

# **TIK-TOK** *IN YOUTH* *MINISTRY*

Tik-Tok has quickly grown into one of the most popular and influential forms of social media. The question that we need to answer is, “If teenagers are on Tik-Tok how can we educate ourselves and utilize this platform in our ministry?” Today on the podcast, we’re joined by TJ McConahay who discusses four ideas for using Tik-Tok in your youth ministry.

## **1** **CREATE ONE-MINUTE SERMONS.**

If you can keep a student’s attention for a full minute, that’s actually a long time in the social media world. One-minute sermons are not reviews or debriefs from a recent, full-length sermon. Rather, these should be messages, boiled down to their irreducible, 150-word minimum. In just 60 seconds, you can inspire teenagers to think about something new while meeting them where they’re already scrolling.

## **2** **HOST A ONE-MINUTE FILM FEST.**

This concept is simple. . . come up with a theme and send small groups out to create a video based on this theme. This activity can uniquely celebrate creativity and create meaningful moments for teenagers to remember. As a bonus, you can give out awards to each group for making amazing videos and post these videos on your youth group’s social media!

## **3** **COPY THE TRENDS.**

Tik-Tok moderators award users who will create videos based on the trends they already want to promote. By following the fun, hilarious, and silly trends that already exist, you can increase your followers, but more importantly you can give teenagers an opportunity to see you, your volunteers, and your staff in new, fun light!

## **4** **MAKE ANNOUNCEMENTS.**

Strategize with your team to decide how to ensure your students will see what you post. Encourage your youth group to start following this account and check in regularly for upcoming announcements and events. Take the time to build up what these videos look like so that what you post is not just information, but it’s engaging and worth watching.

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