

# The power of authentic storytelling

Cutting through the noise







Big idea:  
Authentic stories have  
the power to break  
through digital noise  
and reach hearts.

Authenticity fosters trust and  
deeper connections.

# 46 % Gen Z working to reduce screen time



## Problem 1: FOMO

Comparison has been linked to mental health, body image disorders and discontent



## Problem 2: Mental overload

Impacting focus, concentration, sleep patterns etc.



Culture | What the flock?

# How TikTok became a religious pulpit

Social media are changing people's faith in unexpected ways



ILLUSTRATION: ERIC THOMPSON

Feb 6th 2025

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THEY SAID it was divine intervention. TikTok was resurrected on January 19th, just hours after the short-video app shut down in America. Users gushed that their prayers had been answered. "God said let TikTok rise up!" one exclaimed. In fact, Donald Trump issued an executive order on his first day back in office.

CHRISTIANITY  
TODAY

DONATE SUBSCRIBE LOGIN

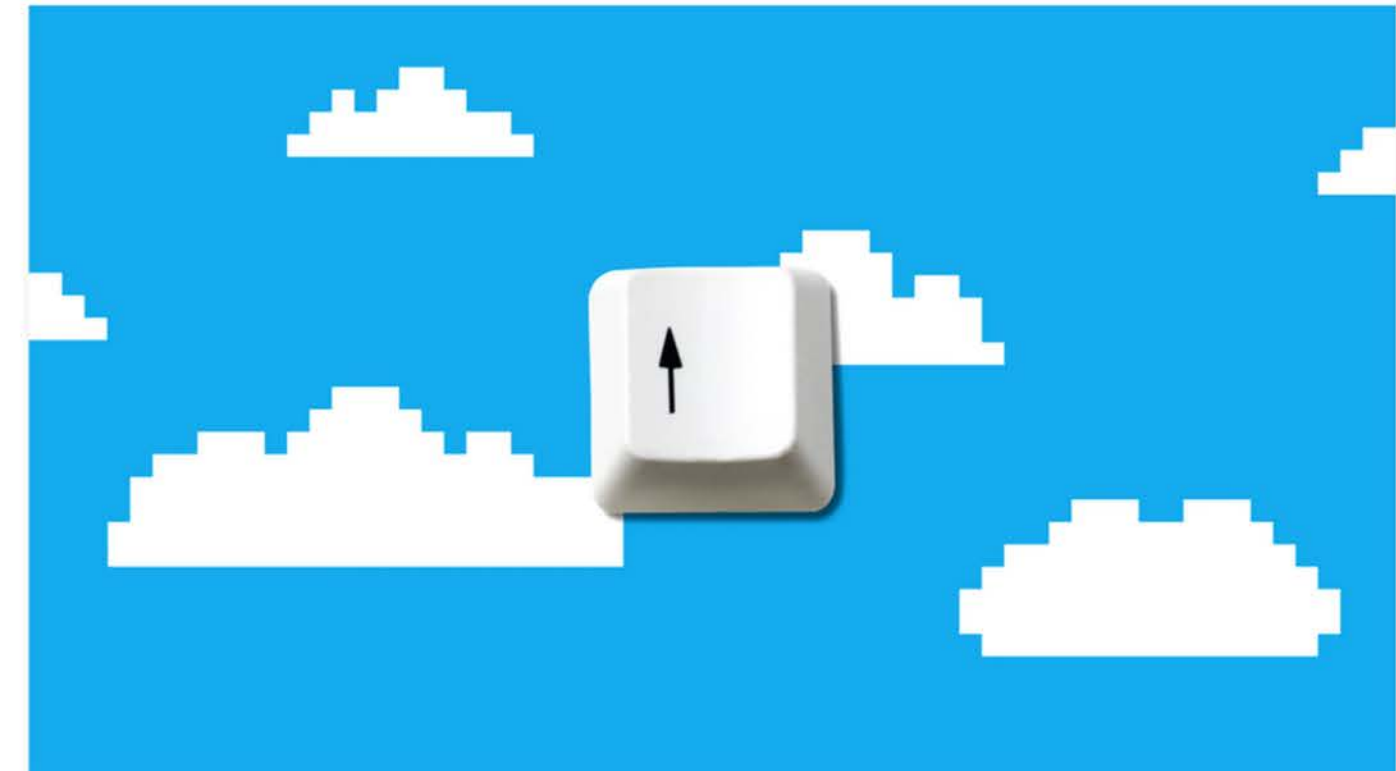
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IDEAS

## GEN Z IS TURNING ONLINE FOR SPIRITUAL GUIDANCE

JENNA MINDEL



Despite the growing dissociation of young people from the Church, Gen Z are open to spirituality, with 46 per cent seeking weekly guidance on TikTok, according to data from a recent McCrindle Research report (Changing Faith Landscape in Australia).



I don't hear students questioning the problem of pain or debating Creation narratives. I hear them asking why the gospel doesn't seem to change the way people live . . . they want to know—does this faith actually change anything?

Zach Meerkreebs, Asbury Outpouring





Gen Z has a fresh and new hunger for God. They're not drawn to religion for tradition's sake. They want something real, something that actually transforms lives.

Jennie Allen, author and speaker

# Use story to foster authenticity



## Emotional connection

Engaging hearts fosters lasting relationships.



## Transparency

Open communication builds trust and loyalty.



## Relevant/relational

The purpose of engaging authentically online is to build meaningful connections.



# Sharing faith through story



## Hard to argue

Personal stories carry emotional weight.  
Engaging hearts fosters lasting  
relationships.



## Breaks barriers

Open communication builds trust and  
loyalty.



## Highlights God's work

Interactive experiences create meaningful  
connections.



# What's required for authenticity



## Humility

Engaging hearts fosters lasting relationships.



## Discernment

Open communication builds trust and loyalty.



## Empathy

Interactive experiences create meaningful connections.



**Kaleb Eisele**  
@KalebEisele



One thing it took me a while to learn - lasting community isn't created by just sharing opinions with a group.

Community comes from affection and a sense of safety.

Without those it all falls apart.





20+ years ago when I was young, stupid & rebellious I found myself pregnant at 19. Scared & afraid I did what I thought was best at the time in the mind of a selfish 19 year old, I proceeded with an abortion. I never quite dealt with my feelings at the time, the procedure was rushed & I carried on like it never happened, but I knew it was wrong & without realising it at the time it broke me.

hey Jarrod. I'm not the best christian in your friendlist and I really don't pray much. but for the last few weeks after we met again I started praying. you're in most of them! same as my sister and her husband which go through the same as Lyna and you.



Hi Jarrod, enjoyed your and Maritza's talk today. Its an issue that I have wanted to address at the church I attend (~~My Church~~ ~~Church of Christ~~). We have had over 5 teenage pregnancy's at our church last year and it really hurts me to see these teenagers with a child. So I have been wanting to do something about it.





**Authenticity modelled fosters true authenticity**



**Tedashii** 

@Tedashii



In our quest for more, we lose sight of the  
profound beauty in enough.

1:26 AM · 12/10/2024 · **2.2K** Views



4



15



70



5







Jarrod Stack

Yesterday at 11:36 AM · 🧑



Here are some of my recent musings on anxiety and having an abundance mindset. So if that interests you, maybe you should read it. The other opportunity this link presents is to see skinny me without a beard. Quite an unusual experience.



SIGNSMAG.COM

**Anxiety vs abundance: cultivating a better mindset – Signs of the Times**

Before setting off to walk Papua New Guinea's Kokoda Track, I was worried about a few thi...

👍❤️ Lyna Stack, Jesse Herford and 33 others

7 comments 1 share



Julia Archer

I really appreciated your sharing your experience, and your unpicking of how you reacted to what happened. Yes, the "Am I enough/I am not enough" struggle is real for more of us than we think. We are not enough, but Jesus is more than enough. It's so hard to live in that mindset every day.



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