5 Basics of Digital Strategy for Youth Engagement

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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/](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!*