

Super Youth Leader

TEXT and MESSAGE SKILLS



BY THE NUMBERS

93% OF TEENS FROM AGES 12-17 GO ONLINE¹

73% OF TEENS USE A SOCIAL NETWORK¹

75% OF TEENS HAVE A CELL PHONE¹

The number of smart phone users in the United States has almost **DOUBLED** SINCE 2010 FROM **62** MILLION TO **115** MILLION.²



Chances are, you're going to connect with teens through an electronic device at some point. Here's the stuff you can't afford to forget. Remember: Even though it's virtual communication, very real consequences can still pin you to the wall.

COMMUNICATION POINTS

KEEP IT TOGETHER.

Venting your emotions or sharing personal problems with the youth you serve is way out of line. Stay collected. If you need to share, do so with your peers.



KEEP IT CLEAN.

Censor yourself. You're accountable for whatever you put in any message. And let's face it, things can be taken the wrong way. So keep it squeaky clean and smelling lemony fresh.



KEEP IT OPEN.

If someone in your youth group sends or posts something inappropriate, address it immediately. Talk to a senior leader to figure out what to do. Don't ignore a potential problem. Be above reproach.



KEEP IT PROFESSIONAL.

Being a leader requires some swagger. We're not talking lame swagger like trendy acronyms or attempts at cool or hip lingo. We're talking classy moves—getting parents' permission before texting or messaging kids, using proper terms, and keeping messages general and group-focused.

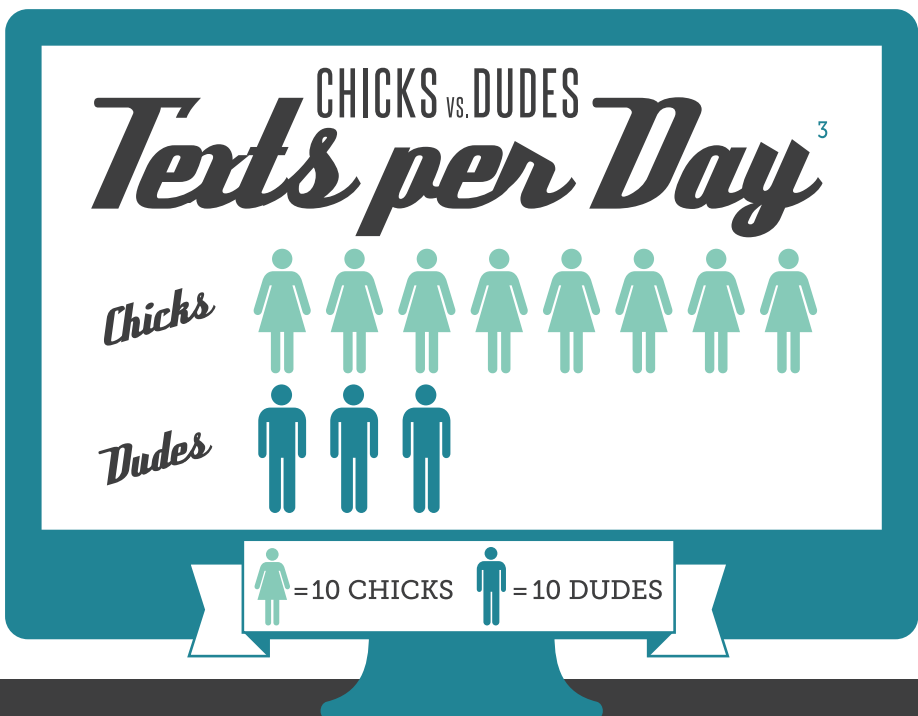


KEEP IT PUBLIC.

One-to-one is mostly unnecessary and may seem kind of sketchy. So text in bulk, and whenever possible, talk in person and in public. There's power (and rep protection) in numbers.



BTW...



We've done the homework, so you can be the hero. Get more communication points online today.

www.BrotherhoodMutual.com

¹ Lenhart A. "Social Media and Young Adults," Pew Internet and American Life Project, Feb 3, 2010, <http://www.pewinternet.org/Reports/2010/Social-Media-and-Young-Adults/Summary-of-Findings.aspx>.
² "Number of Smartphone Users in the U.S. from 2010 to 2016," Statista.com, accessed September 11, 2012, <http://www.statista.com/statistics/201182/forecast-of-smartphone-users-in-the-us/>.
³ Lenhart A. "Teens and Mobile Phones," Pew Internet and American Life Project, April 20, 2010, <http://pewinternet.org/Reports/2010/Teens-and-Mobile-Phones/Summary-of-findings.aspx>.
• "Crying Baby" by Jane A. Wiley, "Tie" by Prerak Patel, "Box" by Martin Karachorov, "Airplane" by Marc Serre, "iPhone" and "Computer," from The Noun Project Collection