

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.

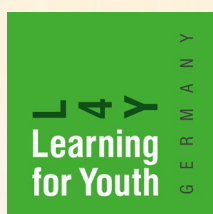
Our goals:

- 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.

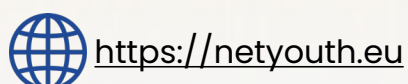
Results:

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



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WHAT'S UP WITH NETYOUTH?

Learning, teaching and training activity in Bucharest:

Project partners met in Bucharest (RO) from January 15 to 19, 2024.

In this event the NetYouth Guidebook was presented, whose main objective is to encourage young people to get more involved with local institutions through social networks and to reinforce European values among youth. In addition to the presentation of the Guidebook, its discussion and conclusions, workshops were held to analyze and understand the behavior of young people in social media and various proposals articulated by the partners on how to achieve greater involvement of young people in local activities were studied.

As a complement to these activities, the president of Young Romanian Students in Diaspora,

Otilia Apostol, whose contributions to the project were very enriching to approach the objectives of the project.



Next steps:

We're currently working on the preparation of local workshops in Germany, Romania and Spain to disseminate the activities within the project and introduce the NetYouth Guidebook among young people, leaders and representatives of youth areas, technicians from municipalities and associations aimed at young people and stakeholders.

DISCLAIMER

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CREATIVE COMMONS LICENCE

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