

# Using Social Media For Effective Youth Engagement





**We're a full service marketing agency with offices in Thunder Bay & Toronto. We're experts in Social and Digital Media.**





**Create  
meaningful  
content**



**Establish a  
new voice**



**Go to where  
they are**



**It's a pay to  
play world**



**Finding the  
right people**



# Create meaningful content

# Have a communication strategy in place.

What does this strategy look like?

- Who is responsible?
- What does the calendar look like?
- What does the media look like?
- What is the ad budget?
- Are all the policies, best practices and photo release forms in place?
- Are all the social platforms branded consistently?

# What does youth engagement look like and why do we want to engage youth

- Arts
- Activities
- Jobs/Volunteering
- Recreation
- Environmental and Social Responsibility
- Promote National Events
- Skill Development
- Relationship Building
- Education
- Promote a Healthy Lifestyle
- Networking
- Leadership
- Fun

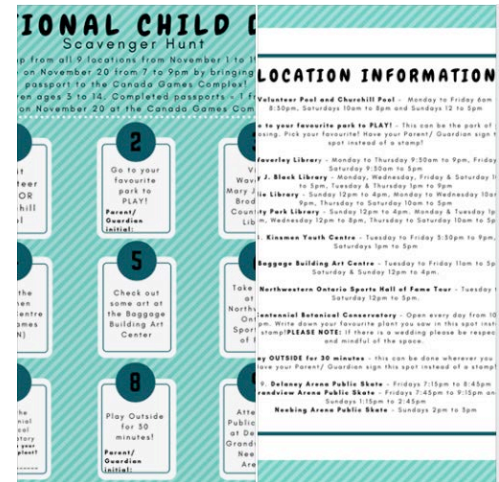
# Plan Ahead

Create your calendar in advance. Schedule content (Job postings, ads, upcoming events, videography, content writing, photography, schedule of who is posting, important dates and milestones, job fairs, promos, events, feature months etc.)

- Photos should at times be professionally shot
- Engage with video (professional and internal)
- Create animated images and build libraries of content in advance
- Encourage new hires to sign photo releases

# Have Content Standards

- Make sure there are best practices and policies in place
- Proper sizes are posted
- Watch how your audience engages and adjust frequently.
- When promoting events, activities or any links to sites or registration use tools to make it easier to get to that content







# Establish a new voice

# Jaylyn or Janet?

Use the voice of the youth to post.  
Youth engage with their own language.

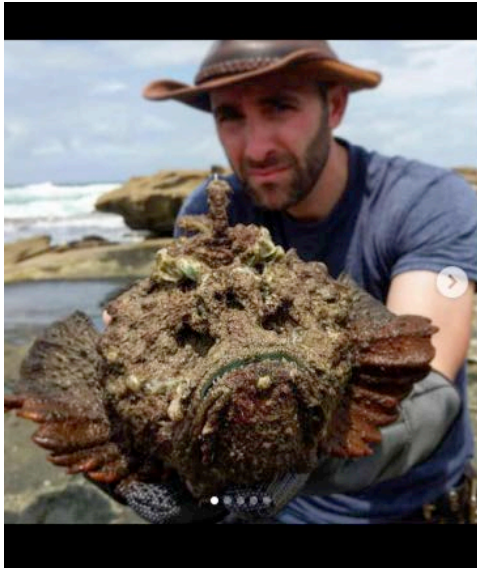
# Let the youth be your voice

Hire or identify a social youth ambassador(s) organically

A lot of social content is forced or “sell based”. It’s not the voice of the youth. Youth engage with engaging organic content.



# Share content that shares your voice



 animalplanet • Follow

animalplanet The stone fish (first) is one of the most venomous fish in the world, a master of camouflage, and a voracious predator. @coyotepeterson caught this one in a tide pool along Australia's Sunshine Coast! And the Wobbegong shark (second) is a species that can sometimes be found near the shore line at night. They hunt for fish and have a very powerful bite.



27,590 likes

MARCH 6

Add a comment...



 soulpancake • Follow  
Ragusa, Italy

soulpancake "One's destination is never a place, but a new way of seeing things." // Henry Miller 📖: @hensethename

soulpancake #courtyard #hensethename #color #henrymiller #quote #destination #perspective #birdseyeview #colorful #mural #italy #ragusa

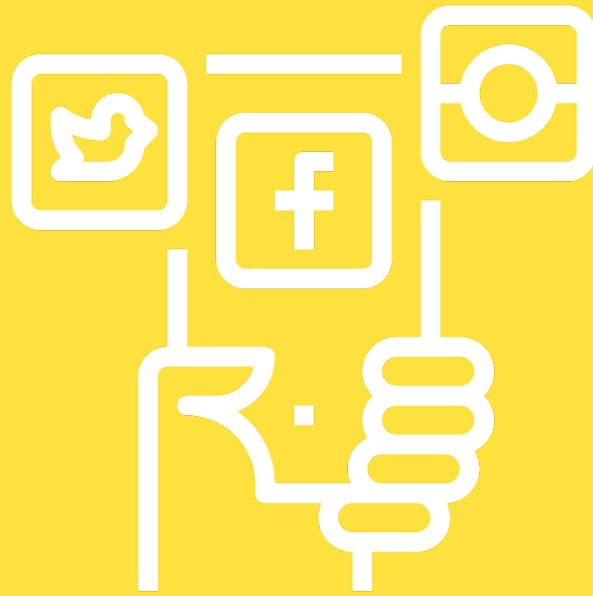
krymska.manufaktura



741 likes

JANUARY 23

Add a comment...



**Go to where  
they are**

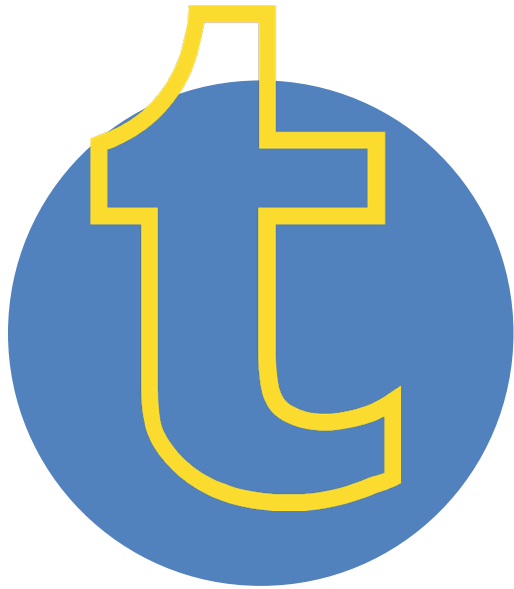
# Look at your audience and choose platforms accordingly

45% of teens say they use the internet “almost constantly,”

# Look at your audience and choose platforms accordingly



# Engage on emerging or niche platforms





# Use platforms like Tumblr to create and share content aimed at unique audiences

Think community focused, social, arts, culture. Some content can be more long-form blogs, articles, etc...

staff ↻ action Follow

A action



## Women's History Month Spotlight: Miranda Barnes

*Our Women's History Month features continue! Meet photographer Miranda Barnes (@mirandabarnes), a Caribbean-Anglo American photographer hailing from Brooklyn. Her unique style has been seen in major publications like The New York Times, NY Magazine, Vogue Magazine, Teen Vogue, and so many more. Now you get a chance to learn just what makes her tick.*

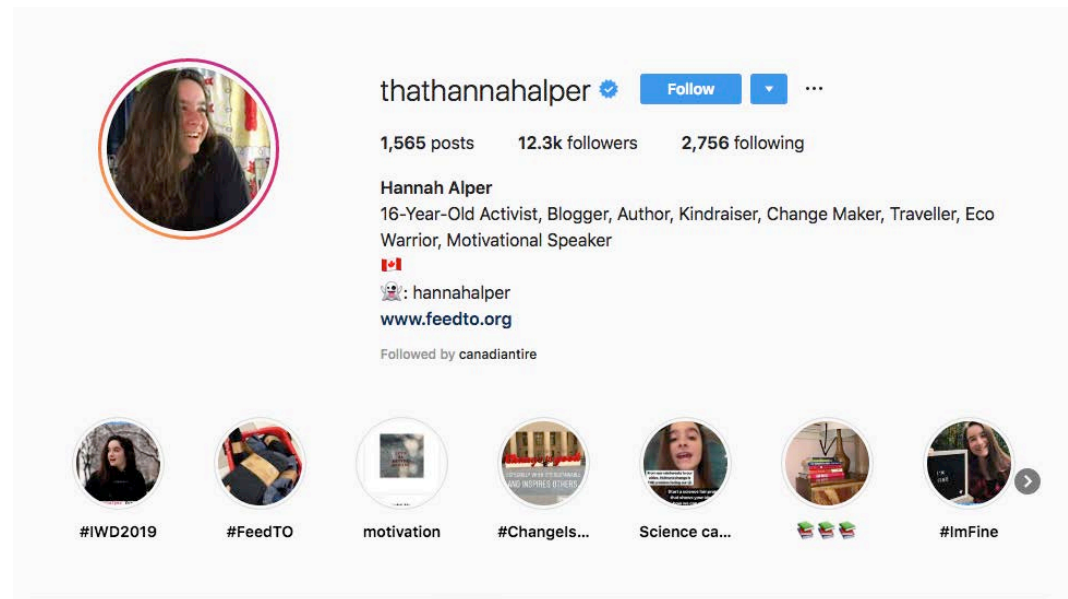
# Engage youth on a variety of social pages within a municipality.

Often “youth” pages don’t generate enough interaction but sharing content on other municipal pages tagging and using #hashtags will share content.

# Find, follow, share, leverage

## Work with Influencers

Share content from influencers and encourage influencers to share your content.



# Find, follow, share, leverage



Have an interesting event or beautiful area that needs engagement - encourage local influencers to help.

- Ask a local “Outdoor” influencer to share locations that youth would love to visit
- Ask a local business with a lot of followers to help share youth events especially in close proximity
- Tag organizations that could help share information like the local universities or colleges to help promote job fairs.

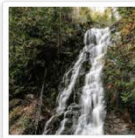
# Create engagement through contests

- Create fun, engaging contests for the audience
- Use Facebook Tabs (they are a thing again)

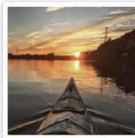
## Favourite Outdoor Activity!

Choose your ideal adventure for your chance to win a prize!

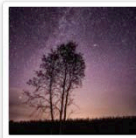
Fill In with Facebook



Chasing Waterfalls



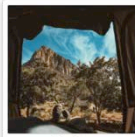
Kayaking



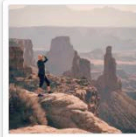
Star Gazing



Sightseeing



Tenting



Adventuring



Roadtripping



Hiking




Camping

**Canada Games Complex**  
Published by Shout Media [?] · January 18 · 🌐

**!! GIVEAWAY ENTRY ALERT !!**

We want to help TWO lucky winners DO YOU no matter what by giving away:

- 1 a \$200 fitness package + 1 month membership
- 2 a \$200 aquatics package + 1 month membership... See More



**4,616** People Reached      **497** Engagements      [Boost Again](#)

Boosted on Jan 11, 2019      Completed  
By Dana Bizzarrino

People Reached	<b>433</b>	Post Engagement	<b>68</b>
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[View Results](#)

👍👍 Dawn Jacobson, Jenelle Bannon and 50 others      66 Comments      68 Shares

👍 Like      💬 Comment      ➦ Share      🗨️

Most Relevant ▾

Write a comment...

**Kylee Buckley** Eat healthy and exercise  
Like · Reply · Message · 7w

**Curtis Lacell** Have started not compromising my beliefs or values and maintaining focus on my physical health. Thanks for the opportunity  
Like · Reply · Message · 7w

[View more comments](#)      2 of 66

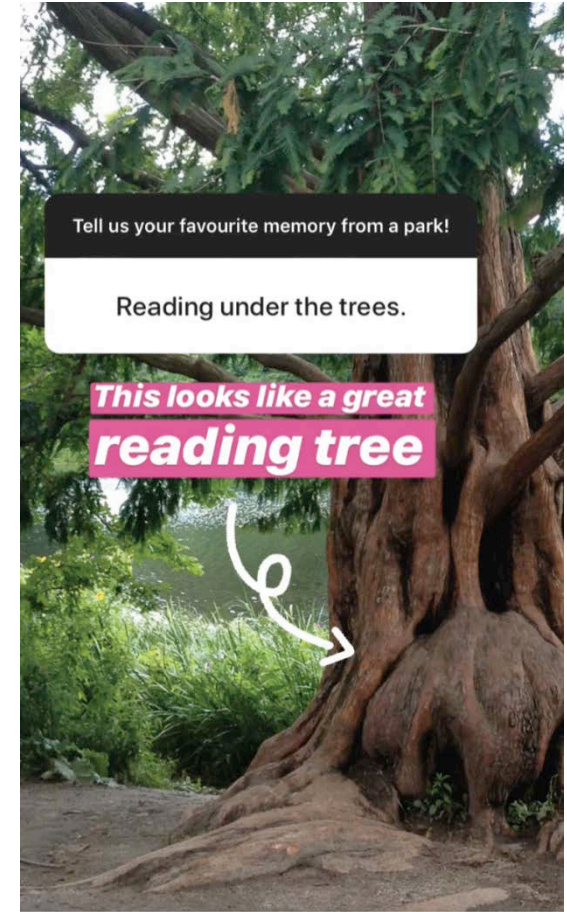
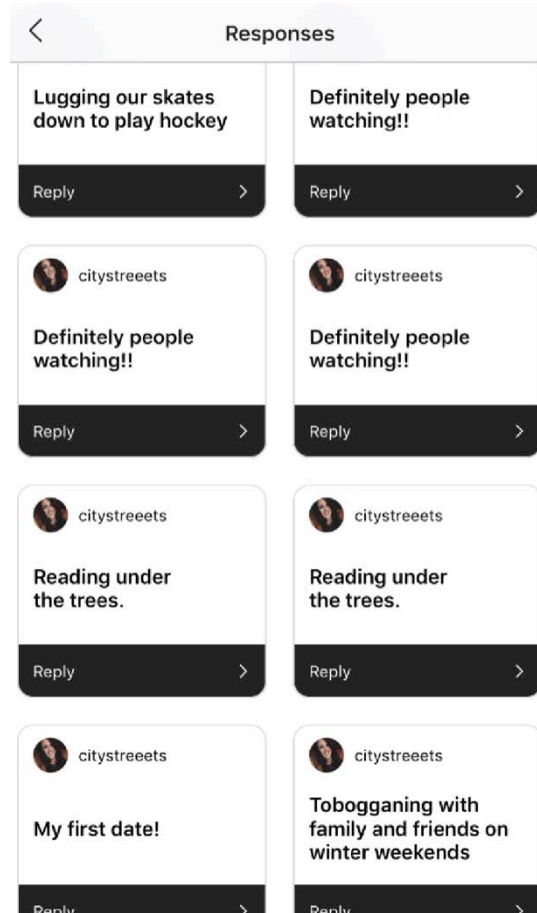
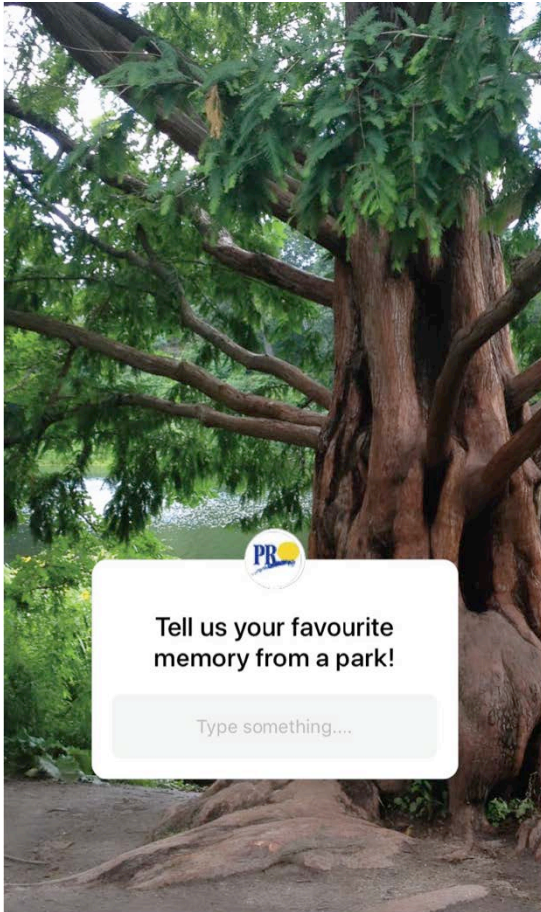
# Employ your strategy

- Share locations and other community information
- Create highlights on Instagram
- Use stories on both Snapchat and Instagram
- Use filters
- Share video and create video
- Instagram live
- Use branded Instagram #hashtags




Snapchat filter

# Encourage interaction





Instagram Q&A




# Polls on Instagram/Facebook to promote important information

 Parks and Recreation Ontario created a poll. Just now · 🌐

What's your favourite thing to do at the park?

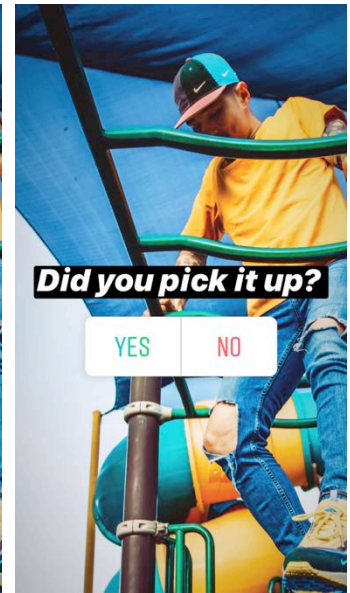
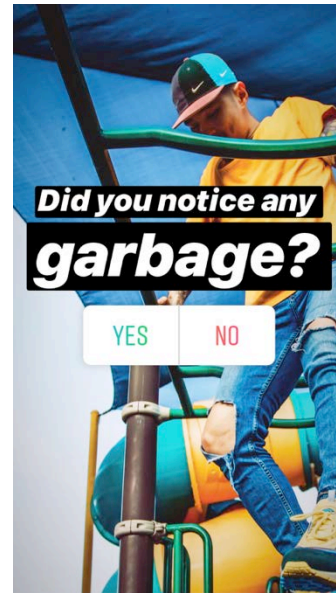
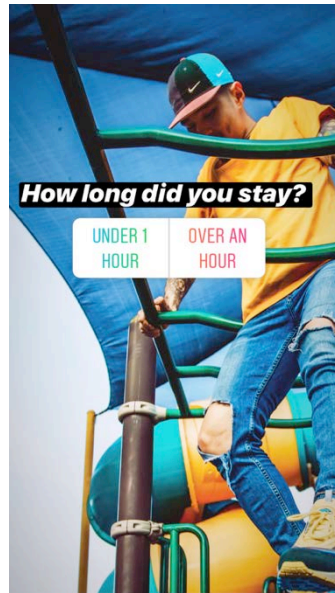
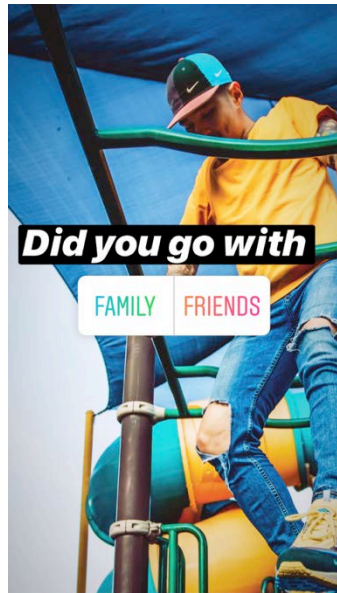
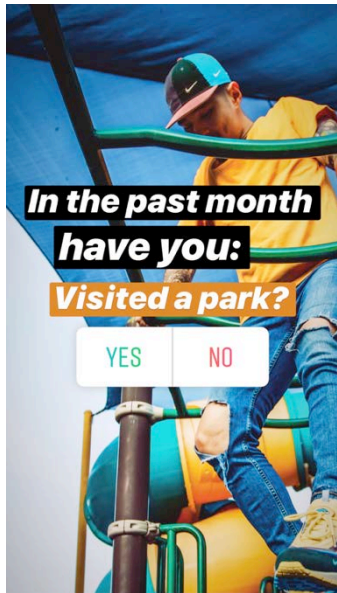
	
I love me a picnic!	Definitely swings!

This poll ends in 7 days

 Like       Comment       Share



# Polls on Instagram/Facebook to promote important information



# Layer your Instagram stories



# Get involved with trends quickly




Here is a new #challenge for all you bored teens. Take a photo of an area that needs some cleaning or maintenance, then take a photo after you have done something about it, and post it.





**It's a pay to  
play world**

# You can't rely on strictly organic content anymore



01100  
10110  
11110

Social media algorithms have changed. “Like and share” promotions don’t work how they used to.

# To engage youth advertise where they are.

- Use a combination of platforms and ad sets including, Facebook, Instagram Feed & Story Ads, Snapchat, Youtube to reach youth
- Use multiple platforms with the same campaign



**Youtube is the  
new TV for youth**

# Make organic content paid content

Move away from static sponsored ads and sponsor more custom articles, organic content that already received high traffic



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**9 Colorado techies weigh in on the best perks their companies offer**

# Analyze and optimize

Maximize your ad dollars by analyzing ad performance and allocate your ad dollars to what gets the best results.







# Finding the right people

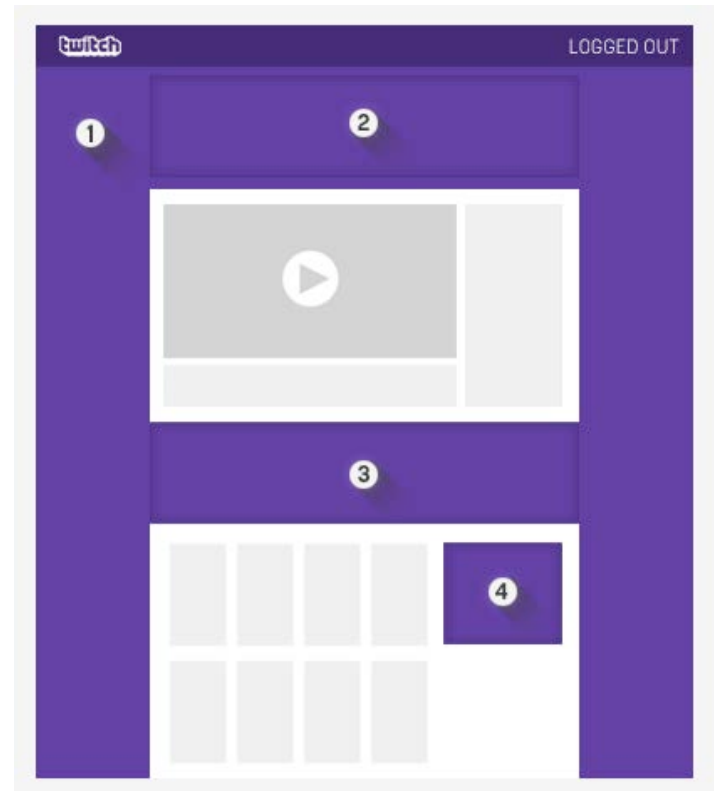
# Make sure you are building a corporate culture and employee value proposition on your pages - a fun, engaging place to work

- Highlight the benefits of a “career” with the municipality
- Profile employees that have moved up the chain
- Show how certain positions lead to other careers



# Use platforms that youth are on to advertise on and to publish your jobs on.

- Create engaging, animated job postings and ads
- Facebook and Instagram ads targeting locations - University and College
- Ads on popular youth apps



# Try non-traditional tools for recruitment



Attract candidates with a branded and layered approach that makes it easy for candidates to apply via text.

Video and personality based candidate screening.



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Q & A

