

COMMUNICATION WITH EUTH

How to reach young audiences in 2022?

INFORM EU 2022
Valletta, Malta

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Effective communication? Maybe not!



Today's goal >> #DontEUMakeMeCringe



Sli.do registration number: #810863

Step 1: Open sli.do on your web browser.

Step 2: Enter the registration number #810863

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**What brings young people together?
Answer with one word.**

① Start presenting to display the poll results on this slide.

Young Europeans value

A word cloud of values valued by young Europeans. The words are arranged in a roughly circular pattern. The colors of the words are: blue, purple, green, and yellow. The words are: humanities, friendship, inclusivity, solidarity, sustainability, freedom, coexistence, unity, respect, democracy, self determination, empowerment, non discrimination, diversity, equality, and awareness.

humanities friendship
inclusivity solidarity
sustainability
freedom
coexistence unity
respect democracy
empowerment self determination
non discrimination
diversity equality
awareness

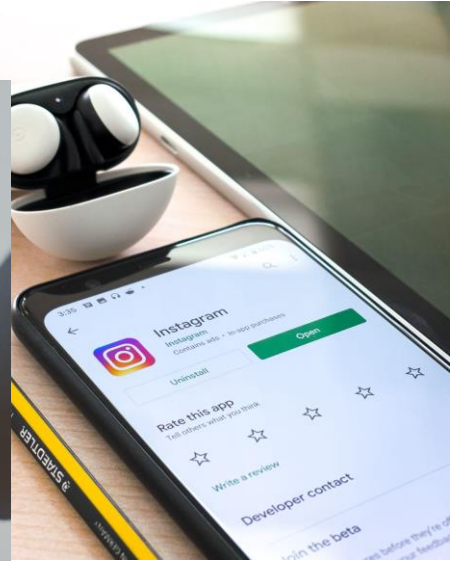
The Erasmus generation



Where and how to reach a younger audience?

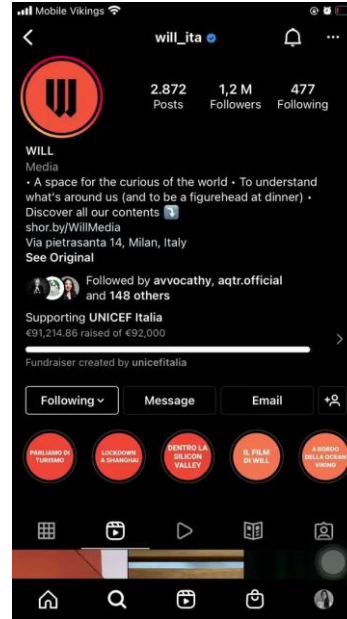
Be where young people are

- Identify trends and tailor them to convey your message
- What's your added value on the platform?
- Make an effort



Special thanks for pics to: [May Gauthier on Unsplash](#) and [Obi - @pixel6propix on Unsplash](#)

Where and how to reach a younger audience?

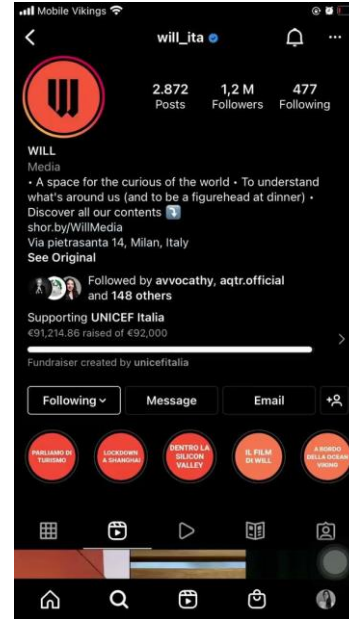


Where and how to reach a younger audience?

Nope



Yup



Where and how to reach a younger audience?

Some other **good examples**

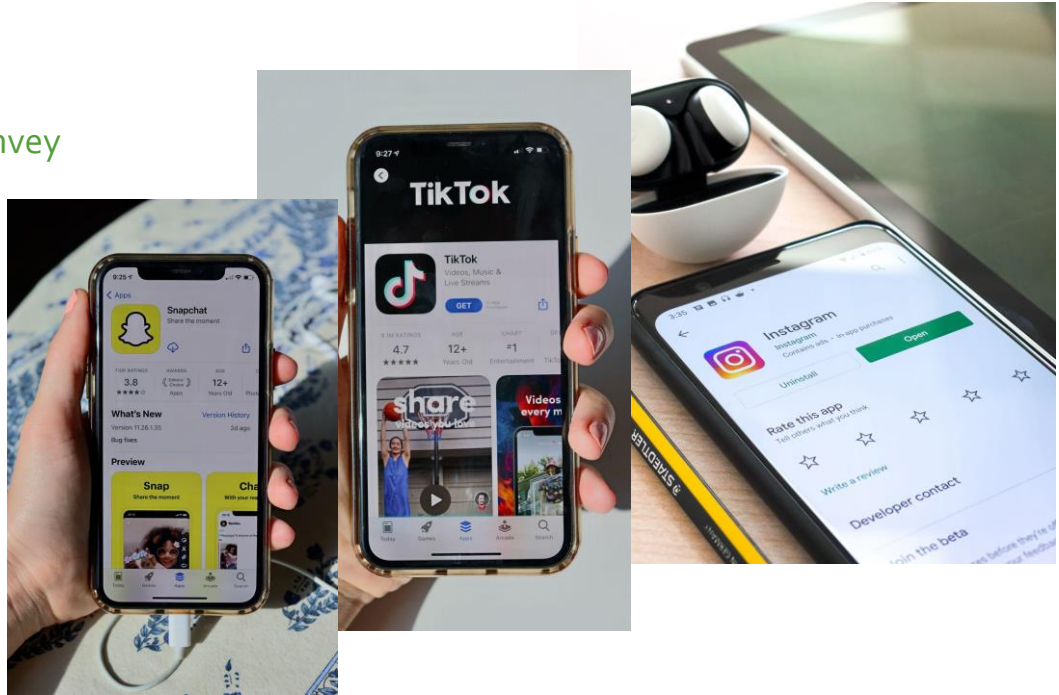
- European Committee of the Regions @eu_regions_cities (Instagram)
- European Union Intellectual Property Office @euipo (Instagram)
- BBC Radio @bbcr1 (TikTok)
- The Washington Post @washingtonpost (TikTok)
- Emma Bentley @justemmawithacamera (TikTok)

Where and how to reach a younger audience?

Be where young people are

- Identify trends and tailor them to convey your message
- What's your added value on the platform?
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Know what matters to the youth



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What do you think young people care about the most? Answer with one word.

① Start presenting to display the poll results on this slide.

Where and how to reach a younger audience?

- Educate yourself and explore topics they care about
- Give young people a platform
- Do not piggyback on trends for the sake of it
- Avoid belittling or patronising narratives



Inclusive language

- Can make more people feel included? That's a win 🏆
- "Inclusive words do not sound right"
- Binarism and heteronormativity
- Diversity in boards and editorial teams
- Start a debate on privilege
- Nuances in trends

Tone of Voice

- Your **PERSONA** & how you **relate** to your audience
- Assume maturity & capability
 - Helps **accessibility**
 - Angle: Youth empowerment
- “What does this mean for me specifically?”
 - Helps to determine an angle that makes you **pop out**
 - Angle: “What’s in it for me?” (if applicable)

Angle Etiquette: Don'ts

- Don't be tempted by slang or hot '**buzzwords**'
- Don't assume knowledge or interest
 - → Tone of voice + angle help you to **stand out** + rule of **B2**
- Don't '**overhype**'
 - Focus on authenticity
- Don't lean too much on **emojis** (2 or 3 maximum)
 - → This can even create aversion!



Emoji overkill.

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Which emojis have different meanings than we are aware of in your opinion?

Answer with one emoji. You can answer several times.

① Start presenting to display the poll results on this slide.



Which emojis have a double meaning?

Angle Etiquette: Do's

- Compile a **"house style"**
→ Example: Eurodesk (@eurodesk on Instagram)
- Use **youth values** as a framework
→ Examples: Individuality | Inclusivity | Sustainability | Empowerment
- Try to use **attractive images**
→ Pictures with people > slogans/text/campaign
- If possible: test your work, **SEO-style!**

Event organization

Before and during the event

- Develop an **attractive visual approach** (the 5 Ws, the 5W1H)
- **Analyse** your audience (youth = heterogenous)
- Choose **relevant topics** (the 5Ws as guidelines, formal & informal action)
- Involve **young organizers & speakers** (check the background)
- **Deinstitutionalize** the event (tips and tricks: dress code, tone, language ...)

Event organization

After the event

- Hand out **certificates** for the attendants
- **Stay available** for contacting
- **Fulfill** the promises
- **Report** to the audience
- Optional: create a **networking** platform

Example

International Labour Organization
ILO100 YOUTH DEBATE
13 June 2019, 14:00 – 15:30



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Would today's speakers expect interactivity at the kind of an event as seen on the picture (RYCO 2020)?

① Start presenting to display the poll results on this slide.

Attracting young journalists

- Balance media and publicity deliverables with detailed research on journalist
- Think like a journalist
- Think visually
- Be ready for snappy formats

Quick questions?



Ask away on Sli.do registration number: #810863

Exercise

- Join a group of 4
- Roles: a host, an advisor, a 25-year-old, a 15-year-old
- Pick a role
- **Hosts:** try to keep your audience interested
- **„Youth“:** let the host in your group know whether you're amused or not
- **Advisors:** guide the host
- Take turns after 2 minutes until everyone plays each role
- Share your experience

Some more questions?

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#DontEUmakeMeCringe



Keep in touch!

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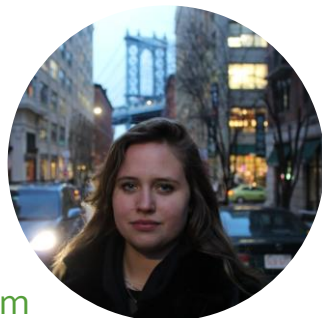
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