

STAR Series

For Congregational Leaders

COMMUNICATION



COMPETENCY: Communication strategies are essential for effectively reaching today's young adults who crave real connection over polished messaging. We focus on authentic language, digital engagement, interactive communication, genuine connection, and strategic platform use.

Essential Communication Strategies for Engaging Young Adults

1 SPEAK THEIR LANGUAGE (DON'T TRY TOO HARD)

Today's young adults prefer direct, authentic communication over formal or corporate messaging. They appreciate casual but sincere, concise, direct, and sometimes playful connections. Follow the rule of three: be direct to cut through daily noise, aim for authentic connection rather than polished perfection, and make the return on their time investment clear. Avoid forcing slang or sounding out of touch—use clear, conversational language that feels natural.

2 MEET THEM WHERE THEY ARE (DIGITALLY AND IRL)

Young adults spend more than three hours daily on social media, using it for connection, news, self-expression, and support. Email and Facebook are largely ignored, while texting, Instagram, and TikTok are where they engage. Create content that feels genuine—like BookTok-style videos or Instagram posts with strong visuals and clear calls-to-action. Use group chats (Discord, WhatsApp, iMessage) for real-time connection. Remember: if young adults aren't responding, it's not because they don't care—it's because they didn't see your message.



3 BUILD CONVERSATIONS, DON'T JUST BROADCAST

Unlike previous generations who accepted top-down communication, young adults grew up with interactive platforms and expect to co-create content. They don't want to be talked at—they want to be talked with. Transform announcements into engagement opportunities: instead of "Join us Friday at 7 p.m.," try "We're planning something fun. What works better—Friday night or Saturday morning? Vote below!" Use Instagram Story polls, question boxes, and comment prompts to invite participation.

4 PRIORITIZE AUTHENTICITY OVER PERFECTION

This generation has grown up watching performative apologies and surface-level conversations. They can instantly detect inauthentic communication and will shut down, turn away, or ignore messages that feel fake. Focus on warmth, honesty, and presence rather than polished presentations. They're craving spaces where they can be seen and known—not just welcomed but wanted.

5 UTILIZE TOOLS AND PLATFORMS STRATEGICALLY

Consider having young adults manage social media communication to ensure natural tone and platform expertise. Social media is a two-way conversation—monitor and respond to comments and messages. Remember that young adults expect interactive experiences where their input shapes outcomes, reflecting their cultural norm of participation over passive consumption.

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ROADMAP

Curriculum Domain, Competency and Task Constellations

STAR Domain:	Listening
Associated Competency:	Relationship building and Compassion
Associated Task:	Equanimity
STAR Domain:	Young Adult Leadership
Associated Competency:	Resourcefulness and Communication
Associated Task:	Recruiting
STAR Domain:	Faith Journey
Associated Competency:	Creating Trust
Associated Task:	Spiritual formation
STAR Domain:	Culture
Associated Competency:	Adaptability
Associated Task:	Embracing failure
STAR Domain:	Intergenerational Connections
Associated Competency:	Mentorship
Associated Task:	Generational literacy and Digital literacy
STAR Domain:	Community
Associated Competency:	Authenticity and Inclusivity
Associated Task:	Managing conflict
STAR Domain:	Church Leadership
Associated Competency:	Influence and Purpose
Associated Task:	Creating buy-in
STAR Domain:	Frameworks, Programs, & Events
Associated Competency:	Learning
Associated Task:	Sticky programs and Measure and assess



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FOR YOUNG
ADULT MINISTRY