



# NEWSLETTER VOL. 2

## Youth-Led Activism



In the second edition of the YLA project you will read about:

1. YOUTH STORIES AND CAMPAIGNS FROM THE PLATFORM
2. FINAL CONFERENCE IN BULGARIA
3. YOUTH EMPOWER YOUTH ONLINE EVENT
4. TIPS AND TRICKS FOR YOUR NEXT ONLINE CAMPAIGN
5. SUM UP OF THE YLA PROJECT

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# 1. YOUTH STORIES AND CAMPAIGNS FROM THE PLATFORM



## FLY GREEN FOR GREEN WORLD

TO INCREASE THE AWARENESS OF REDUCING THE AVIATION INDUSTRY'S CARBON FOOTPRINT BY 30% WITHIN 5 YEARS THROUGH TECHNOLOGICAL INNOVATION, SUSTAINABLE PRACTICES.



## A VILLAGE, A FOREST

AIMS TO FOSTER ENVIRONMENTAL STEWARDSHIP AND COMMUNITY ENGAGEMENT BY ENCOURAGING EVERY VILLAGE TO CREATE AND MAINTAIN A FORESTED AREA.



## GREEN SATURDAYS

AIMS TO FOSTER A CLEANER, GREENER, AND MORE SUSTAINABLE TOWN BY ORGANIZING WEEKLY EVENTS FOCUSED ON ACTIVITIES SUCH AS CLEAN-UPS, TREE PLANTING, RECYCLING, AND ENVIRONMENTAL EDUCATION, WE STRIVE TO ENGAGE THE ENTIRE COMMUNITY.





## 2. FINAL CONFERENCE IN BULGARIA

During the last week of September, the final conference was held in Varna, Bulgaria.

The project teams spread the project during a local event called "varna play" in front of hundreds of youngsters.

Two round tables were formed with stakeholders from the different countries to discuss topics such as initiatives, opportunities, goals, tools or challenges related to youth activism.



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### 3. YOUTH EMPOWER YOUTH ONLINE CAMPAIGN

On October 30th, a virtual gathering brought together over fifty youngsters committed to social action from Spain, Macedonia, Bulgaria and Turkey. This meeting provided a space for dialogue and collaboration to share ideas and proposals for social media activism campaigns. Participants presented a wide range of initiatives aimed at making a positive impact on their local communities, thus demonstrating the power of collective action and civic engagement.

the initiatives can be found at our website: <https://yla-platform.eu/>



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## 4. TIPS AND TRICKS TO YOUR NEXT ONLINE CAMPAIGN

1

### UNDERSTANDING YOUR AUDIENCE

WHO ARE YOU TRYING TO REACH WITH YOUR CAMPAIGN? HOW OLD ARE THEY? ON WHICH SOCIAL MEDIA PLATFORMS ARE THEY MOST ACTIVE? IF YOU'RE TARGETING YOUNG ADULTS, FOCUS ON PLATFORMS LIKE TIKTOK AND INSTAGRAM. IF YOUR AUDIENCE IS OLDER, CONSIDER PLATFORMS LIKE FACEBOOK AND PINTEREST.

2

### TIMING YOUR CAMPAIGN

CONSIDER THE TIMING OF YOUR CAMPAIGN. IS IT LINKED TO AN OFFLINE EVENT? IF SO, LAUNCH YOUR ONLINE CAMPAIGN A FEW WEEKS OR MONTHS AHEAD TO REACH MORE PEOPLE. EVEN IF IT'S NOT TIED TO AN OFFLINE EVENT, TIMING MATTERS. AVOID LAUNCHING WHEN SIMILAR CAMPAIGNS ARE RUNNING TO GET MORE ATTENTION.

3

### CHOOSE THE PERFECT PLATFORM

EACH SOCIAL NETWORK HAS ITS UNIQUE FEATURES. PICK THE ONE THAT BEST SUITS YOUR AUDIENCE AND GOALS. FOR EXAMPLE, TO RAISE AWARENESS, INSTAGRAM AND TIKTOK ARE GREAT OPTIONS. IF YOU'RE LOOKING TO UNITE PEOPLE TO SOLVE A SOCIAL PROBLEM, WHATSAPP, TWITTER, OR FACEBOOK MIGHT BE MORE EFFECTIVE.



## 4. TIPS AND TRICKS TO YOUR NEXT ONLINE CAMPAIGN

### 4 VISUALLY APPEALING!

SOCIAL NETWORKS LOVE IMAGES AND VIDEOS. USE TOOLS LIKE CANVA TO CREATE VISUALLY STRIKING CONTENT AND GRAB MORE ATTENTION, EVEN ON PLATFORMS LIKE TWITTER AND FACEBOOK.

### 5 USE STORYTELLING

PEOPLE LOVE STORIES. WHEN CREATING YOUR CONTENT, THINK ABOUT HOW YOU CAN TELL A STORY THAT RESONATES WITH YOUR TARGET AUDIENCE. A GOOD STORY WILL HAVE A PROTAGONIST, A CONFLICT, AND A PLOT. IT WILL ALSO LEAVE THE AUDIENCE WANTING MORE.

### 6 MAKE YOUR CONTENT EASY TO SHARE

THE EASIER YOUR CONTENT IS TO SHARE, THE MORE LIKELY IT IS TO GO VIRAL. USE HASHTAGS, CALLS TO ACTION, AND OTHER STRATEGIES TO ENCOURAGE PEOPLE TO SHARE YOUR CONTENT.



# YOUTH CAMPAIGNS

## Sign me Out!



To raise awareness and educate society about the struggles of the deaf community when it comes to communicate with hearing people. The main objective is to teach in most school entities the local sign language allowing the students to feel comfortable approaching deaf people.



"Sign Me Out!"



## A village, a forest

To foster environmental stewardship and community engagement by encouraging every village to create and maintain a forested area. Our specific goals are:



A Villages A Forest

1. To increase awareness on the importance of forests.
2. To involve every citizen between the ages of 15 and 60 in the planting and care of trees.
3. To contribute to a sustainable and greener future for their village.
4. To educate the community about the benefits of trees





# YOUTH CAMPAIGNS

## Urban Ecology:



"Urban Ecology: Youth for Sustainable Urban Transformation", aims to raise awareness about the importance of sustainable urban development and the role of green spaces in improving quality of life. By involving youth in the creation and maintenance of urban gardens.



## Urban Ecology



## Green Saturdays:



## "Green Saturdays"

The "Green Saturdays," campaign aims to foster a cleaner, greener, and more sustainable town. By organizing weekly events focused on activities such as clean-ups, tree planting, recycling, and environmental education, we strive to engage the entire community. Our goals are to reduce waste, increase green spaces, and promote eco-friendly living practices among residents. We want to make a significant environmental impact and inspire everyone to contribute to a healthier and more sustainable future for our town.



# MULTIPLIER EVENTS

## SPAIN

THE EVENT WAS HELD AT THE FACULTY OF TEACHER TRAINING AND EDUCATION OF THE UNIVERSITY OF OVIEDO ON 24, OCTOBER, 2024. 45 YOUNGSTERS ATTENDED AND 5 NEW CAMPAIGNS WERE CREATED.



## TURKEY

THIS EVENT TOOK PLACE IN KOCAELI ON 18 OF OCTOBER, 2024. THE EVENT GATHERED A TOTAL OF 36 PARTICIPANTS REPRESENTING VARIOUS COMMUNITY AND ORGANIZATIONAL BACKGROUNDS.





# MULTIPLIER EVENTS

## BULGARIA

THE EVENT WAS DELIVERED WITHIN THE NATIONAL FAMILY CAMPAIGN BULGARIA PLAYS. 24 YOUNG VOLUNTEERS PARTICIPATED IN LOCAL PHYSICAL EVENT AND THE BIG SPORT EVENT WAS VISITED BY 1531 PARTICIPANTS, FAMILIES WITH CHILDREN AND YOUNG PEOPLE FROM VARNA, BULGARIA.



## MACEDONIA

THE EVENT WAS HELD AT THE SCHOOL DIMITAR VLAHOV ON 28, OCTOBER, 2024. THE ATTENDEES ACTIVELY PARTICIPATED IN THE EVENT, CREATING A POSITIVE ATMOSPHERE IN WHICH YOUNG PEOPLE TOOK ON THE ROLE OF LEADERS AND BEGAN TO PROVIDE THEIR OWN IDEAS FOR VARIOUS CAMPAIGNS.



# 5. SUM UP OF THE YLA PROJECT



During these years The YLA project has focused on harnessing the power of social media for social change. A manual, "Exercising the power of social media for social change,"

has been developed to integrate new media into the practices of teachers and youth mentors. This manual helps young people and educators understand technology and social media activism, as well as engaging young people as active citizens.

A digital platform, "Youth-led Activism," was also created, providing open-source tools to build an online community, target audiences for social and behavioral change, and increase participation. The platform also highlights examples of how social media has helped increase participation.

Finally, the project launched four youth campaigns across Europe to recognize the efforts of young people, empower more young people to make a difference, and provide them with opportunities to shape their future. These campaigns were complemented by meetings and training on digital citizenship.

