

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.

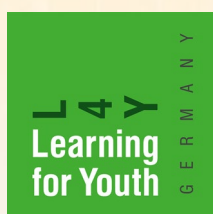
Our goals:

- 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.

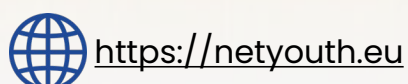
Results:

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?

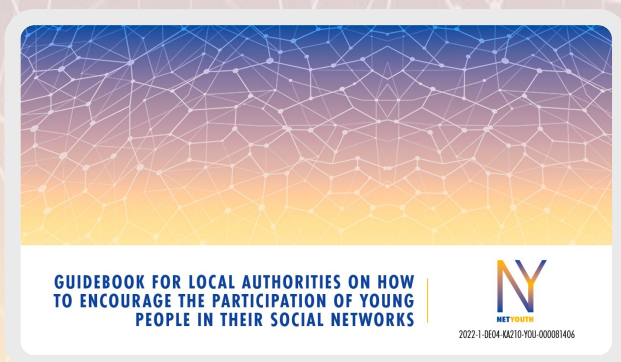
NetYouth Guidebook:

We've finished the guidebook for local authorities on how to encourage the participation of young people in their social networks (aka. NetYouth Guidebook).

We live in a multi-platform context that is widely and intensely used by young people. For them, social networks help them feel part of a community and reinforce their personal identity, because they can express themselves without adult control, and, even though they use them for leisure, they also consider the social networks as a space for civic participation.

This manual, which is an interactive pdf with a set of good practices and didactic materials, aims to deepen the knowledge of European values, encourage the use of social networks for local citizen participation, as well as their use

by local agents. It also points to the search and specification of tools both for the citizen participation of young people and for local citizen participation.



Next steps:

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

DISCLAIMER

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

CREATIVE COMMONS LICENCE

©2024 by NetYouth Project is licensed under Attribution-ShareAlike 4.0 International. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/4.0/>.

