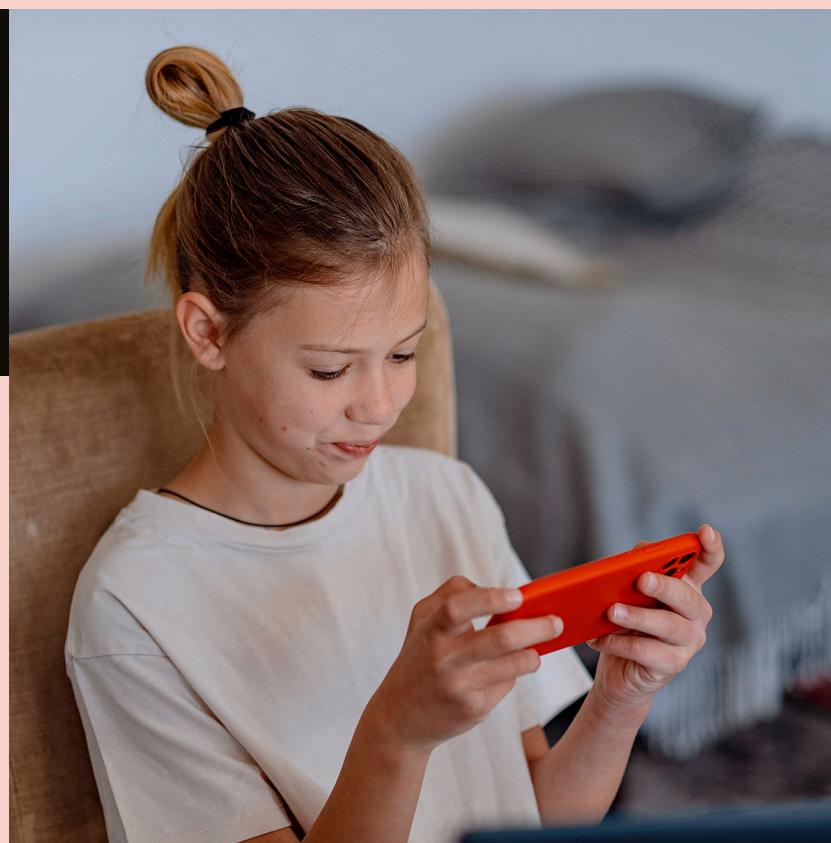




# Social Media 101 for Youth Leaders

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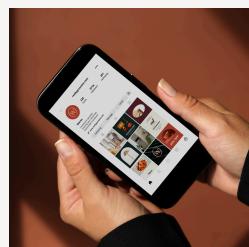


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# Introduction

Social media is a great tool that helps us stay connected with one another. Used in the right way we can promote our youth groups, share inspiring content with young people, or simply to share the fun times your youth group get up to.



# Knowing Your Audience

## Ask Your Young People

As a youth leader, one of the best ways to understand what works is to simply ask the young people around you. By involving them in the process, and encouraging them to help manage the account, not only do you gain valuable insight, but you also empower them to shape the messages and content that represent their voices and interests.



## Social Listening

Social listening is actively monitoring discussions and topics that are taking place online to gain an understanding of internet users' feelings and opinions on a particular topic, brand or industry.

## How to do this:

Observe which words, names, phrases repeatedly appear online, you can also look out for the brands that gain a lot of traction amongst young people (maybe there's potential for partnership!)

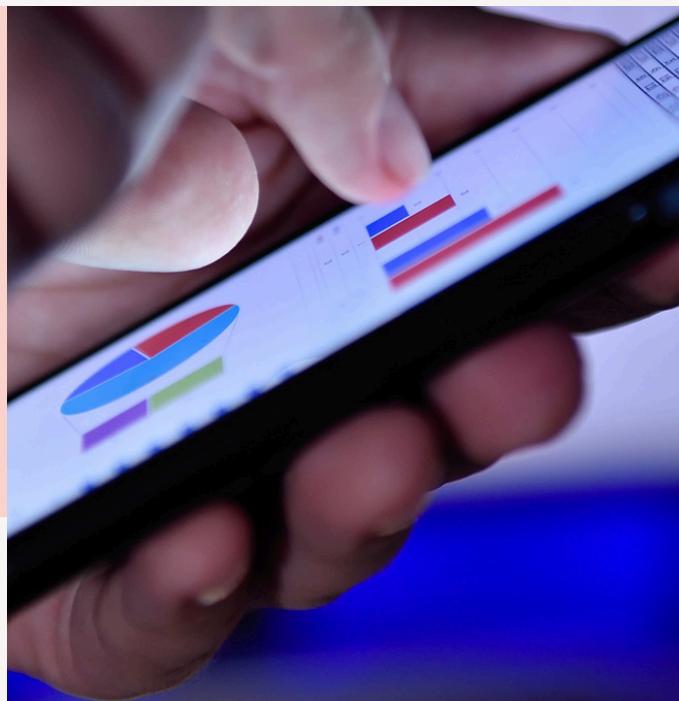
Understand the context, which feelings does a particular topic trigger? Are they leading to positive, negative or neutral reactions?

# Knowing Your Audience

## ■ **Look at Platform Analytics**

There are vast amounts of data online that break down the interests and behaviours of various demographics. However, if you already run an active online account, it's useful to regularly check your own insights and analytics that detail how your current audience are interacting with the content you post at present. This will help you understand what resonates most with your followers, the time of day they are most active, and the content they engage with the most. You might also discover new opportunities to expand your reach by exploring trends that are popular amongst similar audiences.

**Use the checklist on the following page to guide you through the important points of identifying and understanding your audience.**



# Audience Checklist

## Demographic

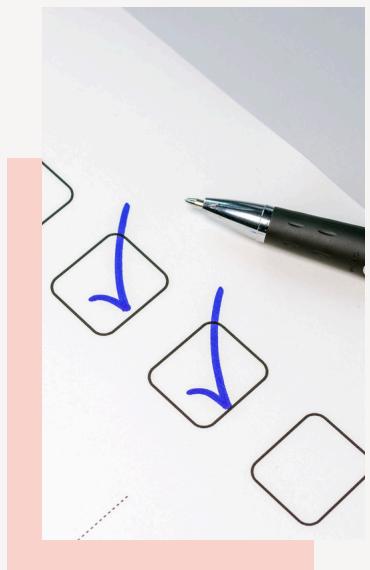
- What age group are you focusing on? (e.g., 12–14, 15–18, 19–25)  
Are they early teens? Working youth? A mix of both?
- What sex are you prioritising in your messaging?
- Where do they live? (Local, national, global?)
- What cultural or faith backgrounds do they belong to?

## Psychographics

- What values or beliefs matter most to them?
- What challenges or struggles do they face?
- What motivates them (e.g., belonging, purpose, fun, leadership)?
- How do they spend their free time?

## Digital Behaviour

- Which online platforms do they use most?  
(TikTok, Instagram, YouTube, Snapchat, etc.)
- What time of day are they most active online?
- Do they prefer watching videos, reading posts, or interacting through stories/polls?
- How do they typically communicate online?  
(Comments, emojis, direct messaging, etc.)



# Audience Persona

## Example One



**Name:** Asher

**Age:** 17

**Occupation:** Sixth Former

**Location:** Manchester

An audience persona is a semi-fictional representation of the type of person you're aiming to attract and cater to. This process is a useful way to narrow down the interests, dislikes and values of an individual.

### Interests & Hobbies

- Avid gamer.
- Follows popular streamers on YouTube and Twitch.
- Always has music on in the background.

### Challenges

- Struggles with the pressure to do well in school.
- Occasional anxiety, especially around future career choices.
- Sometimes struggles to relate the Bible to real life, seems outdated.
- Doesn't like being talked at or judged, prefers when someone takes time to listen and answer questions.

### Spiritual Life

- Has friends at school who go to church regularly.
- Sometimes attends church games nights with friends.
- Interested in faith - wants to explore questions without judgement.
- Open to conversations about purpose, and how God relates to life.

### Online habits

- Active on Instagram, Snapchat, TikTok, and Twitch.
- Prefers short videos, memes, and relatable videos.
- Often comments/shares posts to friends that are funny or relatable.
- Engages often with likes and comments, and responds to polls.
- Follows influencers and pages for young people, but only if it's interesting.

# Audience Persona

## Example Two



**Name:** Grace

**Age:** 31

**Occupation:** Youth Leader + Marketing Manager

**Location:** London

### Interests & Hobbies

- Networking events.
- Loves baking in her spare time.
- Loves listening to different podcasts whilst commuting.

### Challenges

- Feeling isolated in leadership, wants community with other leaders.
- Time-poor, juggling ministry, work, and self-care.
- Worries that she's "not doing enough" for her young people.
- Navigating how to make faith relevant to teenagers without seeming forced or cringey.
- Overwhelmed by content planning for youth social media pages.

### Spiritual Life

- A heart for helping teenage girls understand their identity in Christ.
- Often uses apps for devotions and Bible study.
- Open to conversations about purpose, and how God relates to life.

### Online habits

- Active on Instagram, LinkedIn, and WhatsApp.
- Uses Instagram for friends, church posts and for creative inspiration.
- Loves accounts that offer free resources or "ministry hacks".
- Engages with content that blends humour and truth.
- Likely to follow content creators or youth ministry accounts that are female-led or mentorship-focused.

An audience persona is a semi-fictional representation of the type of person you're aiming to attract and cater to. This process is a useful way to narrow down the interests, dislikes and values of an individual.

# What's Next?



Now you have identified some key characteristics of your audience here are some ideas of the types of content you can create to appeal to them.

## How a Youth Leader Can Reach Asher?

- Use short-form videos (under 60 seconds) with a hook in the first 3 seconds.
- Post during evenings or weekends when he's most active.
- Share relatable personal experiences rather than only preaching points.
- Create gaming-related analogies or references that connect with faith or life lessons.
- Using trending sounds and current music in videos.
- Invite interaction (e.g., "What helps you get through a rough day?" or "tag a friend who needs to hear this").



# What's Next?



## How Reach and Serve Grace?

- Share short-form video tips for youth leaders (e.g., “3 ways to prep a small group when you’re busy”).
- Post leadership devotionals or bite-sized Bible encouragements.
- Highlight stories of real women in youth ministry.
- Offer templates for youth night planning, social media calendars, or prayer prompts.
- Use relatable humour and empathy to make content feel like a conversation, not a lecture.
- Encourage networking and connecting with other leaders in the comments.



# Platforms and their Uses

After identifying your audience with the help of the checklist on the previous pages the next step is choosing which platform/s best suit your purpose. Here is breakdown of a few platforms and how they could be used.



Instagram

**Best for ages:** 15–25, better suited for older teens who are more socially aware and digitally responsible.

**Ideal use:** Short videos, interactive stories, reels, lives.

**Faith content ideas:** Share short devotionals, interactive polls, share scripture in visually interesting ways, collab with faith-based creators.



YouTube

**Best for ages:** 13+

**Ideal use:** Long-form teaching and storytelling.

**Faith content ideas:** Mini sermon segments, youth testimonies, panel discussions, podcasts, interviews.



WhatsApp

**Best for ages:** 13+, those under 18 are advised to read the terms and conditions with an adult before use.

**Ideal use:** Quick group messages, follow-ups, event promotion.

**Faith content ideas:** Devotional snippets, group updates, prayer requests, event invitations, polls.

# Platforms and their Uses



**Best for ages:** Officially 13+ however, Apple's App Store states 17+ as an appropriate age due to some servers hosting inappropriate content for younger audiences.

## Discord

**Ideal use:** Interactive world-building.

**Faith content ideas:** Bible builds, online games paired with discussions, use different servers for different aspects of ministry.



**Best for ages:** 15+ due to the nature of some content, older teens can better navigate risks.

## Twitch

**Ideal use:** Live-streaming

**Faith content ideas:** Games paired with faith discussions, include team problem solving, host live Q&A and creative sessions.



**Best for ages:** 8–14 (Note, a child account cannot be set-up without an adult Microsoft account linked to it).

## Minecraft

**Ideal use:** Interactive world-building

**Faith content ideas:** Bible story re-creation, create a virtual prayer trail, biblical themed challenges.

# Platforms and their Uses



**Best for ages:** 25+

**Ideal use:** For group communication and event promotion.

**Faith content ideas:** Private groups for youth leaders or parents, share updates, create event pages, live streaming sessions.

Facebook



**Best for ages:** 14–15 engage with funny and relatable content. 15-18 for more topical videos.

**Ideal use:** Short and relatable videos, playlists for topics.

**Faith content ideas:** Using trend as an opportunity to talk about faith, share behind-the-scenes of youth ministry or events, create reactionary content.

TikTok



# Note on Bible Builds

A Bible build is when a user is able to construct scenes or environments that appear in the Bible on Minecraft, bringing stories to life through play and creativity. This also serves as a great educational way to engage young people in Bible topics and stories.



**Building A Biblical City In Minecraft!**

**View the Bible build of Jericho**



# Optimising Social Media Bios

A Bible build is when a user is able to construct scenes or environments that appear in the Bible on Minecraft, bringing stories to life through play and creativity. This also serves as a great educational way to engage young people in Bible topics and stories.

## Ask yourself

Your bio should clearly reflect who you/your organisation are and your purpose/mission (e.g., encouraging faith, sharing events, building community).

- **Who** is this account trying to attract (Youth? Parents? Fellow youth leaders)
- **What** do you want them to know on the first visit?
- **What** do you want them to do after finding your profile?
- **How** do you want to make them feel?



## Key words

Using key words is essential. Not only does it clearly state who you are and what you do, but it also helps the algorithm and search engine guide the right people to your profile. e.g: youth worker, ministry, training, podcast.

# Optimising Social Media Bios

## C-T-A (Call to Action)

Your bio can also be the place to directly encourage your audience to check out other resources or events that you want them to know about.

- Do you want them to check out your website?
- Sign up to a mailing list?
- Buy tickets to a youth event?
- Come to your youth group?

## Links

Links can be useful to direct your audience to other offerings. If you have more than one place you would like to direct people to, a useful platform to use is [Linktree](#), this uses a singular link to put in your bio to share everything.



# Bio Examples

Here are two examples of a well optimised social media bio's:

1

## Bio:

- 🔥 Youth doing life, faith & fun together
- 📍 MCR | Wed Nights @ 7PM
- ⬇️ Pizza & Games night

**Link:** [linktr.ee/riseyouthcity](https://linktr.ee/riseyouthcity)  
(or your church/youth page/event sign-up)

- ✓ **Uses emojis to break up information visually.**
- ✓ **Tells who it's for (youth).**
- ✓ **Mentions city location and when they meet.**
- ✓ **A call to action clearly directs people to your next event and tickets.**

2

## Bio:

- 👉 Equipping the next generation of youth leaders
- 📘 Free tools | 💬 Real talk | 🔥 Training
- 📍 LND network
- 👉 Start your leadership journey

**Link:** [linktr.ee/nextgenleadershub](https://linktr.ee/nextgenleadershub)  
(or your site with resources, sign-up, mentorship info, etc.)

# Storytelling and Visuals



Visual elements are crucial for capturing attention in content creation. To engage your audience, consider what types of posts make you stop scrolling and pay attention.

## DO

- ✓ Use authentic, high quality images as much as possible.
- ✓ Keep the visual style consistent, this helps people quickly identify your content.
- ✓ Have captions and subtitles available for those with additional needs.
- ✓ Use the correct format and sizes for the platform you are using.
- ✓ Make sure you nail down what the hook of your post is going to be.
- ✓ Share behind the scenes of what you do, make it a fun learning opportunity.

## DON'T

- ✗ Blurry or pixelated visuals.
- ✗ Using images/videos without credit.
- ✗ Overloading your graphics with too much text, keep it concise and easy to read.
- ✗ Only sharing events or announcements.
- ✗ Poor sound quality. Ensure you use a mic when filming in noisy areas or find a quiet spot to film.

# Tools to make it easy

- **Canva, Figma, Adobe Photoshop** – These apps are great for any type of graphic design (quote posts, carousels, IG stories, video thumbnails).
- **Unsplash, Freepik, Adobe Stock, Pexels** – Websites where you can get quality stock content (free and premium).
- **CapCut, InShot, iMovie, Premier Pro** – For more advanced editing outside of the editing options within apps like Instagram or TikTok.
- **YouVersion Bible App, The Bible Project, Glorify App** – To share verse images or reading plans.
- **Notion, Trello, Microsoft Planner** – To plan and organise content calendars, allocating tasks to team members.
- **Hootsuite** - For content scheduling and learning from your analytics.
- **Google Trends** - Discover what people are searching for and their interests to inform your content.
- **ChatGPT** – For brainstorming captions, scripts, or ideas. Also great to assist you in research.
- **Grammarly** – For checking captions and descriptions



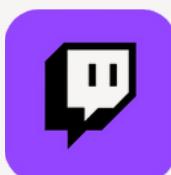
# Platform Resources

Each platform has it's own guide to help you on the journey of content creation and to inform you of best practise when managing your account.

Here are the links that take you straight to the guides if you ever need some extra help!



Instagram  
Guide



Twitch  
Guide



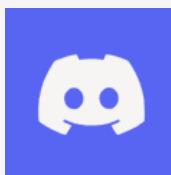
WhatsApp  
Guide



YouTube  
Guide



TikTok  
Guide



Discord  
Guide



Minecraft  
Guide



# Resources and Recommendations

## Reading

[How Gen Z is using social media, David Roman](#)

[Social media statistics for brands in 2025](#)

[Digital Resources - urbansaints.org](#)

## Social Media Glossary

Our go-to glossary breaks down key social media terms in plain English, so you can spend less time scratching your head and more time engaging with young people online.

## Digital Outreach for Youth Ministry and Evangelism

An on-demand webinar unpacking what digital outreach means for youth groups and evangelism today.

## Listen

Our podcast for Christian youth leaders - The podcast aims to champion the work of other youth organisations, learn about current youth culture, explore discipleship, and hear stories from the front lines of youth ministry.

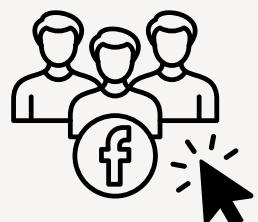
[Spotify](#)

[Apple](#)

[YouTube](#)

## Community

Join our Facebook group for Christian youth leaders - [Youth Leaders Connect](#) - to get equipped, encouraged, and connected on the journey of youth ministry.



**This guide is just one of the ways  
we're here to walk with you!**

Discover more free tools, training  
and resources to equip you in  
discipling young people.

**[urbansaints.org](http://urbansaints.org)**

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