

# 5 Basics of Digital Strategy for Youth Engagement

by Mary Joyce :: [www.meta-activism.org](http://www.meta-activism.org)

## 1. Have a **GOAL**

- **Example:** Maintain and increase attendance at your after-school youth program.

## 2. Define your **AUDIENCE**

- **Example:** Middle school student who are already in your program.

## 3. Determine their preferred **MEDIA**

- **Example:** Take a group of participants out for pizza and ask them about what social media they use - it's a cheap and informal focus group!

## 4. Find a "**CONTENT** bank" of jokes and funny images

- **Example:** <http://icanhas.cheezburger.com/> (You can use these images to accompany your messages so it's more likely that youth will read and share them.)

## 5. Make a dissemination **PLAN**

- **Example:** Send out a tweet about that day's activities every weekday at 2pm so participants will see it when they are leaving school. *Now get started!*