

Project No:

Project Title: Youth-Led Activism

Project Acronym: YLA

Project start date: 01/12/2022

Project end date: 30/11/2024

General Info:

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. It will provide opportunities to connect youth to different networks through the creation and strengthening of online platforms and multimedia campaigns that raise awareness of opportunities for youth which is in direct connection with our horizontal priority, digital transformation and it will promote active citizenship by using social media platforms and IT technology. The whole idea is to galvanize supporters to take action. Digital tools have become a central component of almost any movement. Some of the most-used digital advocacy tools include websites, blogs, Facebook, Twitter, email, and texts. Literally, hundreds of social media applications exist that could be used for digital advocacy, but to get started, spend your time and resources where your supporters are most likely to be (Facebook and Twitter are good bets). We will integrate youth efforts and enthusiasm with digital skills for better overall results. The project results will help organizations to reach young people where they are, be found online through search engines, communicate with young people in familiar settings and make ideas and opportunities accessible to other youth. They will have the proper tools how to help youngsters with their social media presence, using the right language and sending powerful messages.

Project coordinator: Youth on Board

Partners:

Avrasya Genclik Gelisim Dernegi

BIO NETWORK ASSOCIATION

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