

Digital Engagement Center At a Glance

Focus on the Family's new Digital Engagement Center will expand the family-help ministry's ability to provide practical marriage and parenting help through social media, thanks to state-of-the-art technology primarily used by Fortune 500 companies.

By the numbers

2.4 billion	social networking accounts exist worldwide.
\$143,000	is the investment Focus on the Family has made in the software and command center construction, paid for entirely by generous donors who caught the vision of helping families through social media
833	is the average number of posts responded to by Focus' Digital Outreach staff each month
100	Focus on the Family staff members involved to some degree in its online listening and ministry
Eight	dedicated specialists who will work inside the Digital Engagement Center
Seven	wall displays at the Digital Engagement Center will give visitors and staff alike a glimpse into trending topics and real-time help our specialists provide
One	ultimate mission: to help families thrive in Christ

Focus' technology timeline

- 1977: Focus on the Family was founded and aired its first broadcast.
- 1979: The "Focus on the Family" film series is released and is eventually viewed by more than 90 million people around the world.
- 1983: Focus on the Family daily radio program goes worldwide via satellite.
- 1996: Focus created a forum on AOL.
- 1997: Focus' first website launched.
- 2009: Entered the social media space with a presence on Facebook.
- 2010: Focus' first app is released, featuring its daily broadcast.
- October 2013: Opened the Digital Engagement Center.

FAQ

How is Focus using technology in the Digital Engagement Center to help people?

- The Digital Engagement Center is the newly constructed command center that houses dedicated specialists who "listen" to blogs, forums and conversations.
- Focus is using programs such as Radian 6, Sprout Social and Google Analytics to identify conversations where people struggling with marriage, parenting or general life challenges are seeking advice.

- Specialists search for keywords like “cyberbullying” and phrases like “caught my husband cheating” or “should I get a divorce?” and respond with hope-based encouragement when appropriate.

Is Focus using the Digital Engagement Center in other ways?

- The software Focus uses also helps specialists identify trends related to marriage, parenting and faith, giving the ministry the chance to create trustworthy, relevant Web content on topics creating the most buzz.
- The command center will also allow our specialists to track mentions of Focus in social media and media outlets in order to respond in real-time to trending topics.

What hardware is Focus using to power the Digital Engagement Center?

- The Digital Engagement Center features seven wall displays.
- There will be four behind-the-scenes computers and four desktops for Focus’ specialists.
- The Digital Engagement Center will be viewable by guests and staff, serving as a constant reminder that Focus is here to help families in need.

Why does Focus feel it’s vital to offer advice online?

- Today, people are increasingly online: [85 percent of adults are using the Internet](#)ⁱ and [72 percent of them use social networking sites](#)ⁱⁱ.
- While many people turn to friends and family when facing a crisis, a significant number seek counsel from people they know only online. Focus offers meaningful and helpful encouragement that contrasts with the negative or pessimistic responses often seen in online forums.

ⁱ Zickuhr, Kathryn. Who’s Not Online and Why. Pew Internet & American Life Project, Sept. 25, 2013, <http://www.pewinternet.org/Reports/2013/Non-internet-users.aspx>, accessed on Oct. 4, 2013.

ⁱⁱ Brenner, Joanna; Smith, Aaron. Social Networking Sites. Pew Internet & American Life Project, Aug. 5, 2013, <http://www.pewinternet.org/Reports/2013/social-networking-sites.aspx>, accessed on Oct. 4, 2013.