



THE POWER OF
COMMUNICATION &
TECHNOLOGY

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GOAL:

HELPING PEOPLE *FOLLOW* JESUS

USING TECHNOLOGY



WHAT IS COMMUNICATION



COMMUNICATION:

PROCESS OF SENDING AND RECEIVING
INFORMATION

COMMUNICATION:

- VERBAL
- NON-VERBAL
- VISUAL
- WRITTEN



WHAT IS THE ROLE OF A
DIRECTOR OF
COMMUNICATIONS?

WHAT PEOPLE THINK I DO ALL DAY

Talk (for *fun*)!



OR



Scroll on Social Media



Me Daily...



PROTECT OUR BRAND'S REPUTATION

- Prevention
- Crisis Management

What is this image
called on social media?

ROLE & RESPONSIBILITIES

- Brand Management & Content Oversight: Review and Approve
 - Newsletters, emails, text messages, website, and social media
- Media & Public Relations: Contact for journalists | news | press
- Content Creation: Pictures, Videos & Editing
- Strategy: Event Planning & Promo (Radio, Banners, Cards, Flyers, etc.)
- Graphic Creation & Review with Designer, David Landis

GET READY FOR SOME TRIVIA:

First ONE to write all brand names correctly per game wins!

3 games total, 3 possible winners

Raise your hand when done!

READY?

FOOD INDUSTRY TRIVIA #1

1



2



3



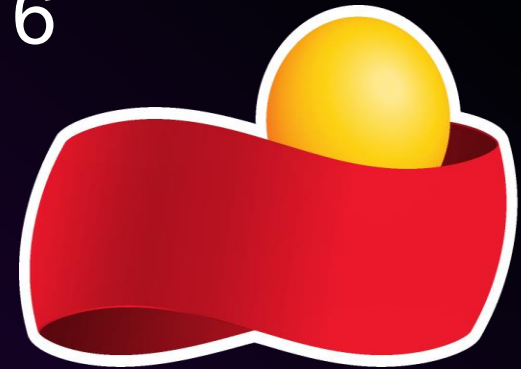
4



5



6



TRIVIA #2

Different Brands

BRANDS TRIVIA #2

1



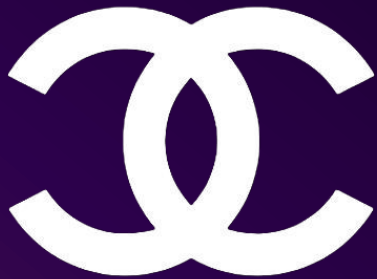
2



3



4



5



6



TRIVIA #3

Social Media & Search Engines

TRIVIA #3

1



2



3



4



5



6



7



8



WHY IS BRANDING IMPORTANT?

Represents the identity of your business

- Instant Recognition
- Establishes Trust
- Colors & Shapes Matter

WHY IS TECHNOLOGY IMPORTANT?

- Increases productivity
- Global communication & connection
- Instant access to information

TOP FOUR PLATFORMS

1. GOOGLE

2. FACEBOOK

3. INSTAGRAM

4. CHATGPT

<u>Platform</u>	<u>Daily Users (approx.)</u>	<u>Primary Use</u>
Google	4–5+ billion users / 14–16B searches	Direct information search
Facebook	~2.1 billion	Social + news + community info
Instagram	~1–2 billion	Visual discovery + trends
ChatGPT	~200–300 million	AI answers, research, help

SCREEN TIME

Smartphones

Tablets

Computers

Video Games

TVs / Streaming

Age Group	Average Daily Screen Time
Kids (0-8 years)	2-3 hours
Tweens (8-12 years)	5-6 hours
Teens (13-17 years)	7-8.5 hours
Adults (18-34 years)	7-9 hours
Adults (35-54 years)	6-7 hours
Adults (55+ years)	4-6 hours

TIPS & CYBER SECURITY



SCAMMERS & HACKERS



ACTUAL SCAMMERS

Calls from unknown numbers

- Passing as medical insurance/bill callers
- Bankers/ loan officers
- Officers saying loved one is in jail / pay bail

TIPS - "PAUSE BEFORE YOU ACT"

- If someone pressures you to act immediately, most likely it is a scam
 - Never Share Personal Information
 - Social Security
 - Bank Info
 - Passwords

TIPS – VERIFY

- Verify Independently
 - If you are unsure say "I will call you back"
 - Hang Up
 - Call the official number on website or statement/ bill

TIPS – WATCH PAYMENT METHODS

- Gift Cards
- Wire Transfers
- Discount/ sale if you buy now
 - HUGE red flag



TRADITIONAL CAMPUS FACEBOOK

<https://www.facebook.com/profile.php?id=61575266372021>

What is this image called?

