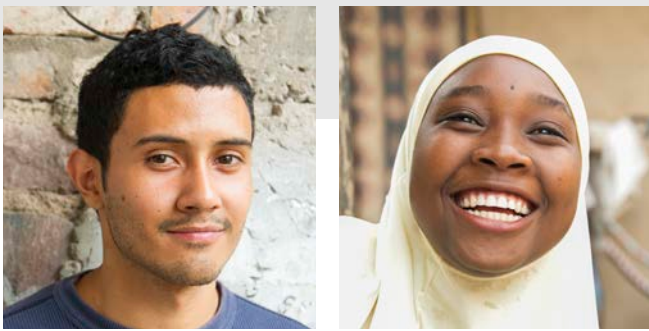


## #YOUTHDAY SOCIAL MEDIA TOOLKIT



The theme of International Youth Day 2016 is "The Road to 2030: Eradicating Poverty and Achieving Sustainable Consumption and Production."

This Youth Day is an opportunity to shine a spotlight on the millions of young people around the world leading the way in achieving sustainable development solutions and eradicating poverty in their communities.

In this toolkit you will find social media engagement tips to celebrate and raise awareness about youth contributions toward the **#GlobalGoals!**

### In short, we're asking you to:

1. Join the conversation and share our social media posts by using the hashtags **#Youth2030 #YouthDay** and **#CreativeYouth**
2. Follow us on Twitter @**1977Creative**
3. Like our **Facebook** page:  
Creative Associates International
4. Join our **LinkedIn** page:  
Creative Associates International

Want to share your own youth stories with us online? Tag it with **#CreativeYouth** and/or @**1977Creative** (on Twitter) to bring it to our attention.

## TO JOIN THE INTERNATIONAL YOUTH DAY CONVERSATION, USE THE FOLLOWING:

### HASHTAGS

Hashtags are essential for reaching key conversation communities. These communities typically organize around a hashtag and many key influencers within each community monitor the hashtag for interesting things to retweet and share.

Here are some key hashtags to use in your **#YouthDay** posts:

- **#YouthDay**
- **#Youth2030**
- **#CreativeYouth**
- **#GlobalGoals**
- **#SDGs**
- **#youth**

In addition to these, we encourage you to use the following and other established hashtags as you are able within the context and character limit of each post:

- **Add a hashtag (#) to the country or city the tweet refers to (ex. #Nicaragua or #Zambia)**
- **#CentralAmerica**
- **#CVE**
- **#development**
- **#education**
- **#EndPoverty**
- **#GlobalDev**
- **#ICT4D**
- **#ICT4E**
- **#jobs4youth**
- **#literacy**
- **#PVE**
- **#refugees**
- **#sustainable**
- **#USAID**
- **#violenceprevention**
- **#workforce**

## TAGGING INFLUENCERS

In addition to using hashtags to target conversation communities, you can also use individual tags (i.e. @mentions on Twitter) to notify specific influencers.

Influencers include youth-serving organizations, government entities and individuals at the local, national and global level. If your posts relate to a specific organization, donor or other relevant youth-serving group, tagging these groups will notify them so they can see and share the posts.

Whenever makes sense, try to tag these key United Nations bodies working with youth around the world.

- @UN4Youth
- @UNYouthEnvoy



## SOCIAL MEDIA POSTS TO CELEBRATE YOUTH ALL WEEK!

The accomplishments of the young people we work with can't be contained to just one day, so we'll be celebrating **#YouthDay** all week **August 8-12!**

Here are some sample posts we'll share throughout the week. We encourage you to posts these or create your own posts to bring global attention to the millions of young change agents around the world making sustainable development a reality.

### POST 1 - MONDAY, **AUGUST 8**

#### Twitter:

This week Creative celebrates **#youth** advancing **#GlobalGoals!** Join us! **#YouthDay #Youth2030 #CreativeYouth**

<https://www.un.org/development/desa/youth/international-youth-day-2016.html>

#### Facebook/LinkedIn:

International Youth Day is August 12! This week, Creative is celebrating Youth Leading Sustainability. We will be highlighting just a few of the millions of young people making the **#GlobalGoals** a reality in their communities. Join us on our social media channels using **#CreativeYouth** and **#YouthDay** to share your story.

<https://www.un.org/development/desa/youth/international-youth-day-2016.html>



### POST 2 - TUESDAY, **AUGUST 9**

#### Twitter:

Youth in #Honduras prevent violence on **#YouthDay** & every day! **#CreativeYouth @ajhusaid @USAIDHonduras @UN4Youth**

<http://www.creativeassociatesinternational.com/news/honduran-volunteers-vaccinate-families-against-violence/>

#### Facebook/LinkedIn:

As part of the "Virtues in My Home Vaccine Prevention" campaign, 200 youth volunteers in 7 Honduran cities delivered anti-violence messages and "shots" of happiness door-to-door to 5,000 households. Read more about how these youth are preventing violence and creating hope in their communities. **#CreativeYouth #YouthDay #Youth2030**

<http://www.creativeassociatesinternational.com/news/honduran-volunteers-vaccinate-families-against-violence/>

### POST 3 - WEDNESDAY, **AUGUST 10**

#### Twitter:

"Young people are proving to be invaluable partners who can advance meaningful solutions." Ban Ki-moon **#Youth2030**

<http://www.unworldyouthreport.org/>



### Facebook/LinkedIn:

"As the world changes with unprecedented speed, young people are proving to be invaluable partners who can advance meaningful solutions. Youth movements and student groups are challenging traditional power structures and advocating a new social contract between States and societies. Young leaders have contributed fresh ideas, taken proactive measures, and mobilized through social media as never before. I applaud the millions of young people who are protesting for rights and participation, addressing staggering levels of youth unemployment, raising their voices against injustice, and advocating global action for people and the planet."

United Nations Secretary-General Ban Ki-moon's Message on International Youth Day 2015

**#Youth2030 #YouthDay #CreativeYouth**

<http://www.unworldyouthreport.org/>

## POST 4 - THURSDAY, AUGUST 11

### Twitter:

Afghan & Honduran **#youth** lead for **#GlobalGoals!**  
**#YouthDay #CreativeYouth @UN4Youth @USAIDHonduras @USAIDAfghan**

<http://www.creativeassociatesinternational.com/news/afghan-honduran-share-a-common-mission-u-s-state-department-honor/>

### Facebook/LinkedIn:

Honduran skater Jessel Recinos Fernandez and Afghan online campaigner Ahmad Shakib Mohsanyar have at least two things in common—a drive to create positive change and the recognition of the U.S. State Department. Find out how Jessel and Ahmad are changing the lives of other young people & advancing the **#GlobalGoals. #CreativeYouth #YouthDay #Youth2030**

<http://www.creativeassociatesinternational.com/news/afghan-honduran-share-a-common-mission-u-s-state-department-honor/>

## POST 5 - FRIDAY, AUGUST 12, YOUTH DAY!

### Twitter:

1.8 billion **#youth** ages 10 to 24 = 1.8 billion chances to achieve **#GlobalGoals! #YouthDay #CreativeYouth @UN-4Youth**

<http://www.creativeassociatesinternational.com/youth/>

### Facebook/LinkedIn:

Happy International **#YouthDay!** Our youth partners are essential to the progress we have made toward the **#GlobalGoals**. Thank you for your vision, energy and leadership!

We have already seen the world's 1.8 billion young people ages 10 to 24 change the world for the better. We look forward to continuing to partner with youth to **#EndPoverty** and realize the **#GlobalGoals** by 2030! Thanks to everyone for posting your **#CreativeYouth** stories this week. We look forward to sharing them!

<http://www.creativeassociatesinternational.com/youth/>

### Creative Associates International

5301 Wisconsin Avenue NW, Suite 700  
Washington, DC 20015

+ 202.966.5804

### Connect with us!



Communications@CreativeDC.com  
CreativeAssociatesInternational.com