

## WHAT IS NETYOUTH?

The overall objective of NETYOUTH is to reduce the communication gap between young Europeans and local entities. This requires a deep understanding of the form and youth communication content.

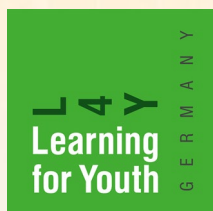
### Our goals:

- Know what aspects of local society are most important to young people through social media. Identify the most appropriate creative communication channels to contact young people.
- Establish a model of typologies or segments of value systems in young people in the European Union and of patterns of media behaviour in social networks.
- Identify and analyse, at the local level and in collaboration with Public Administrations and local associations (for a selection of European locations) the use of digital media and networks and the political and associative “influencers” of each identified segment.

### Results:

In order to achieve this, we will elaborate a guide for local authorities on how to encourage the participation of young people in their social networks. This global valorization tool will be generated to improve communication with young people.

## THE CONSORTIUM



### Find us at:



<https://netyouth.eu>



<https://www.facebook.com/netyouth.eu>

## WHAT'S UP WITH NETYOUTH?

### Transnational meeting in Saarbrücken:

Project partners met in Saarbrücken (DE) on March 6, 2023.

The event was considered as an opportunity to clarify project objectives and activities and to strengthen communication and cooperation between partners. Also, project partners conducted the Einstein workshop to creatively identify the best strategies to follow in the project.



### Next steps:

We're currently working on the development of NetYouth Guidebook, which will be introduced in a training activity for representatives of local institutions in Bucarest (RO) on January 2024, in order to promote the participation of young people in the social networks of local institutions and to reinforce European values.



#### DISCLAIMER

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