

## 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.

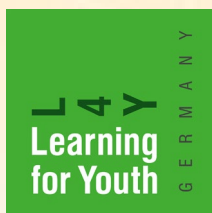
### Our goals:

- 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?

### Promoting NetYouth through local workshops:

Throughout the months of May and June, the University of Seville and the Learning 4 Youth and Creator organizations have held workshops and mass talks in Spain, Germany and Romania to promote the NetYouth project and present their final product: the guide for local entities on how to encourage the participation of young people in their social networks.

These events welcomed more than thirty attendees, among whom were youth technical staff from various city councils, management members of youth associations, university and secondary school teachers, youth workers, youth leaders and representatives and other stakeholders. They were all able to work first-hand with the guide, which they found very useful, and gave good feedback.

All three dissemination events were a success and the guide was extremely well received.

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