



Youth-Led Activism

PROJECT HIGHLIGHTS

LEAFLET VOL. 1

1

PROJECT HANDBOOK

The “Wielding the Power of Social Media for Social Change” handbook integrates new media into the practices of teachers and youth mentors to fill the gaps that occur within the home and school in supporting young people to understand technology, the importance of social media activism and engaging young people as active citizens.



<https://youthonboard.com.mk/handbooks/>

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2

YLA PLATFORM

The platform includes open-source tools for building an online community, targeting and influencing audiences for social and behavioural change, creating and measuring real impact, increasing engagement, monitoring privacy, maintaining interaction, building a brand, and highlighting examples and best practices on how social media has helped increase participation.



3

TRAINING IN SHTIP

16 youngsters from N.Macedonia, Turkey, Bulgaria and Spain had a great experience in Shtip as a part of the YLA project

They enriched new expertise in digital storytelling and learned how to facilitate activities based on this method, from the process of creating stories to the technology that makes it possible.



4

YOUTH STORIES

The youth stories came as a result of the project training and the YLA platform. The YLA platform serves as an online space where you can log in and find all materials that can guide you in preparing your next online campaign. Also, you can list all stories and upload yours.

SECOND HAND
NEIGHBORHOOD-SOLIDARITY FAIR



OPEN AIR CINEMA DAYS



4

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.



5

MULTIPLIER EVENTS


The Multiplier events took place in each project country where we presented the results.



6

ONLINE EVENT YOUTH EMPOWER YOUTH

The online event gathered more than 50 participants where we celebrated the project's success and promoted the future youth change makers.



The purpose of this project is to analyze young people's online experience in social activism movements, including their preferences, themes, usage of language, and perceived impact. It will support young people to channel their energy, creativity and aspirations and become future activists. The proposed programs will build young people's skills, knowledge and confidence while helping them more effectively express their voices, build relationships with decision-makers, and break down socio-cultural and institutional barriers to participation. It will identify the different uses young people make of social networks and, particularly, the new practices around their participation as digital citizens, in relation to the meanings young people attribute to them.

