

How to Be Young and Fearless on Social Media: A Practical Guide for Organizations

Introduction

A study by the University of Chicago found that social media influencers can influence up to 70% of purchase decisions among young people. Organizations can learn from these social media influencers. To become a better organization, it's essential to look into what these young creators are doing. This guide unlocks vital steps to grow your organization through social media.

1. Come Up With Fresh Ideas

Young people have interesting ideas. Organizations put too much effort into pushing content that no longer works. The challenge is to rethink how you're doing it. It helps to take a backseat and see what's working and what's not. Experiment with new ways to communicate with your audience.

Action Steps:

1. Find a comfortable and quiet place to talk.
2. Get your camera.
3. Record your message.

2. Talk Like a Friend

People listen when you speak to them like a friend. Social media influencers are killing it because they have no "adult filters". Their openness to talk about real and sometimes controversial topics makes them appealing to younger audiences. People believe you when you aren't speaking and acting in your version of your best self. Talking with the ohms and ahhs makes you sound genuine and authentic.

Action Steps:

1. Pretend your friend is standing in front of you.
2. How would you describe your organization to your friend?

3. Say it out loud because you will find that you may say things you otherwise wouldn't have thought of.

3. Show Empathy

Social media influencers shower their audiences with a lot of empathy. They know the realities on the ground, how people feel, and what they are going through. These young creators know when and when not to push. Teens are tuning in because they know they are heard and understood. The good news is organizations can do it, too.

Action Steps:

1. Practice active listening
2. Be more reflective in your responses
3. If you see enough common themes and questions in your comments, make a video to address that issue, such as people asking for resources, etc.
4. Don't assume things are easy or doable for your audience.

4. Say Who You Are

Social media influencers say what they believe without reservation. They speak with authenticity, and it shows in their voice and body language. People feel your tone before they hear what you say. It helps to use what Chris Voss calls "Late Night DJ Voice". Voss, known for being a kidnapping and hostage negotiator, highlights the importance of using your deep, confident voice when communicating, especially when you're trying to convince someone.

Action Steps:

1. Be yourself when you speak.
2. Communicate your values and convictions in a loving tone (aka Late Night DJ Voice).
3. Communicate in a gentle yet firm manner

5. Treat Social Media Seriously

You get what you give. Social media is a give-and-take relationship. Young influencers take social media seriously. They give it their best and treat it with respect. They use engaging captions, thumbnails, effects, and more. And that's because they see social media as a platform that serves their purpose. When you see social media as the go-to platform to spread your message, you put your resources into it.

Action Steps:

1. Think of ideas and what you can communicate
2. Let your creativity flow. Before making the video or posting, ask if this will work. It's a good exercise in creating content out of the box.
3. Invest more on social media

6. Have a Burning Passion That Inspires

Social media influencers have lots of passion in them. They're on fire, speaking with boldness and conviction. Check out the comments in their posts and you'll understand what passion can do for your organization. Organizations understand the power of passion. It's time to ignite that passion in you.

Action Steps:

1. Say what you believe. It sounds simple, but sometimes people don't do this.
2. Say it with conviction.

7. Engage with Your Audience

Social media is the new platform to talk about Christ. Young people are going to social media to learn and share their faith. Teens are having conversations in the comments sections of posts, interacting with other followers, praying for people, giving hope, and sharing resources or meeting up. Have you engaged with your audience on social media?

Action Steps:

1. Respond to comments
2. DM people when appropriate.
3. Think of ways to engage your audience

Conclusion

Social media is a powerful tool when used in the right way. Social media can build communities, generate revenues, convert non-believers, and grow organizations. If you're not pushing out content on Facebook or Instagram, you're missing a lot. Social media influencers have done it, and so can you.