



# SOCIAL MILLENNIALS

## 1. WHY SOCIAL MEDIA?

It is the best way to reach your biggest base of donors.

### A. Millennials

- i. 18-34
  - ii. Millennials make up more than 50% of the workforce in the US
  - iii. They tend not to carry cash or checks and prefer text, social media in many forms, and email communication. Essentially they want everything mobile.
  - iv. Millennials value caring and philanthropy and if you were to ask what their biggest goals are, changing the world would be among them.
- 
- v. The challenge for us is to connect them with our mission and showing how they can help change the world by working with us! To do this, you have to forget traditional communication methods and focus on what they prefer.
  - vi. Global Missions can be a bridge to help Millennials reach their goal of changing the world.
  - vii. Sometimes things like “changing the world” can be seen as some abstract thing. We as Global Missions have a cause that has and will change the world.
  - viii. We can be the bridge that Millennials reach their highest goal, to change the world.
- 

## 2. COMMUNICATING WITH MILLENNIALS

Start by understanding donors

- i. We have to first understand that old systems do not work. Paper, traditional broadcast, etc.
- ii. This generation is the most connected generation of all.

- iii. Millennials practice EFFECTIVE altruism, which is the selfless interest and well-being of others.
- iv. This means that transparency is a MUST. If they don't know how their money will be spent or what it is doing, that will create a hesitancy in donating.
- v. And before you think that this is all about money, think again. Millennials influence goes way beyond monetary. Just look at the recent AYC and even Next Steps trips.
- vi. Tell your story with passion and make them care!
- vii. Why should they work with you, why should they care? Make them say, "I have to do something."
- viii. This generation is willing; they just need to know what's going on first!
- ix. Story telling is the most powerful asset in getting details to donors. Storytelling evoked with emotion is what is truly inspiring.
  - 1. *Stories of individuals in your churches or on your fields are key.*

### 3. EXAMPLES

So why do we employ social media?

- i. Here are a few examples of social media uses:
  - 1. *Snapchat (this is not an official endorsement but an example of how things are changing)*
    - a. *Who would have ever thought that organizations would ever use Snapchat?*
      - i. Can be used as a behind the scenes look into your work, a way to keep followers up to date, a way to tell them exactly how you are making an impact, not to mention building transparency.
        - 1. Snapchat use by age
          - a. 13-17: 23%
          - b. 18-24: 37%
          - c. 25-34: 26%
          - d. 35+: 14%
- ii. Facebook Live
  - 1. *Facebook is putting a priority on Facebook Live. So posts with Live content show up exponentially more than normal posts, even posts containing pre-recorded video.*
  - 2. *Bernard Stats*
  - 3. *Costa Rica Stats*
- iii. Instagram

1. *Instagram is taking on Snapchat by introducing "stories"*
- iv. Twitter Advanced search
- v. Things are changing rapidly!!!! A matter of weeks could change everything you know about a particular application.