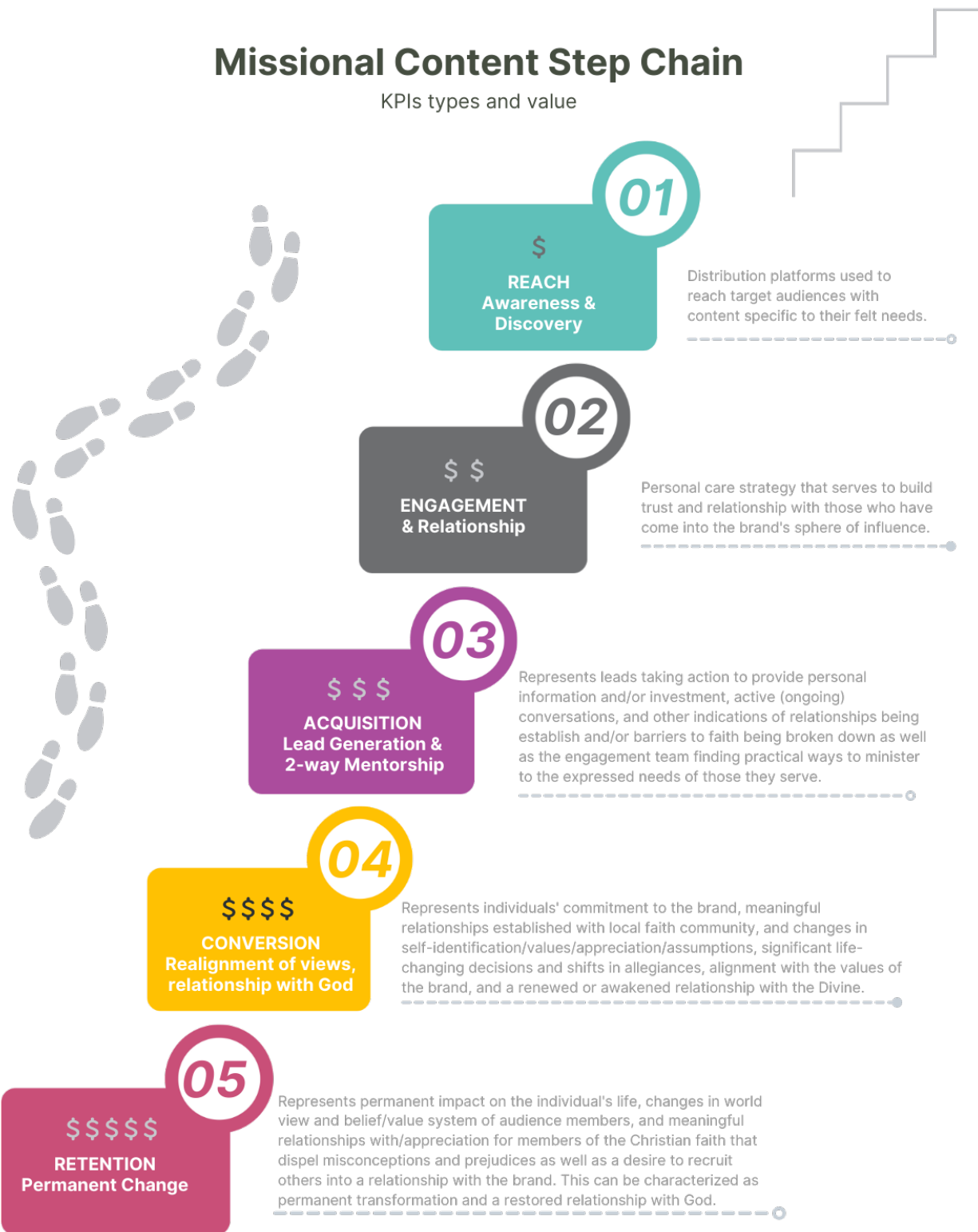| Transformation Stage 1 (awareness)	Transformation Stage 2 (consideration)	Transformation Stage 3 (care)	Transformation Stage 4 (conversion)	Transformation Stage 5 (retention)
REACH >	ENGAGEMENT >	ACQUISITION >	CONVERSION >	RETENTION
Relationship Formation Stage 1 (awareness, introduction)	Relationship Formation Stage 2 (person to brand)	Relationship Formation Stage 3 (person to person, person to brand)	Relationship Formation Stage 4 (person to person, person to community person to God)	Relationship Formation Stage 5 (person to person, person to community person to God)
$*	$$	$$$	$$$$	$$$$$

*Note: most missional goals will not be tied to monies, but in terms of value, we will use the universal symbol $ to represent missional value.

Step or Chain View:

....

In the missional content evangelism step chain (shown in the graphic below), every person is channeled toward the goal of retention/transformation (whatever that may look like for a particular brand or individual). While people can enter and engage at different levels of the chain in multiple ways, movement toward (and beyond) the goal of human transformation is mainly driven by the Holy Spirit. Every single transition in the journey is initiated by the person as the Holy Spirit leads and the engagement team walks alongside the person, serving as a guide and responding to the promptings of the Spirit in the person's life. Because this mission framework seeks to serve people where they are in their journey, with their expressed felt needs, every person has the option of moving forward down the chain, living at a stage for a period, hopping over to another brand in the ecosystem that better addresses their needs at a stage or deciding to leave the process altogether—all without the pressure of conforming to an "preferred" Christian worldview. To achieve missional impact, we must act as wayfinders who lead participants in a way that makes moving to the next step welcomed, requested, and natural. Some brands many only serve to move people through the beginning stages of the chain where others may serve to move people deeper into a transformative relationship with Christ. A brand's individual role within the larger missional ecosystem must also be considered when determining appropriate KPIs.
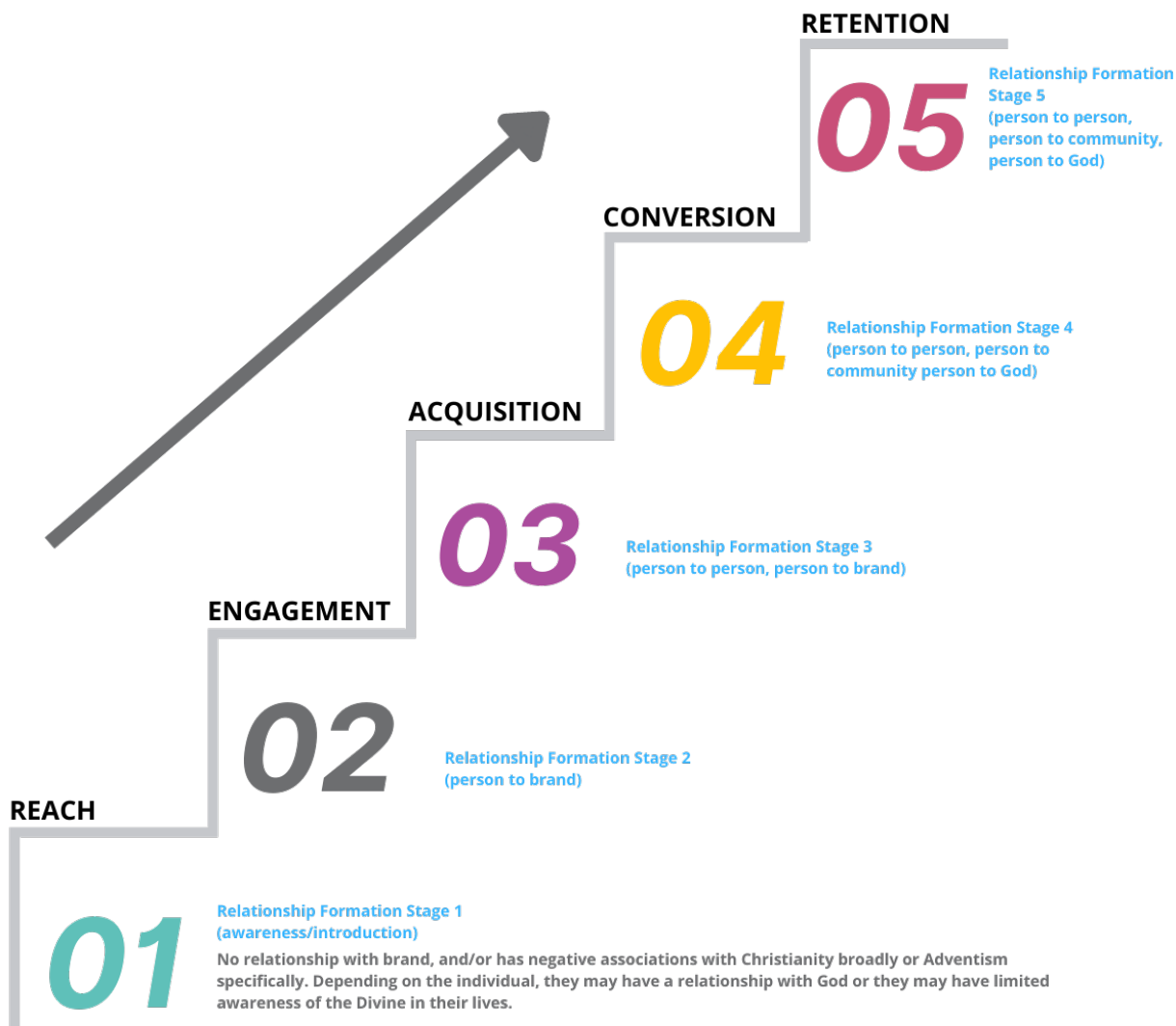
Missional Content Step Chain

KPIs types and value

01

$

REACH
Awareness &
Discovery

Distribution platforms used to reach target audiences with content specific to their felt needs.

02

$ $

ENGAGEMENT
& Relationship

Personal care strategy that serves to build trust and relationship with those who have come into the brand's sphere of influence.

03

$ $ $

ACQUISITION
Lead Generation &
2-way Mentorship

Represents leads taking action to provide personal information and/or investment, active (ongoing) conversations, and other indications of relationships being establish and/or barriers to faith being broken down as well as the engagement team finding practical ways to minister to the expressed needs of those they serve.

04

$$$$

CONVERSION
Realignment of views,
relationship with God

Represents individuals' commitment to the brand, meaningful relationships established with local faith community, and changes in self-identification/values/appreciation/assumptions, significant life-changing decisions and shifts in allegiances, alignment with the values of the brand, and a renewed or awakened relationship with the Divine.

05

$$$$$

RETENTION
Permanent Change

Represents permanent impact on the individual's life, changes in world view and belief/value system of audience members, and meaningful relationships with/appreciation for members of the Christian faith that dispel misconceptions and prejudices as well as a desire to recruit others into a relationship with the brand. This can be characterized as permanent transformation and a restored relationship with God.

Note: **$ also represents the increase in time and resource investment needed to achieve desired mission outcomes. A brand's engagement strategy is the driver that works in tandem with the Holy Spirit to help guide people down deeper in the chain toward personal, permanent transformation and restored relationship with the Divine.**

Ascending Step View:

....

In the context of guiding people toward a restored relationship with Christ and Spirit-led transformation in their life, some may prefer to view a step chain as ascending stairs (shown in the graphic below), where each set of metrics represents stronger relational ties being established. These relationships are both person to person and person to God. Each steps represents a person being drawn closer into a restored relationship with God.

Transformation
(relationship with Christ)

RETENTION

05 Relationship Formation Stage 5 (person to person, person to community, person to God)

CONVERSION

04 Relationship Formation Stage 4 (person to person, person to community person to God)

ACQUISITION

03 Relationship Formation Stage 3 (person to person, person to brand)

ENGAGEMENT

02 Relationship Formation Stage 2 (person to brand)

REACH

01 Relationship Formation Stage 1 (awareness/introduction)
No relationship with brand, and/or has negative associations with Christianity broadly or Adventism specifically. Depending on the individual, they may have a relationship with God or they may have limited awareness of the Divine in their lives.

Real-life Example of a Working Missional Content Step System

....

Barb O.'s journey (summarized in the graphic below) with Angels in the Glen: a 75-year-old widow of a Baptist preacher living in Little Rock, Arkansas.

REACH: Barb O. was dissatisfied with the answers she was getting regarding Bible prophecy, begins to search online for better resources. Holy Spirit was prompting her to dig deeper and to not accept the status quo. Discovers videos on YouTube and begins watching the prophecy series. Found the content through targeted Google Search Advertising and search engine optimization. Each video encourages people to subscribe, visit the website, ask questions, or download the resources. Has had previous negative encounters with SDA teachings online, views Adventists as a cult. Has a relationship with God, but no relationship with the brand as well as negative associations with Adventism.

ENGAGEMENT: She visits the website and asks her first question about the content. Gets a thoughtful answer within 24 hours without pressure to adopt our worldview. Over the course of several months, watches more content and asks more questions. Gets ongoing responses and follow-up messages from the Angels in the Glen (AitG) team. The foundation of a relationship and trust is built. Does not want to be proselytized and appreciates that her engagements with the team focus on her questions and Bible-based answers.
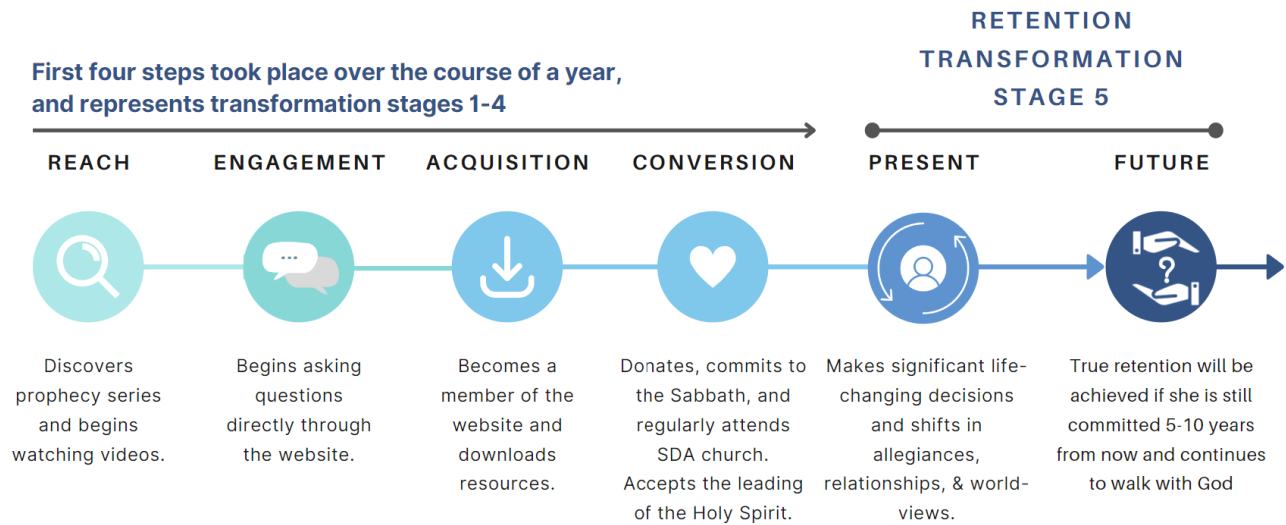
ACQUISITION: Over time, engagement transitions her to the acquisition stage where she becomes a member of the website, downloads/purchases additional resources, and provides personal information. Goes through the complete course three times, which constitutes over 24 hours of video content. Asks to speak with us over the phone and shares how the Holy Spirit has led her in the past and is leading her now. Still not interested in changing her faith community and allegiances. She has been a Baptist her whole life and wants to be sure of the Lord's leading. We continue to encourage her, respect her Baptist culture, and address her felt needs and questions. A personal relationship develops between her and the AitG team.

CONVERSION: She begins to give significant, regular donations to AitG, tells us she is convicted of the Sabbath, share her testimony with the AitG team, and wants to visit an Adventist church. Based on her expressed desires, we connect with three churches near her and vet the churches/pastors. The AitG team determines what they think is the best fit church to pair her with and tells Barb O. about the church (located 1 mile from her home). She gives us permission to pass her information along to the pastor. The pastor and a recently baptized couple (former Methodist preacher) visit her in her home. She decides to start attending the church and invites her great-grandchildren to join her. Her great-grandchildren also like the church community and want to continue to attend with their great-grandmother. Barb has developed friendships with members of the church who have had a similar conversion experience. She continues to communicate with the AitG team and is now interested in the health principles. The AitG team sends her links to more information and sends her a physical recipe book that they personally use. She was baptized into the membership of the local SDA church in July 2022 and is now actively participating in the worship service and church-based small groups. She feels that she has found a welcoming (local and physical) community (although very different from her Baptist community) and testifies to how Christ has led her. She feels closer to Christ and at peace in her faith. She no longer believes that Adventists are a cult and is filled with the Joy of the Lord.

RETENTION: Barb O. continues to tell her children, grandchildren, and friends about the truths she has discovered. She has become a brand evangelist for AitG, the end-time message, and the local Adventist church. She prays that her family will come to the same knowledge of important end-time prophetic truths. True retention will be achieved if she is still committed 5–10 years from now, and continues to follow the Lord wherever He leads her. She continues to engage with the AitG team as part of her extended online-offline faith community, and we continue to walk beside her in her journey.

CONTENT EVANELISM TIMELINE EXAMPLE

*A summary of Barb. O's journey with Angels in the Glen*

First four steps took place over the course of a year, and represents transformation stages 1-4

RETENTION TRANSFORMATION STAGE 5

REACH	ENGAGEMENT	ACQUISITION	CONVERSION	PRESENT	FUTURE
Discovers prophecy series and begins watching videos.	Begins asking questions directly through the website.	Becomes a member of the website and downloads resources.	Donates, commits to the Sabbath, and regularly attends SDA church. Accepts the leading of the Holy Spirit.	Makes significant life-changing decisions and shifts in allegiances, relationships, & world-views.	True retention will be achieved if she is still committed 5-10 years from now and continues to walk with God

Note: Ongoing engagement and a system of support is essential to this type of missional success.

The Journey Loops View of Transformation

....

To help us better understand how a complex ecosystem of brands, relationships, the Holy Spirit, and a mix of online/offline experiences interact to move someone through a journey of transformation, we can consider a systems-thinking tool called journey loops. Systems thinking is a holistic approach to analysis that focuses on the way that a system's constituent parts interrelate and how systems work over time and within the context of larger systems. As defined by Margaret Rouse, "The systems thinking approach contrasts with traditional analysis, which studies systems by breaking them down into their separate elements...According to systems thinking, system behavior results [from] the effects of reinforcing and balancing processes" (Techtarget.com). A system is a group of distinct elements that are interrelated and organized to achieve a common purpose or goal. This complex causal loop system demonstrates the interconnectedness of each aspect of ministry in the online-offline extended realm.

For example, a seeker's journey in relation to a single brand could be represented as shown in the graphic below. *(Please note that experiences happen in either or both physical and digital spaces, and are equally real.)*
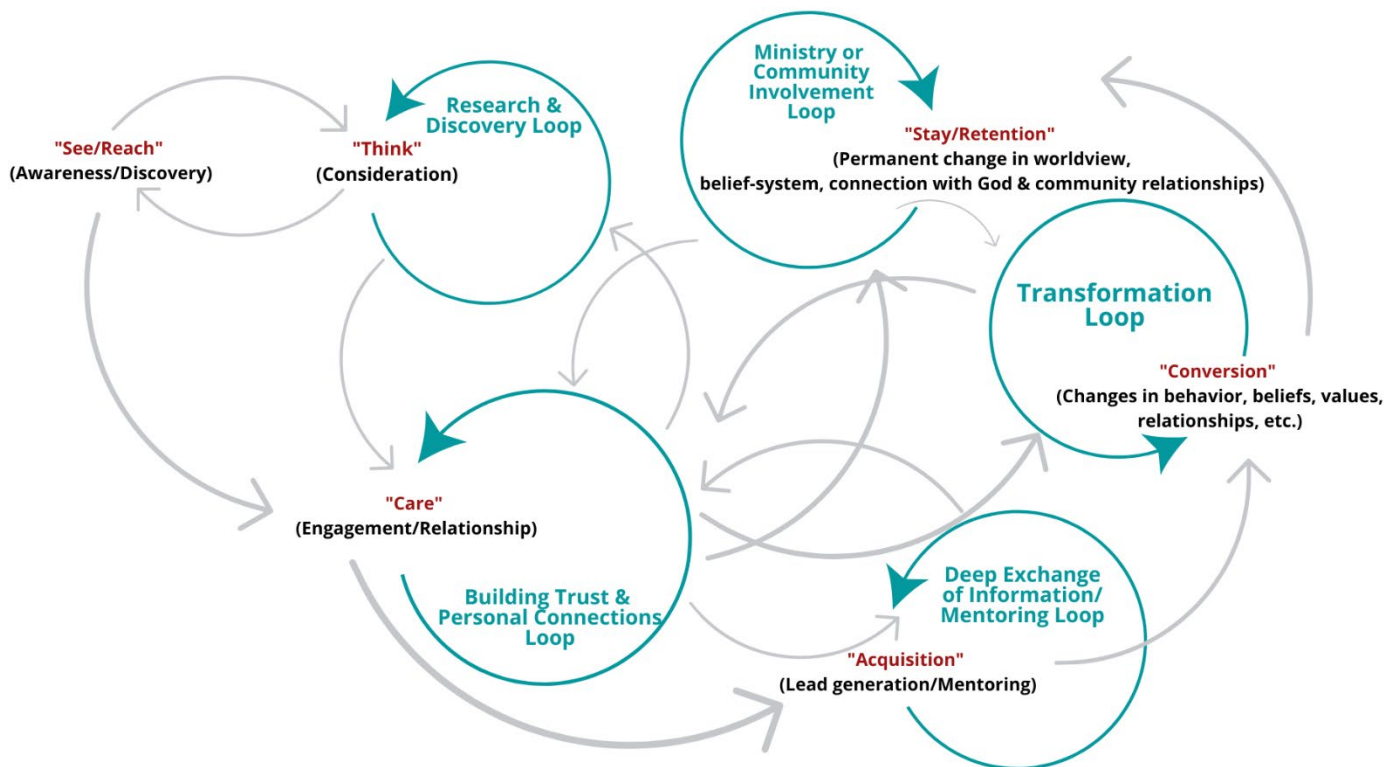
The steps or loops are not necessarily taken chronologically. A seeker can start at any point, skip sections, leap from loop to loop, experience multiple loops simultaneously, and even backtrack. Each loop and experience feeds back into the other steps in the process to help reinforce the journey of transformation. This causal loop system is not a perfect representation of the process, but it helps visualize what is happening in a complex

system or, in this case, journey of transformation. In the context of ministry, it is understood that the underlying driver behind the process is the prompting of the Holy Spirit.

We can use this concept to better understand the broader missional ecosystem as a complex casual loop system where an individual is interacting with multiple brands simultaneously (within each loop) and moving seamlessly between brands and loops based on their experiences and felt needs that different brands can address. The engagement team serves as a guide that responds to the expressed needs of the individual to help serve their interests in each step in the journey and direct their path. We can then better understand mission outcomes as the result of multiple brands working together in the online-offline extended reality to meet the various needs of individuals as they move through their Spirit-led transformative journey. Each project has an important role within the system and is not only working in concert with the other brands, but the Holy Spirit.

A Note on Platform & Universal Metrics

....

To evaluate missional impact more accurately, a mix of specific distribution platform metrics and universal (off-platform) metrics will need to be used for each brand project. Short-term goals and metrics will tend to be more platform specific, whereas the universal metrics correlate to long-term goals of human transformation regardless of the mechanism for collection.

Since conversion and retention metrics correlate to transformative changes in the target audience, these are long-tail metrics that may be more challenging to track, especially for short-lived brands that act in support of the larger missional ecosystem. The missional ecosystem includes a variety of brands on a variety of distribution formats, websites, CRM systems, engagement strategies, local churches, and more, working together to achieve one common goal to spread our messages of hope and wholeness (or put simply, to improve the lives of others and help bring them closer to Christ). Therefore, the mission outcomes of any brand must also be considered within the context of its role within the broader ecosystem, which may not be measurable.

KPIs by Platform

....

Note: Since Mission Passport is geared for content creators, we've chosen the most important/relevant metrics for determining mission impact based on the five metric categories laid out previously and in the Mission Passport course. Many of these platforms offer extremely in-depth data, which would be overwhelming and ultimately meaningless to producers, resulting in data paralysis. For the benefit of the content creators/producers and marketing teams, we've chosen the metrics most directly related to missional outcomes as defined previously. Since this will hopefully also serve as a guide for producers, a summary of each platform has been included, along with relevant statistics to help producers to select the best distribution formats for their target audience and brand, as well as some examples of Adventist influencers they may want to take inspiration from or include in their product need research.

YouTube

- **Summary/core audience(s)**

  People come to YouTube for entertainment and education. It's not an exaggeration to say that video is king. Video traffic accounts for **80 percent of all consumer Internet traffic.** YouTube is the **second-largest search engine** and the **second most-visited website** in the world. This is where young people spend most of their time online. YouTube is the most popular platform across all age groups and demographics.

  Creating a YouTube account is very inexpensive. All you need is a camera and device to upload. YouTube is great for communicating ideas quickly and provides a storage place where content never dies. It can be revisited or reposted as many times as you want.

  The platform offers in-depth analytics built into its Creator Studio and a convenient mobile app to allow timely responses to comments. To be effective, you'll need to commit to uploading at least one video per week. YouTube also offers a live video feature that can be utilized for interactive sessions with your audience.

  If you have the calling to reach people regardless of age, gender, ethnicity, location, or situation, YouTube is essential. To learn how to succeed on YouTube, please refer to the next section on YouTube video optimization.

- **Relevant YouTube statistics (as of May 2022)**
    - More than **122 million daily users**.
    - **Over 2 billion monthly active users**.
    - **81 percent** of U.S. adults **use YouTube**.
    - **95 percent of 18–29-year-olds in the U.S.** use YouTube.
    - YouTube **reaches more 18–34-year-olds** than any cable network in the U.S.
    - **Millennials prefer YouTube** over traditional television.
    - **62 percent** of U.S. YouTube users visit the site daily.
    - **37 percent** of the coveted **18–34** demographic is binge-watching.
    - YouTube services are available in more than **100 countries in 80 languages**.

- YouTube is the **primary source of video** for 78 percent of users.
- Source: [YouTube by the Numbers (2022): Stats, Demographics & Fun Facts (omnicoreagency.com)](#)

- **Adventist influencers**
  - Binary Beetle (Spanish) - youtube.com/c/EscarabajoBinario
  - Justin Khoe - youtube.com/c/JustinKhoe
  - Lineage Journey - youtube.com/c/LineageJourney
  - Storyline Church - youtube.com/channel/UCcrdtNkrp591Umq5b4B_lPw
  - Miracle City Church - youtube.com/c/MiracleCityChurch
  - Angels in the Glen - youtube.com/c/AngelsintheGlen
  - Christian (not Adventist but amazing) Liv Pearsall - youtube.com/c/LivPearsall47

- **Key platform metrics defined by metric type**
  - **Reach ($)**

    Transformation stage 1 – awareness/discovery

    Relationship formation stage 1 – awareness/introduction
    - Audience age
    - Audience location
    - Audience gender
    - Video views
    - Impressions
    - Channel views
    - Unique viewers
    - *Can include data collected from website analytics*

    Transition point to off-platform metrics that will require another platform or CRM system to track.

  - **Engagement ($$)**

    Transformation stage 2 – consideration

    Relationship formation stage 2 – person to brand
    - **YouTube engagement metrics**
      - Returning viewers
      - Impression click-through rate
      - Subscribers gained/lost
      - Total watch time (hours)
      - Average view duration (percentage of video viewed or average minutes viewed)
      - Comments
      - Shares
      - Likes vs. dislikes (percentage ratio)
      - Live participation in public live-streamed videos
      - Card/end-screen clicks
    - **Off-platform engagement metrics**
      - Impact on the brand's content and resulting adaptions
      - Other meaningful actions taken by either the engagement team or the individual

- **Acquisition ($$$)**
  Transformation stage 3 – care
  Relationship formation stage 3 – person to person, person to brand
  - **YouTube acquisition metrics**
    - Number of YouTube channel paid memberships to access exclusive content/live sessions
    - Purchases of paid content
    - Other YouTubers giving shoutouts to the channel/acting as social media ambassadors
    - Ongoing conversations/mentoring
  - **Off-platform acquisition metrics**
    - Subscribes to email list
    - Website accounts created
    - App downloads
    - Ongoing conversations/2-way mentoring
    - Number of submitted questions or requests through the brand's website, via text, or some other channel
    - Registration for special opportunities
    - People sharing about the brand through other channels/platforms
    - Bible study requests
    - Active online private webinars/Bible studies
    - Expressions of relationship and trust being built between the brand and its audience (testimonials)
    - Barriers to faith broken down or corrections of misconceptions (2-way)
    - Number of times the needs of audience members have been met in practical ways (example: food bank or supplies for education given)

- **Conversion ($$$$)**
  Transformation stage 4 – conversion
  Relationship formation stage 4 – person to community, person to person, person to God
  - **YouTube conversion metrics**
    - Super thanks and other direct donations through YouTube
  - **Off-platform conversion metrics**
    - Number of volunteers or in person event attendance/registrations
    - Donations through other mechanisms
    - Visits to a brand's physical location
    - Local church-based small group participation
    - Friendships/relationships development with local church members/pastoral team
    - Friendships/relationships development with online faith community members/pastoral team
    - Changes in self-identification/values/appreciation/assumptions
    - Significant life-changing decisions and shifts in allegiances
    - Alignment with the values of the brand
    - Adoption of alternative views based on Christian principles and reframed understandings of lived and spiritual experiences

- Quantity of purchases
- One-on-one meetings offline/online
- Number of resource requests
- Commitments/pledges made via online forms (representing behavioral changes)
- Baptisms or other spiritual commitments
- Renewed or awakened relationship with God/drawing closer to Christ

- **Retention ($$$$$)**
  Transformation stage 5 – retention
  Relationship formation stage 5 – person to community, person to person, person to God
  - **YouTube retention metrics**
    - Testimonials shared of life-changing impact
    - Other YouTube influencers becoming brand evangelists and recruiting others into a relationship with the brand
  - **Off-platform retention metrics**
    - Becoming a center of positive influence within the community and meeting felt needs of audience members
    - Long-term church members gained
    - Repeated on-site visitors (applicable if physical location available)
    - Permanent behavioral/lifestyle changes
    - Permanent change in worldview and belief/value system indicative of human transformation
    - Permanent adoption and/or appreciation for a Christian perspective on lived and spiritual experiences
    - Becoming involved in the local or online faith community (while not necessarily joining it)
    - Meaningful relationships with and appreciation for members of the Christian faith that dispel misconceptions and prejudices (2-way)
    - A restored relationship with God and a continued walk with Christ within the context of their cultural norms

Facebook

- **Summary/core audience(s)**

Facebook has been around for nearly two decades and is very popular and commonly used. While its popularity has diminished in some markets and age groups, Facebook has **2.9 billion monthly active** users as of May 2022, making it the largest country in the world, and is projected to keep growing. Most people come to Facebook for entertainment, news, education, and socializing. Facebook is great for two-way communication between your audience and ministry. It allows for very quick feedback through comments, shares, reactions, and direct messages. Users can post videos or livestream from their profile page as well as share stories and reels from other platforms such as TikTok. Facebook also permits very targeted marketing to very specific demographics at a very affordable rate for small budgets. Another benefit of Facebook is easy monitoring with provided tools like Facebook Insights. With tools like this, you can gather in-depth insights into how your content is received.

Facebook has two disadvantages. First is Facebook's diminishing popularity and adoption among younger generations. Nonetheless, organizations still have the potential to reach over **100 million teens** globally through Facebook advertising. However, Gen Z kids in North America and Europe prefer to engage socially on platforms like Instagram, TikTok, and YouTube over Facebook. Second is Facebook's restriction of organic newsfeed exposure of pages to reserve space for paid promotions. However, it's important to note a little budget can go a long way if your target audience is active on Facebook.

While we don't recommend using Facebook predominantly to reach the under-30 demographic, we do advise most ministries who seek to reach a broad age range to have a Facebook presence. It's also through Facebook ads manager that you can place targeted advertising on Instagram. To be effective, you'll need to commit to posting a mix of content throughout the week (daily or every other day) and actively engage with people's comments and messages in a timely manner.

- **Relevant Facebook statistics (as of May 2022)**
  - Facebook users are **44 percent female and 56 percent male.**
  - Around **7 in 10 U.S. adults (69 percent)** use Facebook. It remains one of the apps with the biggest user base in the world and an increasingly engaged audience.
  - **81 percent** of Facebook users **only access the platform via mobile devices.**
  - **75 percent** of Facebook users **visit a local business page** at least once every week.
  - The average U.S. user spends at least **38 minutes a day** on the app.
  - **57 percent** of U.S. users use Facebook to **share content**.
  - **46 percent** of U.S. users use Facebook to **watch videos**.
  - Square type videos get **35 percent more viewership** than landscape type videos.
  - The **interaction level of live videos is 6 times more** as compared to the traditional pre-loaded videos.
  - Facebook **live videos get more than 10 times more response in terms of comments** as compared to the pre-recorded videos.
  - **Source:** 63 Facebook Statistics You Need to Know in 2022 - Omnicore (omnicoreagency.com)

- **Adventist influencers**
  - Jasper Ivan Iturriage - profile.php?id=100000021267613
  - Storyline Church @storylineadventist
  - Sarah McDugal @sarahmcdugalauthor
  - Humans of Adventism @humansofadventism
  - David Asscherick @davidasscherick

- **Key platform metrics defined by metric type**
  - **Reach ($)**
    Transformation stage 1 – awareness/discovery
    Relationship formation stage 1 – awareness/introduction
    - Audience age
    - Audience location
    - Audience gender
    - Video views
    - Impressions
    - Unique people reached
    - *Can include data collected from website analytics*

  Transition point to off-platform metrics that will require another platform or CRM system to track.

  - **Engagement ($$)**
    Transformation stage 2 – consideration
    Relationship formation stage 2 – person to brand
    - Facebook engagement metrics
      - Page likes/followers gained/lost
      - Impression click-through rate
      - Total watch time of videos (hours/minutes)
      - Average view duration (percentage of video viewed or average minutes viewed)
      - Comments
      - Shares
      - Post likes
      - Live participation in public live-streamed videos
    - **Off-platform engagement metrics**
      - Impact on the brand's content and resulting adaptions
      - Other meaningful actions taken by either the engagement team or the individual

  - **Acquisition ($$$)**
    Transformation stage 3 – care
    Relationship formation stage 3 – person to person, person to brand
    - **Facebook acquisition metrics**
      - Facebook users/pages/influencers giving shoutouts to the brand/acting as social media ambassadors
      - Ongoing conversations/mentoring in Facebook messaging
      - Active private group live-streams/Bible studies, etc.
      - Ongoing conversations/mentoring

- **Off-platform acquisition metrics**
  - Subscribes to email list
  - Website accounts created
  - App downloads
  - Ongoing conversations/2-way mentoring
  - Number of submitted questions or requests through the brand's website, via text, or some other channel
  - Registration for special opportunities
  - People sharing about the brand through other channels/platforms
  - Bible study requests
  - Active online private webinars/Bible studies
  - Expressions of relationship and trust being built between the brand and its audience (testimonials)
  - Barriers to faith broken down or corrections of misconceptions (2-way)
  - Number of times the needs of audience members have been met in practical ways (example: food bank or supplies for education given)

- **Conversion ($$$$)**
  Transformation stage 4 – conversion
  Relationship formation stage 4 – person to community, person to person, person to God
  - **Facebook conversion metrics**
    - Direct donations through Facebook for causes/non-profits
  - **Off-platform conversion metrics**
    - Number of volunteers or in person event attendance/registrations
    - Donations through other mechanisms
    - Visits to a brand's physical location
    - Local church-based small group participation
    - Friendships/relationships development with local church members/pastoral team
    - Friendships/relationships development with online faith community members/pastoral team
    - Changes in self-identification/values/appreciation/assumptions
    - Significant life-changing decisions and shifts in allegiances
    - Alignment with the values of the brand
    - Adoption of alternative views based on Christian principles and reframed understandings of lived and spiritual experiences
    - Quantity of purchases
    - One-on-one meetings offline/online
    - Number of resource requests
    - Commitments/pledges made via online forms (representing behavioral changes)
    - Baptisms or other spiritual commitments
    - Renewed or awakened relationship with God/drawing closer to Christ

- **Retention ($$$$$)**
  Transformation stage 5 – retention
  Relationship formation stage 5 – person to community, person to person, person to God
  - **Facebook retention metrics**
    - Testimonials shared of life-changing impact
    - Other Facebook influencers becoming brand evangelists and recruiting others into a relationship with the brand
  - **Off-platform retention metrics**
    - Becoming a center of positive influence within the community and meeting felt needs of audience members
    - Long-term church members gained
    - Repeated on-site visitors (applicable if physical location available)
    - Permanent behavioral/lifestyle changes
    - Permanent change in worldview and belief/value system indicative of human transformation
    - Permanent adoption and/or appreciation for a Christian perspective on lived and spiritual experiences
    - Becoming involved in the local or online faith community (while not necessarily joining it)
    - Meaningful relationships with and appreciation for members of the Christian faith that dispel misconceptions and prejudices (2-way)
    - A restored relationship with God and a continued walk with Christ within the context of their cultural norms

TikTok

- **Summary/core audience(s)**

Originally called musical.ly, TikTok is a social media platform popular among teens and youth for sharing videos of users lip-synching to popular songs, comedy sketches, singing, dancing, participating in viral challenges, or just talking. Users can browse and interact with other users' content, and videos are grouped by hashtags, often connected to challenges or memes. Its advanced algorithm utilizes artificial intelligence to make highly personalized recommendations to viewers, making videos highly discoverable.

This viral video app allows creators to upload or create videos in-app with stop and start recording, timers and livestreaming. Videos are stored on the user's profile. Like a bite-sized version of YouTube, videos range 5–60 seconds, and creators can use filters, time effects, split screens, green screens, transitions, stickers, GIFs, emojis, and a music library that can be added and remixed. TikTok includes a unique collaborate feature that allows users to sample another person's video to create duets, remixes, and more.

Like other social media platforms, users can follow accounts, comment, share, and give hearts. Users can curate a "favorites" section with videos, hashtags, sounds, and effects. Profiles show how many followers a creator has, how many people they follow, and total hearts received. One unique form of engagement for this platform is the ability to give virtual gifts that can be converted to emojis or diamonds, which can be exchanged for cash. To discover new videos and creators, users can search hashtags, keywords, users, and more. Many users also share content to other social media platforms, and many themed videos like *cringe* and *react* videos end up as YouTube compilations.

TikTok offers much potential for creative ministry-focused videos and community challenges concerning Christian themes or service. Rich video and engagement analytics are built into the platform for easy access, helping users understand their audience, how people interact with their content, and what types of content resonate most with viewers. Video is king, and with the amount of time youths spend on this platform, it's important to create a regular stream of quality content for them to enjoy. If you choose to use this tool for reaching youths, be sure to empower youth to create content for your account and stay on top of the latest trends to increase your chances of getting found. The content you create can be repurposed for other platforms to increase awareness.

- **Relevant TikTok Statistics (as of May 2022)**
    - **Over 1 billion monthly** active users.
    - **43 percent of TikTok users** are between **18 and 24**.
    - **43 percent** of TikTok **users are male**, and **57 percent are female**.
    - Roughly **75 percent** of **TikTok's global audience** is **under 34**, with **32 percent between 25 and 34**.
    - TikTok users spend **an average of 52 minutes daily** on the app.
    - The U.S. has **138 million** monthly active users.
    - **90 percent of TikTok users** visit the app more than once a day.
    - TikTok is the **most downloaded app** on the Apple App Store.

- **68 percent of TikTok users** watch someone else's video, and 55 percent upload their own videos.
- TikTok's average **engagement rate is 17.99 percent**.
- Source: [TikTok by the Numbers (2022): Stats, Demographics & Fun Facts (omnicoreagency.com)](#)

- **Adventist influencers**
  - Kevin Wilson @crossculturechristian
  - Colby Maier @colby_maier
  - Gordon McGhee @gostandandpreach
  - Bible Decoded @bibledecoded
  - Garrison Hayes @garrisonhayes
  - Justin Khoe @justinkhoe
  - Bertilda Vázquez de Quiej (Spanish) @bettydequiej

- **Key platform metrics defined by metric type**
  - **Reach ($)**
    Transformation stage 1 – awareness/discovery
    Relationship formation stage 1 – awareness/introduction
    - Audience location
    - Audience gender
    - Video views
    - Unique people reached
    - Note: audience age and impressions not available (can assume predominantly under 34 years old)
    - *Can include data collected from website analytics*

  Transition point to off-platform metrics that will require another platform or CRM system to track.

  - **Engagement ($$)**
    Transformation stage 2 – consideration
    Relationship formation stage 2 – person to brand
    - **TikTok engagement metrics**
      - Follower count (gain/loss)
      - Engagement rate
      - Total watch (play) time of videos (hours/minutes)
      - Average watch time
      - Watched full video
      - Comments
      - Shares
      - Post likes
      - Live participation in public live-streamed videos (viewers, views, total time)
    - **Off-platform engagement metrics**
      - Impact on the brand's content and resulting adaptions
      - Other meaningful actions taken by either the engagement team or the individual

- Acquisition ($$$)

  Transformation stage 3 – care

  Relationship formation stage 3 – person to person, person to brand

  - **TikTok acquisition metrics**
    - TikTok users/influencers giving shoutouts to the brand/acting as social media ambassadors
    - Ongoing conversations/mentoring in TikTok direct messaging
    - Ongoing conversations/mentoring
  - **Off-platform acquisition metrics**
    - Subscribes to email list
    - Website accounts created
    - App downloads
    - Ongoing conversations/2-way mentoring
    - Number of submitted questions or requests through the brand's website, via text, or some other channel
    - Registration for special opportunities
    - People sharing about the brand through other channels/platforms
    - Bible study requests
    - Active online private webinars/Bible studies
    - Expressions of relationship and trust being built between the brand and its audience (testimonials)
    - Barriers to faith broken down or corrections of misconceptions (2-way)
    - Number of times the needs of audience members have been met in practical ways (example: food bank or supplies for education given)

- Conversion ($$$$)

  Transformation stage 4 – conversion

  Relationship formation stage 4 – person to community, person to person, person to God

  - **TikTok conversion metrics**
    - Direct donations/gifts through TikTok in the form of diamonds
  - **Off-platform conversion metric**
    - Number of volunteers or in person event attendance/registrations
    - Donations through other mechanisms
    - Visits to a brand's physical location
    - Local church-based small group participation
    - Friendships/relationships development with local church members/pastoral team
    - Friendships/relationships development with online faith community members/pastoral team
    - Changes in self-identification/values/appreciation/assumptions
    - Significant life-changing decisions and shifts in allegiances
    - Alignment with the values of the brand
    - Adoption of alternative views based on Christian principles and reframed understandings of lived and spiritual experiences
    - Quantity of purchases
    - One-on-one meetings offline/online

- Number of resource requests
- Commitments/pledges made via online forms (representing behavioral changes)
- Baptisms or other spiritual commitments
- Renewed or awakened relationship with God/drawing closer to Christ

o **Retention (\$\$\$\$\$)**
   Transformation stage 5 – retention
   Relationship formation stage 5 – person to community, person to person, person to God
   - **TikTok retention metrics**
     - Testimonials shared of life-changing impact
     - Other TikTok influencers becoming brand evangelists and recruiting others into a relationship with the brand
   - **Off-platform retention metrics**
     - Becoming a center of positive influence within the community and meeting felt needs of audience members
     - Long-term church members gained
     - Repeated on-site visitors (applicable if physical location available)
     - Permanent behavioral/lifestyle changes
     - Permanent change in worldview and belief/value system indicative of human transformation
     - Permanent adoption and/or appreciation for a Christian perspective on lived and spiritual experiences
     - Becoming involved in the local or online faith community (while not necessarily joining it)
     - Meaningful relationships with and appreciation for members of the Christian faith that dispel misconceptions and prejudices (2-way)
     - A restored relationship with God and a continued walk with Christ within the context of their cultural norms

Instagram

- **Summary/core audience(s)**

Instagram, like Facebook, is mainly used for entertainment, sharing, education and socializing. Instagram, however, is purely visually based. Pictures or short video clips are what is posted. This is one reason it's so popular with younger generations who prefer **images, icons, and symbols over text.** On Instagram, it's expected to have beautiful aesthetics coupled with short, attention-grabbing captions. Instagram is great for discovering or being discovered. Hashtags are used heavily on this platform. When a hashtag is added to a caption, it will share that post to a live updating database of other people who have used that hashtag. Anyone who searches that hashtag can see your post organically.

Instagram is wonderful for being discovered and curating a beautiful archive of content, but once someone finds your profile, it's not easy to share content. They can, however, comment and "heart" posts. The other challenge with Instagram is that because it's so visual, your content and brand are judged almost entirely by their cover. Users on this platform scroll through so many posts without spending even a second on each one, making it even more essential to catch their attention through standout visuals.

A unique feature to take advantage of on Instagram is the "stories" feature. Stories are a way to post quick content that will disappear after 24 hours. Stories are also a fun way to document live events or quick thoughts. Content can be uploaded straight from your phone's gallery and saved to your highlights if the content has value beyond the moment.

For vloggers, videographers, filmmakers, and other personality-centered brands, Instagram TV (IGTV) enables users to post longer videos than Instagram stories and posts permit. Regular users can upload 10-minute-long videos, while verified users can post up to hour-long videos. There's also a series feature where creators can release videos on a scheduled basis.

The most influential Instagram accounts post daily and utilize a mix of content types, such as stories and posts. The app also offers built-in insights that enable business profiles to monitor their traffic, audience, and engagement. In addition, 73 **percent** of U.S. teens say Instagram is the best way for brands to reach them, so we highly recommend using Instagram to reach younger audiences.

- **Relevant Instagram statistics (as of May 2022)**
    - **Two billion** monthly active users.
    - **48.4 percent** of Instagram users, **are females**, and **51.6 percent are male.**
    - U.S. citizens comprise **123 million** Instagram users.
    - **31 percent of global Instagram audiences** were between **18 and 24**, and **31.2 percent** were between **25 and 34**.
    - Instagram users will spend an average of **30 minutes daily** on the platform.
    - **25 percent of U.S. teenagers** say Instagram is their **preferred social media platform**.
    - 60 percent of people say they **discover new products on Instagram**.
    - **IGTV** has **7 million installs** worldwide.
    - **More than half** of Instagram captions and comments contain emojis.
    - Instagram videos get over **2 times more engagement** than Instagram photos.

- **45 percent** of Instagram users prefer to use Stories to become aware of new trends and happenings.
- Source: [Instagram by the Numbers (2022): Stats, Demographics & Fun Facts (omnicoreagency.com)](omnicoreagency.com)

- **Adventist influencers**
  - Kevin Wilson @crossculturechristian
  - Jasper Ivan Iturriage @pstrjasper
  - Humans of Adventism @humansofadventism
  - Garrison Hayes @garrisonh
  - A Bible & A Girl @unmistakablymelissa

- **Key platform metrics defined by metric type**
  - **Reach ($)**
    Transformation stage 1 – awareness/discovery
    Relationship formation stage 1 – awareness/introduction
    - Audience age range
    - Audience top locations
    - Audience gender
    - Video views
    - Impressions
    - Accounts reached
    - *Can include data collected from website analytics*

Transition point to off-platform metrics that will require another platform or CRM system to track.

  - **Engagement ($$)**
    Transformation stage 2 – consideration
    Relationship formation stage 2 – person to brand
    - **Instagram engagement metrics**
      - Followers
      - Interactions (hearts/comments)
      - Website clicks
      - Engagement rate (post engagements/post reach)
    - **Off-platform engagement metrics**
      - Impact on the brand's content and resulting adaptions
      - Other meaningful actions taken by either the engagement team or the individual

  - **Acquisition ($$$)**
    Transformation stage 3 – care
    Relationship formation stage 3 – person to person, person to brand
    - **Instagram acquisition metrics**
      - Instagram users/pages/influencers giving shoutouts to the brand/acting as social media ambassadors
      - Ongoing conversations/mentoring in Instagram messaging

- **Off-platform acquisition metrics**
  - Subscribes to email list
  - Website accounts created
  - App downloads
  - Ongoing conversations/2-way mentoring
  - Number of submitted questions or requests through the brand's website, via text, or some other channel
  - Registration for special opportunities
  - People sharing about the brand through other channels/platforms
  - Bible study requests
  - Active online private webinars/Bible studies
  - Expressions of relationship and trust being built between the brand and its audience (testimonials)
  - Barriers to faith broken down or corrections of misconceptions (2-way)
  - Number of times the needs of audience members have been met in practical ways (example: food bank or supplies for education given)

- **Conversion ($$$$)**
  Transformation stage 4 – conversion
  Relationship formation stage 4 – person to community, person to person, person to God
  - **Instagram conversion metrics**
    - None
  - **Off-platform conversion metrics**
    - Number of volunteers or in person event attendance/registrations
    - Donations through other mechanisms
    - Visits to a brand's physical location
    - Local church-based small group participation
    - Friendships/relationships development with local church members/pastoral team
    - Friendships/relationships development with online faith community members/pastoral team
    - Changes in self-identification/values/appreciation/assumptions
    - Significant life-changing decisions and shifts in allegiances
    - Alignment with the values of the brand
    - Adoption of alternative views based on Christian principles and reframed understandings of lived and spiritual experiences
    - Quantity of purchases
    - One-on-one meetings offline/online
    - Number of resource requests
    - Commitments/pledges made via online forms (representing behavioral changes)
    - Baptisms or other spiritual commitments
    - Renewed or awakened relationship with God/drawing closer to Christ

- **Retention ($$$$$)**
  Transformation stage 5 – retention
  Relationship formation stage 5 – person to community, person to person, person to God
  - **Instagram retention metrics**
    - Testimonials shared of life-changing impact
    - Other Instagram influencers becoming brand evangelists and recruiting others into a relationship with the brand
  - **Off-platform retention metrics**
    - Becoming a center of positive influence within the community and meeting felt needs of audience members
    - Long-term church members gained
    - Repeated on-site visitors (applicable if physical location available)
    - Permanent behavioral/lifestyle changes
    - Permanent change in worldview and belief/value system indicative of human transformation
    - Permanent adoption and/or appreciation for a Christian perspective on lived and spiritual experiences
    - Becoming involved in the local or online faith community (while not necessarily joining it)
    - Meaningful relationships with and appreciation for members of the Christian faith that dispel misconceptions and prejudices (2-way)
    - A restored relationship with God and a continued walk with Christ within the context of their cultural norms

Podcasts

- **Summary/core audience(s)**

Podcasts are digital audio files, frequently episodic, that users can subscribe to, download, or stream through the internet via their smartphone, tablet, or desktop. People listen to podcasts to gain exposure to creative ideas, learn more about topics that interest them, get inspired by thought leaders, stay up to date on current events, and gain deep insight into complex issues in an entertaining way while on-the-go or running errands around the house. Because podcasts can be heard anywhere and anytime convenient to the listener, they're a great alternative to radio for busy people.

Podcast listeners are more likely to be college educated with advanced degrees and have a love for learning. A listener can search any topic and soon be connected with a choice of relevant series and episodes. Listeners tend to be much more active **across all social media platforms** and listen to an average of **seven different shows** a week.

Outside reviews, there isn't much opportunity for direct engagement with listeners. However, since listeners are highly active on social media, engagement can occur on a variety of social media platforms. The platform(s) you choose depend on where your target audience spends their time. To be effective, it's essential to be actively engaged on various social media platforms to create community around your content and encourage podcast ambassadors, helping people find your ministry's podcast. Many podcasts also video-record episodes and post the video or soundwave video version on YouTube, optimized for search, to increase their listening audience. Video snippets can be repurposed to tease the full podcast on Instagram, IGTV, TikTok, Facebook, and any other platform that supports video.

Many podcast listeners listen weekly and even daily, so plan to upload a new episode at least once a week, if not more. Podcasting analytic tools provide basic data analytics like subscribers, listens, time spent listening, and percentage listened to help you understand how your audience is growing and engaging with your content. Given that nearly 50 percent of listeners are under 35, podcasting would be an excellent choice for Bible studies and discussions about spiritual or social topics.

- **Relevant podcasting statistics (as of June 2022)**
    - There are more than **2 million active podcasts** and more than **48 million podcast episodes.**
    - **56 percent of U.S. podcast consumers** are male, and **44 percent are female**.
    - **28 percent of the U.S. population** listens to podcasts weekly.
    - **41 percent of Americans** are monthly podcast listeners.
    - The age bracket with the **highest number of podcast listeners is 12–34** at **56 percent.**
    - Podcast listeners **age 35–54 account for 39 percent of total listenership** while those age **55+** account for **26 percent.**
    - **43 percent** of podcast listeners in the U.S. are **non-white.**
    - **Smartphones are the number 1 medium** for consumption.
    - **90 percent** of podcasts are listened to at home, **64 percent** in a vehicle, **49 percent** while walking, **43 percent** while working out, **37 percent** at work, **37 percent** while riding public transportation.
    - **74 percent** of people listen to podcasts to learn new things, **71 percent** to be entertained, **60 percent** to stay up-to-date, **51 percent** to relax, **47 percent** to feel inspired.

- **Over half** of U.S. consumers who listen to the online monthly podcasts listen to the entire episode, while **41 percent** listen to most of it.
- **94 percent** of podcast listeners are active on at least one social media channel.
- Weekly podcast listeners **average 8 podcasts** and spend an average of **5 hours and 39 minutes** listening to audio per day.
- Podcast listeners are **45 percent more likely** to have a college degree and **68 percent more likely** to have a post-graduate degree.
- Growing number of podcast fans are now looking for video and not just the audio. However, **only 17 percent** of the publishers record video.
- Source: [40+ Interesting Podcast Statistics for 2022 - Omnicore (omnicoreagency.com)](omnicoreagency.com)

- **Adventist influencers**
  - Adventist History Podcast - adventisthistorypodcast.org
  - Absurdity with Ryan Becker - absurdpodcast.com
  - Marcos Torres the Story Church Project - thestorychurchproject.com
  - Aus Table Talk - austabletalk.com.au
  - Burn the Haystack - burnthehaystack.org
  - Why they Did That - whytheydidthat.org
  - Preacher Girl with Rachel Arner

- **Key platform metrics defined by metric type** (*P*lease note that different podcast hosting platforms may offer different metrics, so metrics depend on podcast platform*)
  - **Reach ($)**
    Transformation stage 1 – awareness/discovery
    Relationship formation stage 1 – awareness/introduction
    - Listener age
    - Listener location
    - Listener gender
    - Number of listeners
    - Listeners per episode
    - *Can include data collected from website analytics*

Transition point to off-platform metrics that will require another platform or CRM system to track.

  - **Engagement ($$)**
    Transformation stage 2 – consideration
    Relationship formation stage 2 – person to brand
    - **Podcast engagement metrics**
      - Percentage of audience subscribed
      - Subscribers (subscriptions) gained/lost
      - Unique episode downloads
      - Total episode downloads
      - Total listen time (hours)
      - Average listening time (consumption)
      - Average completion rate
      - Retention

- - - Reviews and ratings
    - Social shares
  - **Off-platform engagement metrics**
    - Impact on the brand's content and resulting adaptions
    - Other meaningful actions taken by either the engagement team or the individual

- **Acquisition ($$$)**

  Transformation stage 3 – care

  Relationship formation stage 3 – person to person, person to brand
  - **Podcast acquisition metrics**
    - Number of paid subscriptions/memberships to access exclusive content/live sessions
    - Purchases of paid content
    - Other podcasters giving shoutouts to the channel/acting as social media ambassadors
  - **Off-platform acquisition metrics**
    - Subscribes to email list
    - Website accounts created
    - App downloads
    - Ongoing conversations/2-way mentoring
    - Number of submitted questions or requests through the brand's website, via text, or some other channel
    - Registration for special opportunities
    - People sharing about the brand through other channels/platforms
    - Bible study requests
    - Active online private webinars/Bible studies
    - Expressions of relationship and trust being built between the brand and its audience (testimonials)
    - Barriers to faith broken down or corrections of misconceptions (2-way)
    - Number of times the needs of audience members have been met in practical ways (example: food bank or supplies for education given)

- **Conversion ($$$$)**

  Transformation stage 4 – conversion

  Relationship formation stage 4 – person to community, person to person, person to God
  - **Podcast conversion metrics**
    - No platform option
  - **Off-platform conversion metrics**
    - Number of volunteers or in person event attendance/registrations
    - Donations through other mechanisms
    - Visits to a brand's physical location
    - Local church-based small group participation
    - Friendships/relationships development with local church members/pastoral team
    - Friendships/relationships development with online faith community members/pastoral team

- Changes in self-identification/values/appreciation/assumptions
- Significant life-changing decisions and shifts in allegiances
- Alignment with the values of the brand
- Adoption of alternative views based on Christian principles and reframed understandings of lived and spiritual experiences
- Quantity of purchases
- One-on-one meetings offline/online
- Number of resource requests
- Commitments/pledges made via online forms (representing behavioral changes)
- Baptisms or other spiritual commitments
- Renewed or awakened relationship with God/drawing closer to Christ

- **Retention ($$$$$)**
  Transformation stage 5 – retention
  Relationship formation stage 5 – person to community, person to person, person to God
  - **Podcast retention metrics**
    - Testimonials shared of life-changing impact in the reviews
    - Other podcast influencers becoming brand evangelists and recruiting others into a relationship with the brand
  - **Off-platform retention metrics**
    - Becoming a center of positive influence within the community and meeting felt needs of audience members
    - Long-term church members gained
    - Repeated on-site visitors (applicable if physical location available)
    - Permanent behavioral/lifestyle changes
    - Permanent change in worldview and belief/value system indicative of human transformation
    - Permanent adoption and/or appreciation for a Christian perspective on lived and spiritual experiences
    - Becoming involved in the local or online faith community (while not necessarily joining it)
    - Meaningful relationships with and appreciation for members of the Christian faith that dispel misconceptions and prejudices (2-way)
    - A restored relationship with God and a continued walk with Christ within the context of their cultural norms

Universal KPIs Across All Platforms Relevant to Missional Goals

....

In some cases, platform-specific versions of similar metrics or important metrics are included here that were not available on all platforms; these should be tracked as much as possible for missional goals.

- ○ **Reach ($)**
  Transformation stage 1 – awareness/discovery
  Relationship formation stage 1 – awareness/introduction
  - ▪ Audience age – *Not available on TikTok but important to include*
  - ▪ Audience location
  - ▪ Audience gender
  - ▪ Views/listens
  - ▪ Impressions – *Not available on TikTok but important to include*
  - ▪ Unique viewers/reach
  - ▪ *Can include data collected from website analytics* (especially helpful to fill in platform gaps in data)

Transition point to off-platform metrics that will require another platform or CRM system to track.

- ○ **Engagement ($$)**
  Transformation stage 2 – consideration
  Relationship formation stage 2 – person to brand
  - ▪ **Platform engagement metrics**
    - Returning viewers/retention
    - Impression click-through rate/engagement rate
    - Subscribers/followers gained/lost
    - Total watch/listen time (hours)
    - Average view/listen duration
    - Comments
    - Shares
    - Social share (podcasts)
    - Interactions (Instagram)
    - Complete rate (podcasts)
    - Downloads (podcasts)
    - Live participation in public live-streamed videos
  - ▪ **Off-platform engagement metrics**
    - Impact on the brand's content and resulting adaptions
    - Other meaningful actions taken by either the engagement team or the individual

- Acquisition **($$$)**
  Transformation stage 3 – care
  Relationship formation stage 3 – person to person, person to brand
  - **Platform acquisition metrics**
    - Number of paid subscriptions/memberships to access exclusive content/live sessions – podcasts/YouTube
    - Purchases of paid content – podcasts/YouTube
    - Other users/pages/influencers giving shoutouts to the brand/acting as social media ambassadors
    - Ongoing conversations/mentoring in direct messaging
  - **Off-platform acquisition metrics**
    - Subscribes to email list
    - Website accounts created
    - App downloads
    - Ongoing conversations/2-way mentoring
    - Number of submitted questions or requests through the brand's website, via text, or some other channel
    - Registration for special opportunities
    - People sharing about the brand through other channels/platforms
    - Bible study requests
    - Active online private webinars/Bible studies
    - Expressions of relationship and trust being built between the brand and its audience (testimonials)
    - Barriers to faith broken down or corrections of misconceptions (2-way)
    - Number of times the needs of audience members have been met in practical ways (example: food bank or supplies for education given)

- Conversion **($$$$)**
  Transformation stage 4 – conversion
  Relationship formation stage 4 – person to community, person to person, person to God
  - **Platform conversion metrics**
    - Direct donations – YouTube, Facebook, TikTok only
  - **Off-platform conversion metrics**
    - Number of volunteers or in person event attendance/registrations
    - Donations through other mechanisms
    - Visits to a brand's physical location
    - Local church-based small group participation
    - Friendships/relationships development with local church members/pastoral team
    - Friendships/relationships development with online faith community members/pastoral team
    - Changes in self-identification/values/appreciation/assumptions
    - Significant life-changing decisions and shifts in allegiances
    - Alignment with the values of the brand
    - Adoption of alternative views based on Christian principles and reframed understandings of lived and spiritual experiences

- Quantity of purchases
- One-on-one meetings offline/online
- Number of resource requests
- Commitments/pledges made via online forms (representing behavioral changes)
- Baptisms or other spiritual commitments
- Renewed or awakened relationship with God/drawing closer to Christ

- **Retention ($$$$$)**
  Transformation stage 5 – retention
  Relationship formation stage 5 – person to community, person to person, person to God
  - **Platform retention metrics**
    - Testimonials shared of life-changing impact
    - Other platform influencers becoming brand evangelists and recruiting others into a relationship with the brand
  - **Off-platform retention metrics**
    - Becoming a center of positive influence within the community and meeting felt needs of audience members
    - Long-term church members gained
    - Repeated on-site visitors (applicable if physical location available)
    - Permanent behavioral/lifestyle changes
    - Permanent change in worldview and belief/value system indicative of human transformation
    - Permanent adoption and/or appreciation for a Christian perspective on lived and spiritual experiences
    - Becoming involved in the local or online faith community (while not necessarily joining it)
    - Meaningful relationships with and appreciation for members of the Christian faith that dispel misconceptions and prejudices (2-way)
    - A restored relationship with God and a continued walk with Christ within the context of their cultural norms