

Using Creativity to Reach a Broader YA Audience

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I recently read a case study called "[The Great Opportunity](#)" about projections for faith among Gen Z and what the U.S. church will look like in 2050. One of their key suggestions in reaching new audiences in a digital age asked: "Where is the digital Martin Luther, George Whitefield, or Billy Graham?" This speaks to me. The average American spends seven hours and three minutes of screen time every day—and for younger ages, this is even higher.

I think one of the most powerful things any pastor, leader, or church can do is gather a handful of the young adults in their church and over a meal ask the question: How can we help you reach your generation for Christ? More than likely nobody will know the Alpha Generation (born 2010 and after) better than others in Gen Alpha.

I recently heard Pastor Jon Tyson to share a vision he has to not only put his sermon clips on TikTok, but also to raise up ten young adults from his church to put their own faces and videos on social media. He envisions students on the subways in NYC going to school, scrolling on their phones, and hearing the gospel. Sounds like a great opportunity that leaders like Martin Luther, George Whitefield, or Billy Graham might have taken advantage of to share the gospel via technology.

Young adults are asking questions but are we answering the questions they are asking? It's been incredible what we've seen through answering questions that young adults are asking every week on the FYI podcast that my wife, Micah, and I host. Every Friday, we unpack a listener's question about faith, life, adulting, relationships, or finances by going back to what God's Word has to say about these areas of life.

We've seen podcasts be a format that reaches individuals in over sixty countries. One of the things that's helpful to do is repurpose content on purpose. Podcasts can have both audio and video formats. In addition, short form clips can be pulled from long form interviews and episodes to create Instagram reels, YouTube Shorts, and TikTok videos.

An unknown pain point for all churches is not creating space for the next generation. For example, photography, videography, and even social media can be volunteer roles to raise up and empower the next generation in your church.

Reflection Questions

- Can discipleship happen best physically in person or digitally online? Could it be both (“phygitally”)?
- What unique time, talent, and treasures has God given you to reach people for Christ creatively?
- What can we learn from the young adults who are in the pews and are dying to get in the game?

The term “reverse mentoring” gets thrown around a lot. One of the greatest areas where I think every younger leader has more to teach those who are older is creativity through digital and technology formats!