

Digital Outreach

for Youth Ministry & Evangelism





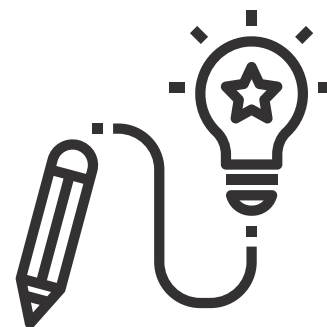
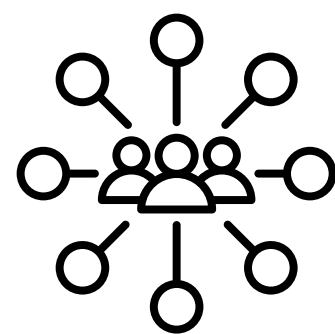
OBJECTIVES



01 Understanding the importance of digital outreach in youth ministry.

02 Exploring digital platforms and methods of content creation to engage young people.

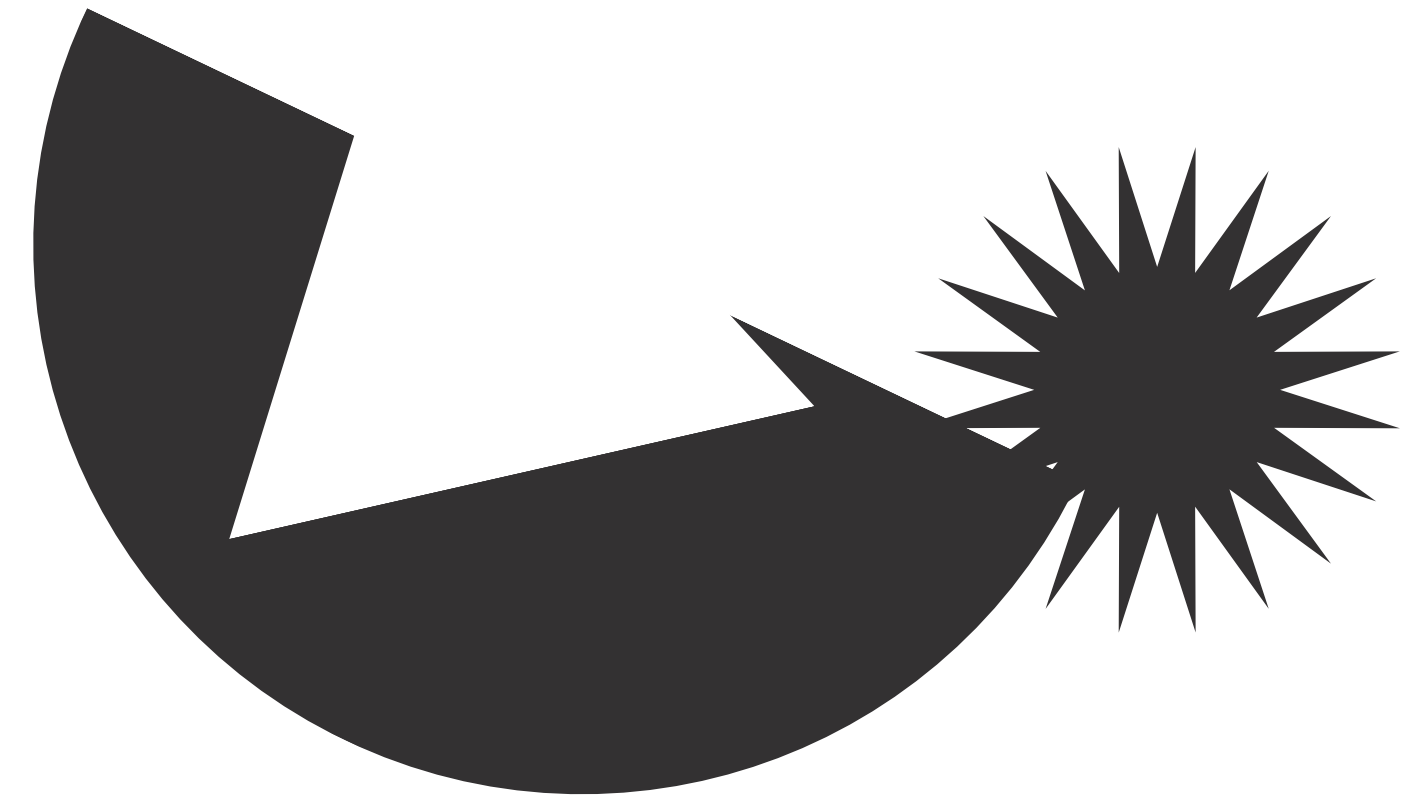
03 Understand safeguarding and best practice when participating in any form of digital outreach.



**WHY DOES
DIGITAL
OUTREACH
MATTER FOR
YOUTH
MINISTRY**

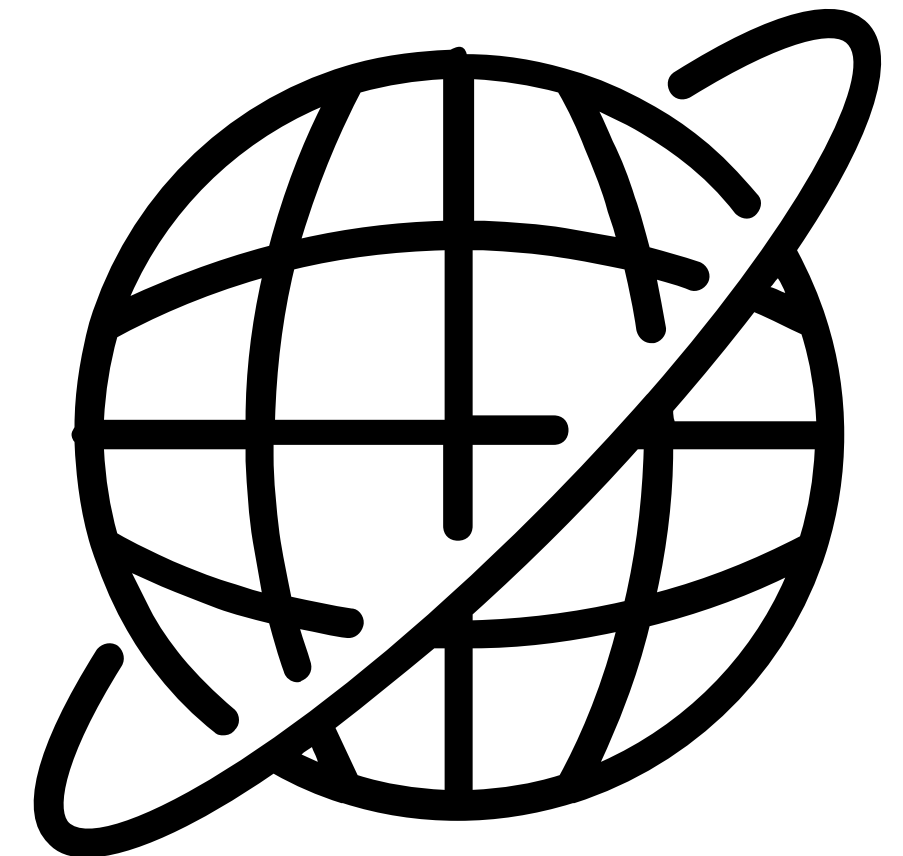


A recent study
shows that



The average global internet user now
spends **6 hours and 36 minutes**
online each day.

We Are Social & Hootsuite. (2023). Digital 2023: Global Overview
Report. Datareportal. Retrieved from
<https://datareportal.com/global-digital-overview>



EVOLUTION OF THE BINARY LANDSCAPE: PHYSICAL & *DIGITAL*



"Those aged 11-17 spend on average **24 hours/week** on online games." [Ygam.org]

YFC - Youth Updates Podcast - Dec 2022, Ep (3):

*2 YP: 15 and 16:

Q: 2 words to describe current experience with social media:

A1: "Very helpful"

A2: "Useful and enjoyable"

Q: Are you "obsessed" with the digital world and social media?

A1: 'Very true' ; everyone else is on it; w/o - you'd be alone; contact and games. Everyone at home is on online (FOMO).

A2: Don't like the wording 'addicted'; but probably true

Social media is the 'real world'

"It was clear that the young people in both groups did not see traditional divides between the online and in-person arenas, but viewed these spaces as **integrated** and **overlapping**."

(Exploring Hybrid Mission Amongst Young People, Holmes, May and Davison, 2024)

Video games are a **big part of many students' lives**, they talk about them with friends, daydream about them in school, and when they're not playing, they're often watching other people play them over livestream or on Youtube.
(Reagan Rose, *A Student's Guide to Gaming*, 2022)



EFFECTIVENESS

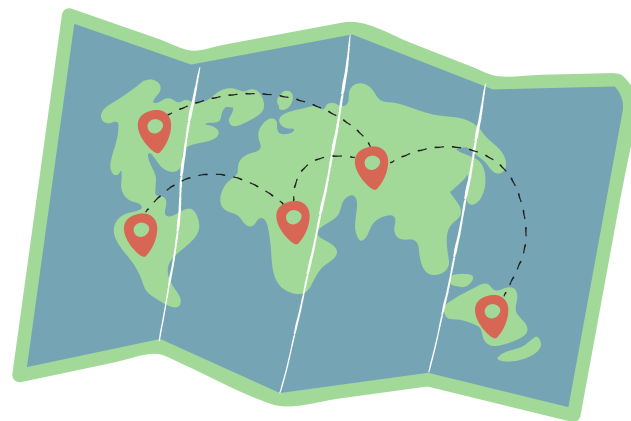


01

Accessibility, engagement and reaching young people everywhere

02

Opportunities to meet youth in various contexts and share the gospel



03

Able to overcome geographic and social boundaries that limit traditional reach

MATTHEW 24:14



And this gospel of the kingdom will be proclaimed throughout the whole world as a testimony to all nations, and then the end will come.

The background is a solid red color. On the left side, there is a large white semi-circle. On the right side, there are two dark grey semi-circles, one above the other, creating a symmetrical, abstract shape.

ONLINE AS A 3RD SPACE

3RD SPACES



1st your home and domestic space



2nd your work or place of education

3RD SPACES



place of worship

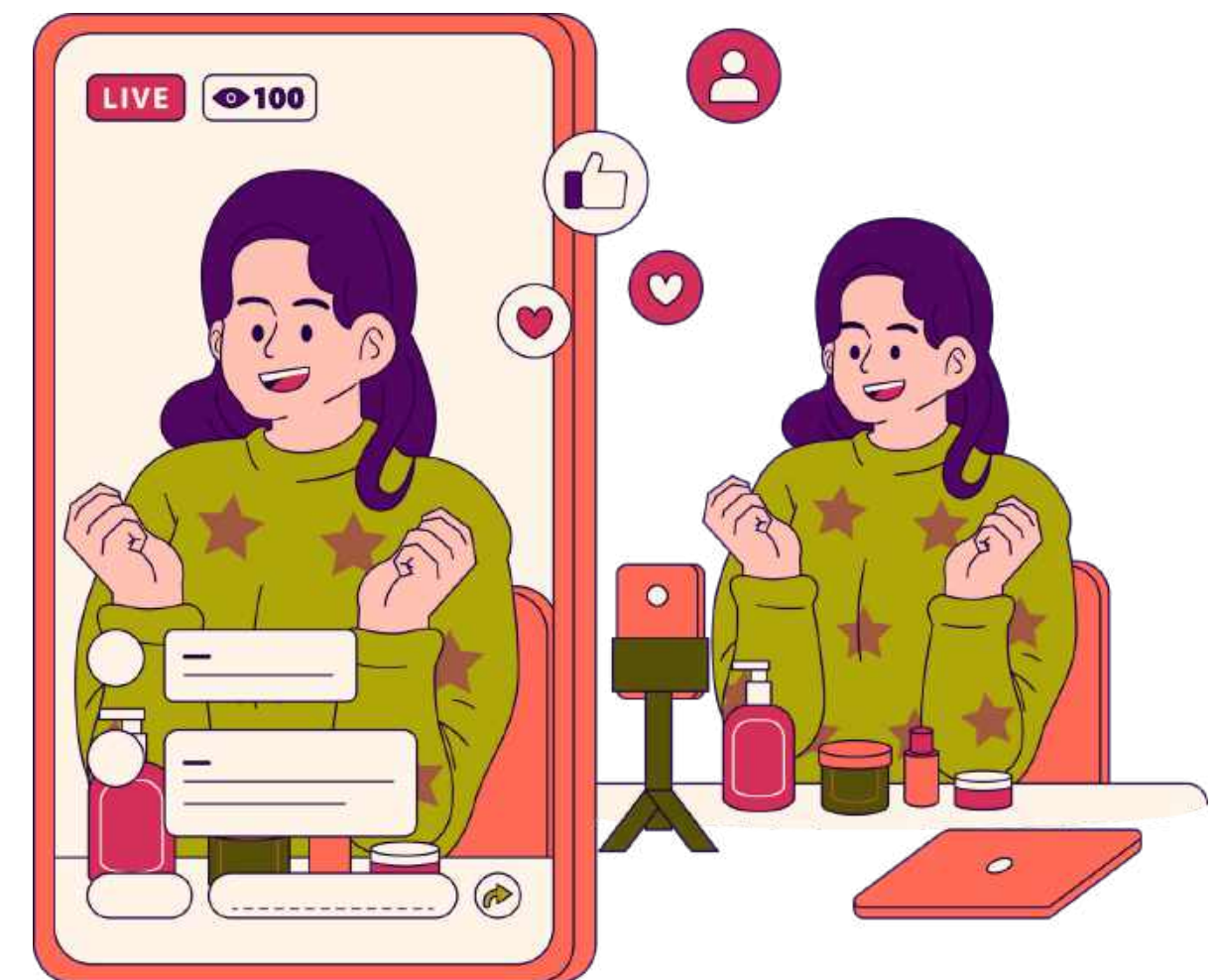


sports team



online platfroms

- Vlog channels
- Tuning into a creator's weekly live stream
- Active users of multiple community channels and forums related to an interest/niche
- Gaming worlds
- Podcasts



GAMING GENERATION



CULTURE



CURIOSITY



COMMUNICATION



1 Corinthians 9:22 - 23

To the weak I **became** weak, to win the weak. I have **become** all things to all people so that by all possible means I might save some. I do all this *for the sake of the gospel*, that I may share in its blessings.

Acts 17:22 - 23

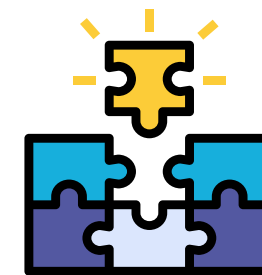
So Paul, standing before the council,[a] addressed them as follows: “Men of Athens, I **notice** that you are very religious in every way, for as I was walking along I **saw** your many shrines. And one of your altars had this inscription on it: ‘To an Unknown God.’ This God, whom you worship without knowing, is the one I’m telling you about.

THE GOSPEL AND GAMING

INTEREST



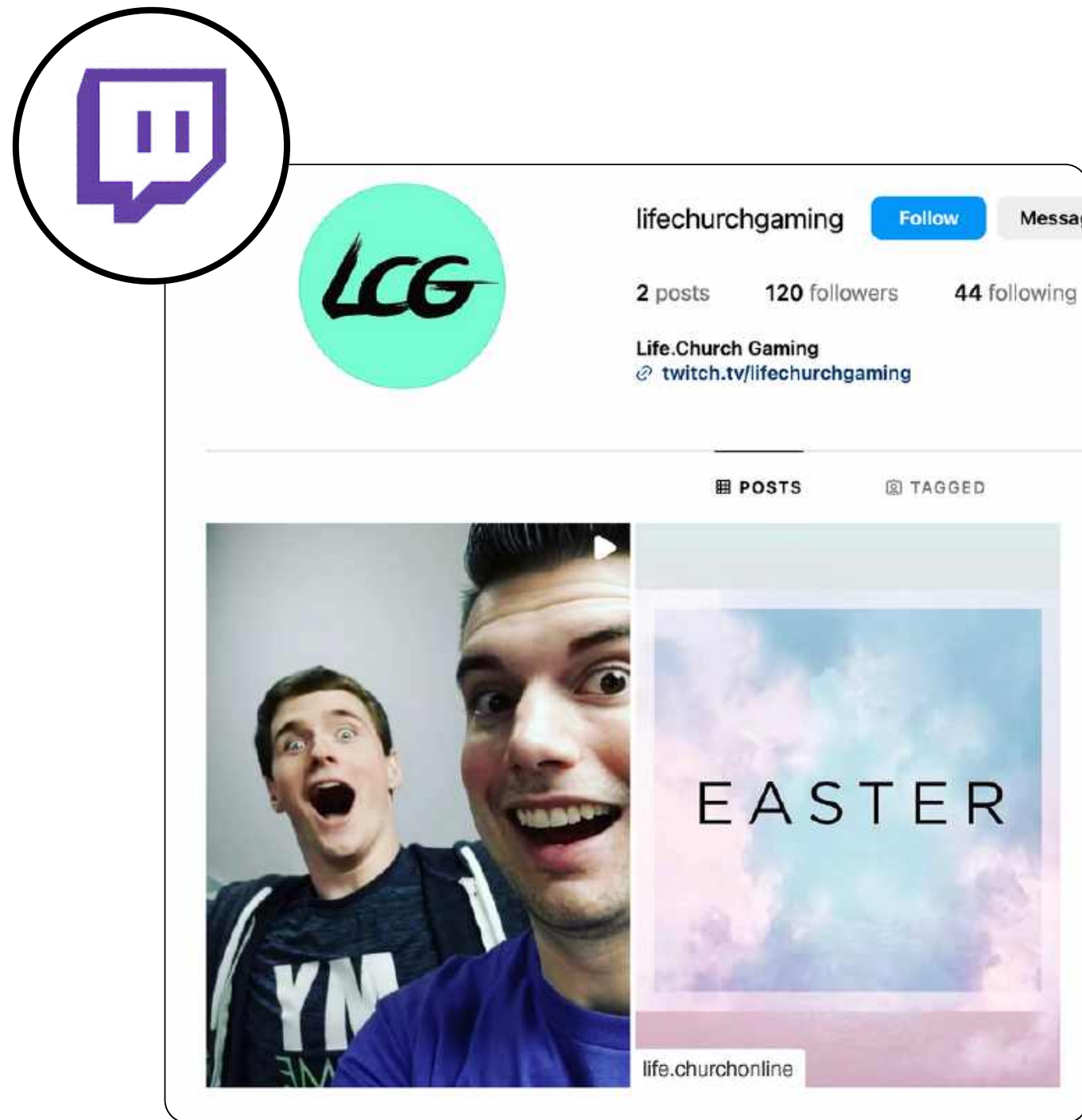
INCORPORATE



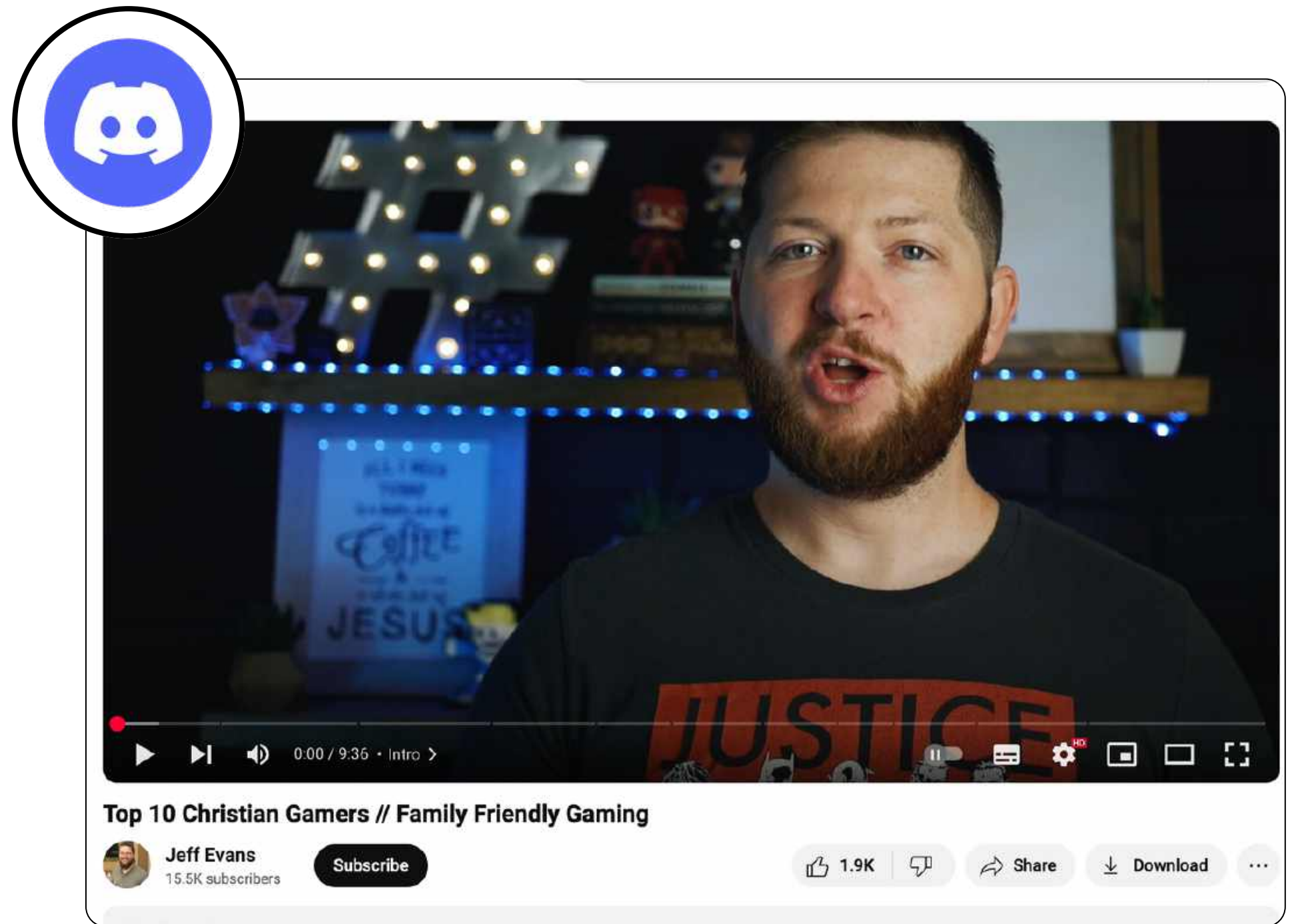
INVENT



CHRISTIAN GAMING COMMUNITIES



IG & Twitch : **lifechurchgaming**



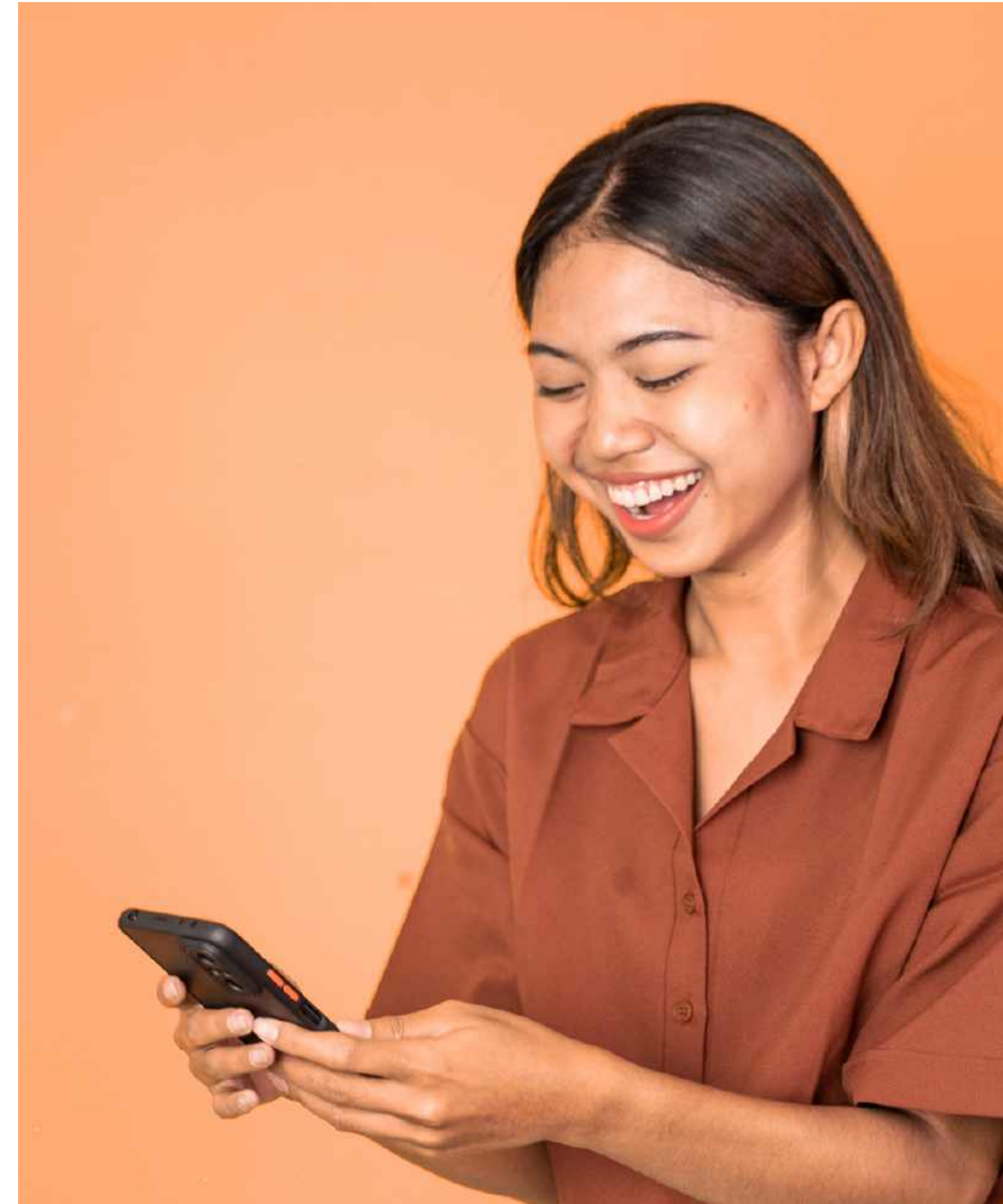
Youtube & Discord : **Jeff Evans** 15.5k subscribers

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**WHAT DOES THIS MEAN
FOR YOUTHWORKERS?**

- We can't afford to not know what's happening in the digital sphere.
- Knowing what young people are interacting with.
- Knowing who they are being influenced by.
- Knowing what causes have captured their interest and how they are being informed online.

There's space to learn!





EXPLORING FAITH



Nonreligious people can tune in weekly to the podcast, just as religious folks may tune in to Sunday service messages and learn something new about how to operationalize their spirituality.

Christianity Today. (2024, November)

FAITH-BASED CREATORS

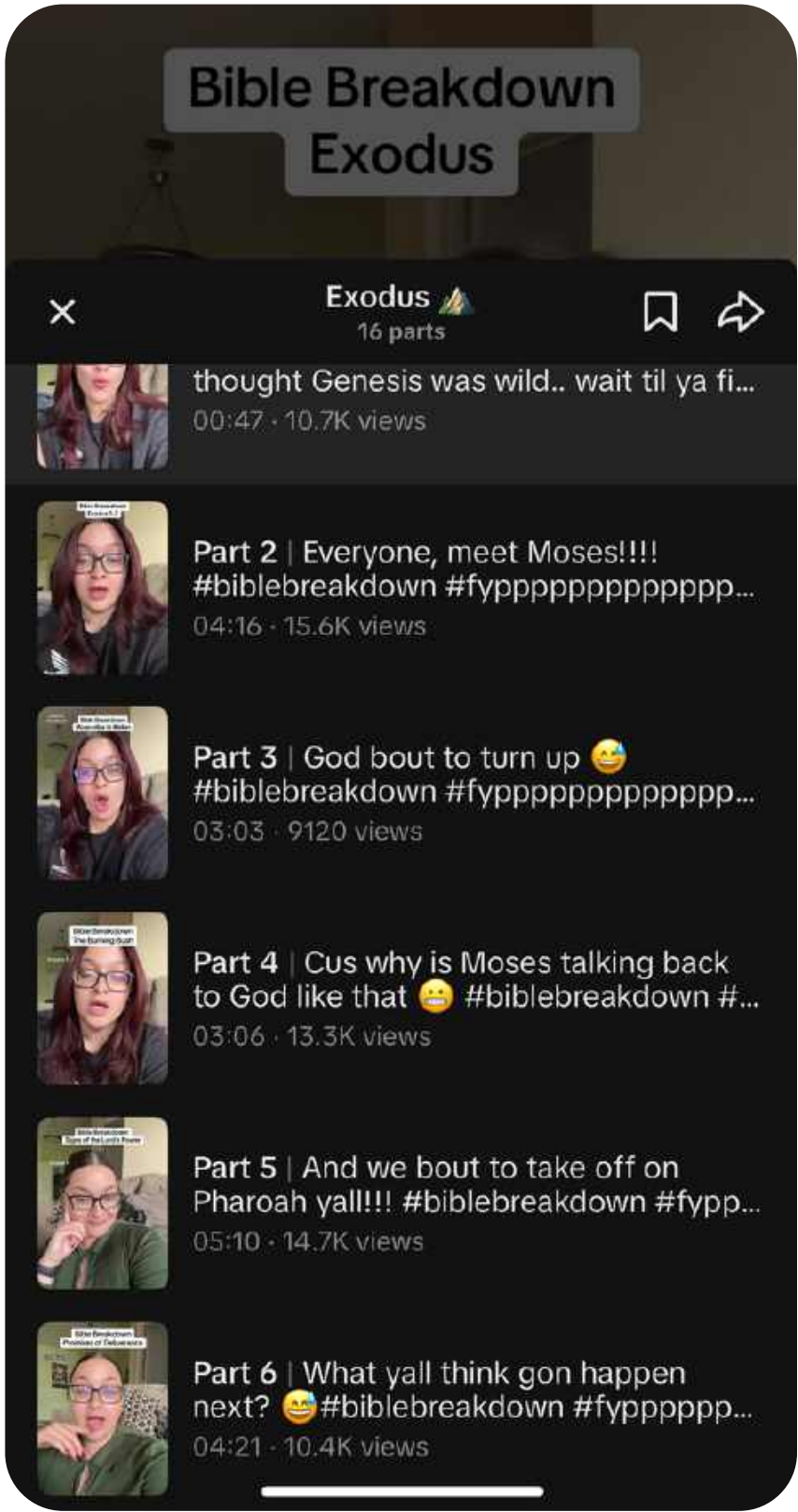
Youtube: **Braxten Mecham**



Youtube - **Deborah B** 25k views



TikTok **@ISAWTHELORD**



TikTok **@hiialejandra**

PROS AND CONS

- Increased access to the Bible
- A young person's household may be a different religion
- Build community
- Learn at your own pace



- Misinformation
- Information overload
- Negative comments
- Disconnect from church life



1ST PETER

4:11

whoever speaks, as one who speaks oracles of God; whoever serves, as one who serves by the strength that God supplies—in order that in everything God may be glorified through Jesus Christ. To him belong glory and dominion forever and ever. Amen.





PLATFORMS & CONTENT



Short-form

- Typically under 10mins long
- Mobile friendly and easy to consume
- Can be posted regularly
- Made for quick interactions with your audience
- More likely to go viral

Long-form

- Over 10mins long
- For the purpose of sharing more detailed information or narratives
- Typically produced with higher quality

Examples

- Reels & Tiktoks
- Instagram Stories
- Tweets or Threads
- Short blog posts

- Youtube Video
- Podcasts
- Long blog posts
- Live streams



and many more....

HOW TO START

you don't need a lots of follower or the latest tech to be impactful - **start planning**

Message

- That you have the most fun youth group in the community
- Jesus cares about young people's lives
- There's a better way to live

Have a Hook

Something that get's to the point of what your message will be

- humor
- you can challenge
- use a relateable question
- use appropriate trends to your advantage



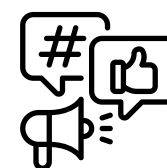
Audience

Youth



Story & Visuals

- How can you best present your message?
- What visuals support what you are saying and who can be included?



Platform

- Where is your your content best placed?
- What time do you need to post on that platform for good engagement





THE POWER OF A STORY

"With parables, Jesus told stories that revealed the truth about God's kingdom while simultaneously challenging the commonly held world views of many of those to whom He spoke."

Stephen Spiewak



SAFE- GUARDING & BEST PRACTICE



THINGS TO REMEMBER

Consent is Key

Individuals need to know exactly what they are participating in and on what platforms the piece of content may be shared on. Written consent should be obtained and **parental/guardian** consent for minors should **always** be obtained.

Protecting Identity

People may want to participate but not want to be identified by the public.

Avoid sharing full names, location or specific details that could make them easily identifiable.

Stock imagery is a useful way to represent a person or concept. Obscure faces or take photos at an angle that does not show a person's face.

Boundaries

You need to know who is responsible for what, make sure roles are clearly communicated, especially with fellow staff.

Differentiate what is personal and professional.

Moderation & Reporting

You are responsible for ensuring the community that you may be growing is a safe space for young people. Monitor chats and comments, if you see something that is cause for concern **you must report and seek the appropriate guidance.**



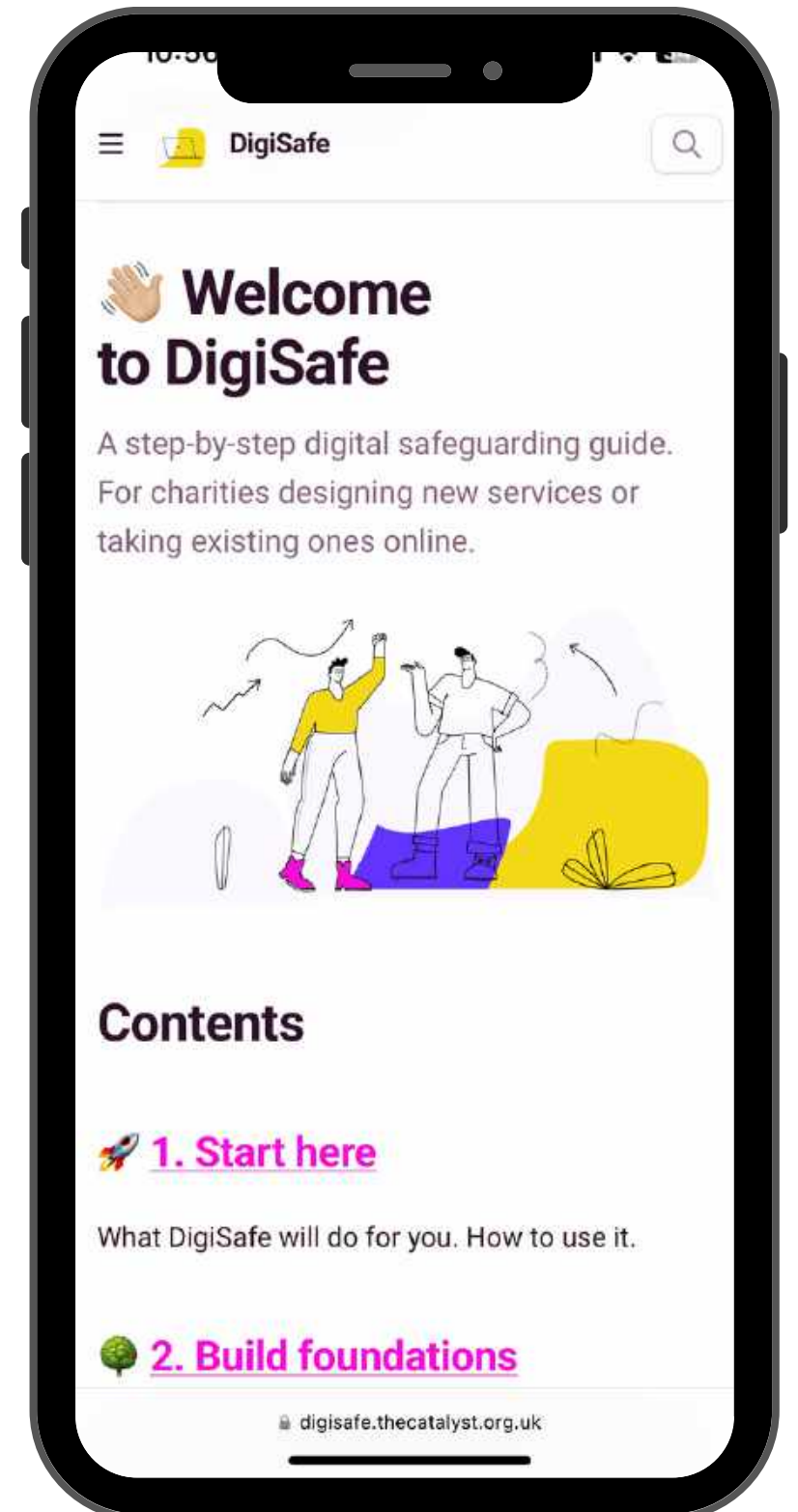
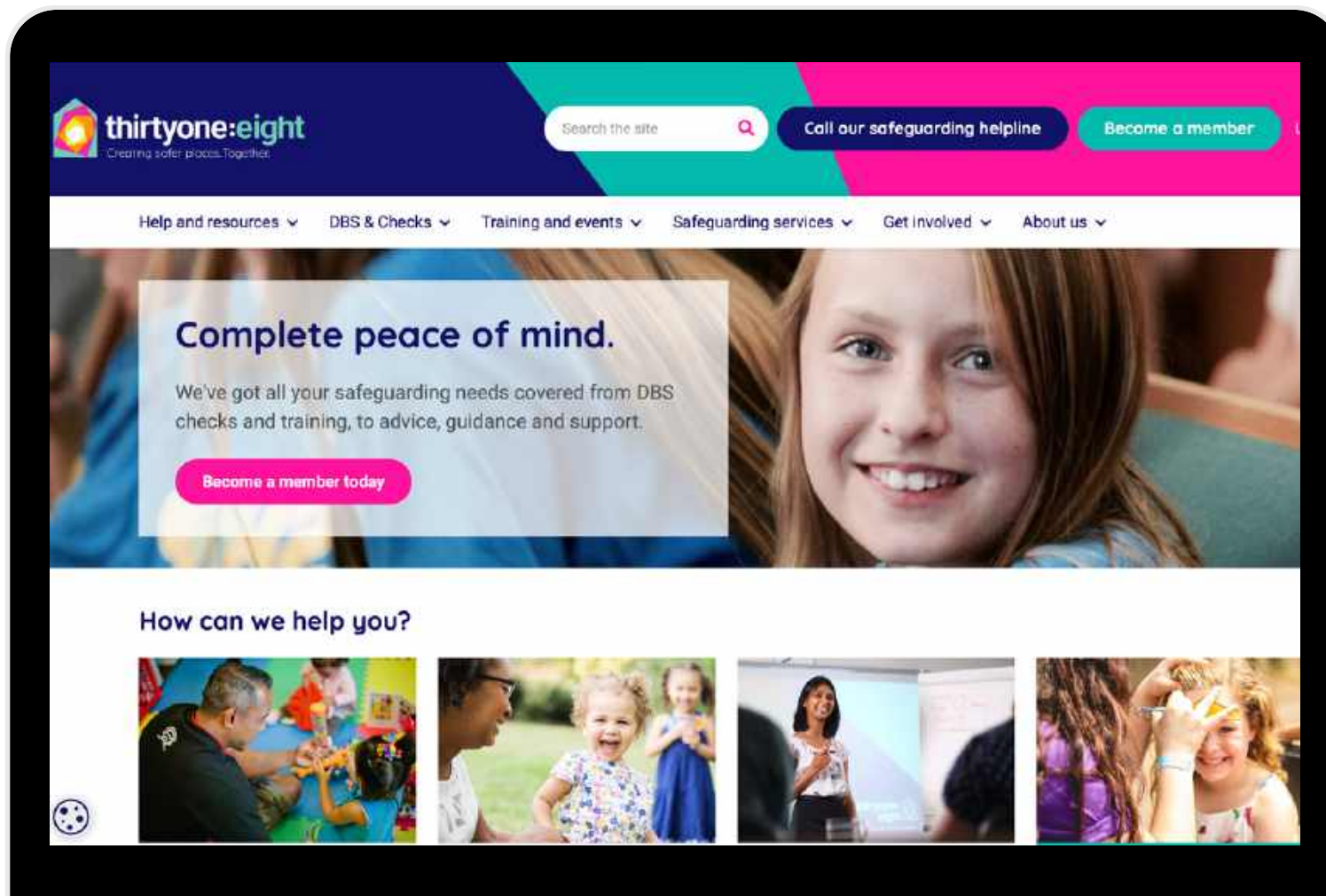
HELP AND INFORMATION

thirtyone:eight.org

HELPLINE : 0303 003 1111

digisafe.thecatalyst.org.uk

Easy-to-understand breakdowns to help you plan.



KEY TAKEAWAYS

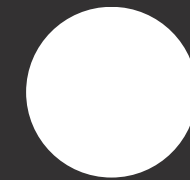
"In the end, the question isn't whether it's worth it to share the gospel on social media—it's how could we not?"
- Austin Haug



Remember online safety is first priority.



Get familiar with platforms you are not used to.



Show interest and ask your young people questions.



Have fun creating.



Pray about your content and allow God to use you.

RESOURCE PAGE

Have a read...



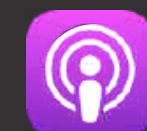
1. A Student's Guide to Gaming (Reagan Rose, 2022)
<https://redeemingproductivity.com/product/a-students-guide-to-gaming/>
2. *Research Report: Exploring Hybrid Mission Among Young People* (Dr Sarah Holmes, Becky May and Sarah Davison, 2024)
<https://content.scriptureunion.org.uk/what-we-do/research>
3. *Like or Follow* (Like or Follow, Dave Boden, 2024)
<https://www.daveboden.uk/likeorfollow>
4. Keeping children safe online : <https://www.nspcc.org.uk/>
5. thirtyoneeight.org
6. digisafe.thecatalyst.org.uk
7. <https://datareportal.com/reports/digital-2023-global-overview-report>

Have a listen...



1. Youth Updates (YFC) <https://yfc.co.uk/youthupdates/>
2. Translating God (Youthscape)
<https://open.spotify.com/show/6uxSwmmRMxbsKRSgnRtOKj?si=7ebd1b2f255f4778>
3. Talking Youth Ministry (Youthscape)
<https://open.spotify.com/show/0afsFGJk20CCBrSpCPtuJV?si=795b6d1355a2443c>

Check out our podcast...



REFERENCES



Have a watch...



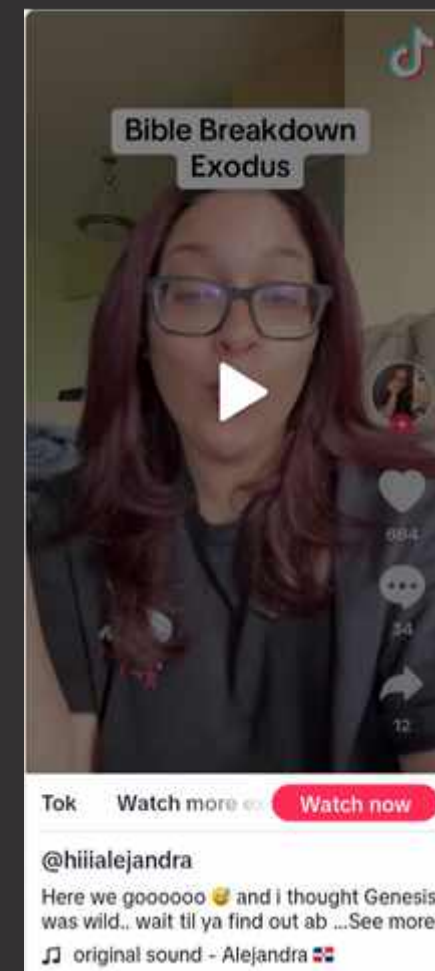
Deborah B



Braxten Mecham



@isawthelord



@hiilalejandra



Jeff Evans

Hey! I'm Jeff Evans — welcome to the channel. I'm the pastor at Grace Community Church in Crossville, TN, and here I react to music with a pastor's...

 YouTube

Jeff Evans

THANK YOU!

For questions, email us at
digitaloutreach@urbansaints.org



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