

Social Media for Social Change: How Youth-Led Movements Harness Social Media to Connect & Amplify

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#AmplifyOpportunity

A large crowd of people is gathered for a climate protest. Many individuals are holding up handmade signs and banners. Some of the visible text on the signs includes "SCIENCE IS REAL", "SAVE THE PLANET", "INDUSTRIAL POLLUTION", and "CLIMATE CHANGE IS HAPPENING". A person in the foreground is wearing a white t-shirt with the text "INDUSTRIAL POLLUTION FOR CLIMATE". The scene is set on a city street with buildings in the background. A semi-transparent red overlay covers the bottom right portion of the image, and a white text overlay is centered in the upper half.

THE POWER OF SOCIAL MEDIA IN YOUTH MOVEMENTS

AGENDA

- ★ Social Media Movements
- ★ Youth Action Hour
- ★ Opportunity Youth United
- ★ Social Media Campaigns
- ★ Activities

Social Movement

: an **organized** effort by **a large number of people** to **bring about** or impede social, political, economic, or cultural **change**.

[Source: Sociology, Understanding and Changing the World.](#)

Social Media Movement

Organised effort to push for a particular goal through the use of **new communications** and **technologies**.




**The Overarching Goal
Is To Meet People
Where They Are -
Online.**

Social Media to Social Impact



Young people are **demanding** a seat at the table, with the goal of **reframing the narrative**.



Youth Action Hour

Youth Action Hour is a monthly series made **by** and **for** young changemakers across the country. Through social media, YAH **empowers youth** to mobilize and **take action**.

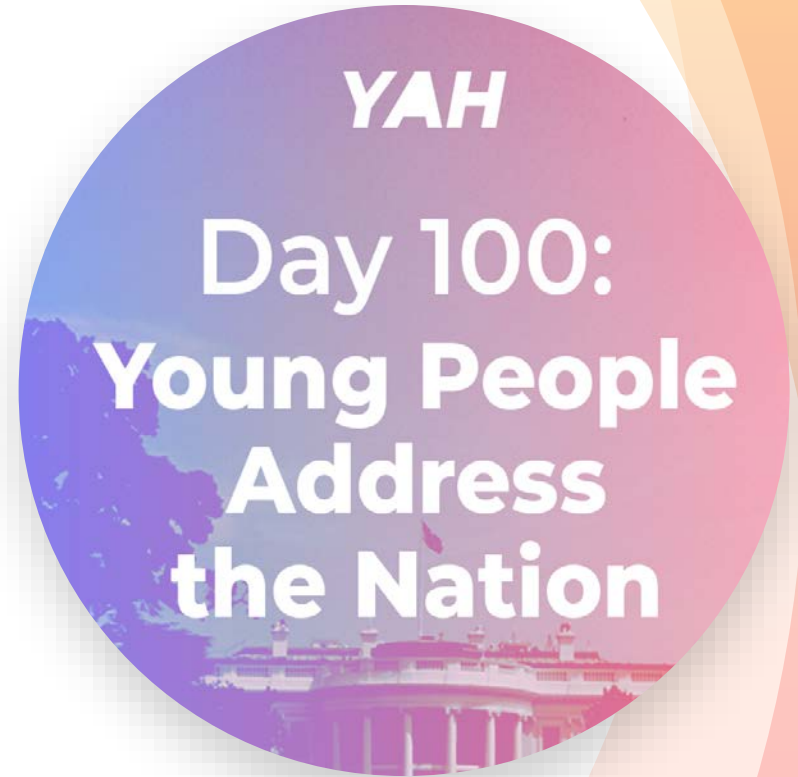
Youth Action Hour The Future We Need



Youth Action Hour

Day 100: Young People Address the Nation

Youth Action Hour's **Day 100 virtual event** had **3.5+ views** across all social platforms, **300+ tweets** that reached **200K people** and received **475K+ impressions**, more than **100K+ people engaged** across email lists, **250K GIF views**, and more!



Youth Action Hour - The Future We Need



A youth-led **social media campaign** documenting youth power across the country.

What is the key take-away for this initiative?

Youth Action Hour Assets

DAY 100

GIFS



PROMO



PARTICIPANTS

OYU

Opportunity Youth United is a national movement of young people and allies working to **increase opportunity** and **decrease poverty** in America.

OYUnited began with the National Council of Young Leaders, a **diverse group of 20** former Opportunity Youth from urban, rural, and tribal communities across the country who had risen into leadership through our own sponsoring organizations.

OYUnited Community Action Teams (CATs) are local coalitions of young leaders and **youth-serving organizations** that **mobilize to uplift** their voices in the political process.



Youth Build's
alum **Derrick
Ayson**
tackles, "**What
is the American
Dream?**"
#OYUvotes



Amanda Guzman

"Discuss current events & politics with youth around you." **Youth Build**
East Harlem alum
Amanda:

3 Social Media Benefits:

- Relationship Building
 - Increased Visibility
- Educational Opportunities

Social Media Campaigns - Toolkits

#TheFutureWeNeed Features

The Youth Action Hour is excited to announce the debut of our The Future We Need "features" video series. We are featuring the stories of young people who are demanding, organizing, and leading transformational change across multiple intersecting social issues across the United States. **New #TheFutureWeNeed videos can be expected to be published every Friday beginning on April 2, 2021.**

As a collaborative project, #TheFutureWeNeed content will live on the platforms of Youth Action Hour and will be amplified by contributing partners and organizations.

Last Updated: March 30 @ 9 AM PT

QUICK LINKS

- [Site link](#) (futureweneed.org)
- [Nominate someone to be featured](#)

WAYS TO AMPLIFY

- Share on social media using #YouthActionHour and #TheFutureWeNeed (sample posts below!)
- Follow us on social media: @youthactionhour ([Twitter](#) and [Instagram](#)) and @sparkaction ([Twitter](#) and [Instagram](#))

TRAILER VIDEO

- [RT on Twitter](#)
- [Repost on Instagram](#)
- [Share on Facebook](#)

Want to download instead?

- [Download it here](#)

SUGGESTED COPY

Applicable for all social channels



OYUnited & NVRD

Social Media Activation Kit: September 14 - September 25, 2020

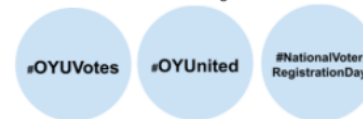
National Voter Registration Day is September 22nd, 2020, an important day for Opportunity Youth United (OYU) to elevate the conversation around the importance of registering to vote and showing up at the polls, especially for local elections! Our voter registration page is here: bit.ly/OYU-votes

As a companion to the official [NVRD communications toolkit](#), we wanted to offer a quick guide to engaging our OYU networks. Remember to use our **hashtags and handles whenever you post**, so we can see what you're sharing and help amplify it.

Handles



Hashtags



Social Media Toolkits - Key Elements

- Event or campaign **description**
- **Downloadable** links for graphics
- **Sample** posts
- Coordinated pushes
- Dates & **deadlines**
- **Hashtags**

Social Media Campaigns - Hashtags

#OYUvotes

#MythMondays

#TikTokTuesday

#WeVoteWednesday

#TikTokThursday

#VoterFactFriday

#NationalVoterRegistrationDay

#TheFutureWeNeed

#SparkAction

#TheFutureWeNeedFriday

#ContentByUs

#TheFourYearsWeNeed

#TheFutureWeNeed

THANK YOU
for joining us to discuss *The Four Years We Need!*

1.27.21

A NEW DEAL FOR YOUTH

OUR VISION. OUR DEMANDS.

#WhyWeCantWait

May 26, 2021, 4 - 6 pm EST

Join A New Deal for Youth Changemakers as we unveil our public campaign and share the New Deal for Youth Policy Platform and Demands:

- Meet the New Deal for Youth Changemakers
- Hear our issues and our demands
- Learn about how you join the movement

register at: newdeal4youth.org [@newdeal4youth](https://twitter.com/newdeal4youth) [@newdeal4youth](https://www.instagram.com/newdeal4youth) [newdeal4youth](https://www.facebook.com/newdeal4youth)

CALLING ALL YOUNG CREATORS!

We're accepting applications to our Youth Creator Network!

BIPOC and LGBTQIA+ creators are strongly encouraged to apply.

YouthCreator.Network

YCN Youth Creator Network

ACTIVITIES +



Create Your Own ToolKit

Activity 1:

We want to build/run a month long digital campaign focused on youth mental health and self-care. What social media platform(s) would best reach and engage our target audience?

Activity 2:

Create a hashtag that's relevant and effective for this campaign.

Activity 3:

What do you think is the best way to maintain youth engagement on social media when it comes to social and racial movements?



Thank You!

Question(s) or Feedback?

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