



Social Media & Dissemination Strategy

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Youth Voices Rising brings together youth work organisations from six European countries:

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1. Introduction: Why this Strategy is a Core Part of the Project

The activities described in this document are a central component of our KA2 project "Youth Voices Rising". This Media and Dissemination Strategy establishes the common framework for our public communication and is intended to serve as a guide and inspiration for the next two years.

The central mission of our project is to empower young people to raise their voices for their concerns – locally, nationally, and at the European level. This work, advocacy, can only be successful if it is visible and can be heard. A strategic and continuous public relations effort is therefore **not an optional add-on, but the core of what we do**. It is the megaphone for the voices we want to amplify.

In this project, we have made a conscious decision not to produce traditional printed publications such as booklets, handbooks, or readers as our main output. Instead, **our joint digital communication is the product**. We disseminate our methods and successes through the established channels of Generation Europe – The Academy, as well as through the channels of all participating partner organisations and the associated partners of the project. In addition, specialist portals and other distribution channels will be used to reach other parts of the Community of Practice. To achieve the greatest possible impact in the various countries, **we are multilingual**: In addition to the English publications, the consortium members also publish all key content in their own languages on their own websites and social media channels. Every blog post, every piece of content, every video, and every social media story is a part of the project's success. Our goals are:

1. **Communication:** To inform about the project, its objectives, our methods and work.
2. **Dissemination:** To make results available for application.
3. **Utilisation:** To apply results in practice and in politics.

This strategy is intended to ensure that all of us – IBB and all eight partner organisations – work towards a common vision. It offers guidance and tools, while at the same time leaving room for the creativity, autonomy, and expertise of each individual organisation in the consortium.

2. Foundation: Roles, Cooperation & Framework

A clear understanding of roles and framework conditions is the basis for successful cooperation.

Distribution of Roles

Each organisation in the consortium contributes its expertise to the success of the project. The roles are distributed as follows:

- **IBB e.V. (Coordination):** As the organisation responsible for WP10 (Project Dissemination), IBB coordinates the implementation of this overall strategy. It also produces content for the main channels of the GenE network (website, blog, newsletter, social media) based on the material supplied by the partners, ensuring that the partners' work is given a European stage.
- **Partner Organisations:** The partner organisations are the producers of content for their own local channels and target groups. At the same time, they are the crucial suppliers of "raw material": they provide IBB with photos, videos, quotes, and short and long reports from their activities. They also translate the key project results into their respective languages and publish them online.
- **General Rule:** The organisation that is primarily responsible for an activity, an event, or a work package is also responsible for ensuring that these activities are reported on. This includes publication on their own channels, supplying material to IBB, and communicating with other participating partners to motivate them to publish as well.

Cooperation: How We Strengthen Each Other

Our network is based on mutual support. The main principle is "boosting" each other: we increase our outreach by actively sharing, liking, and commenting on each other's content. To make sure no one misses anything, we proceed as follows: As soon as a participating organisation publishes something, it points this out in our dedicated Slack channel #publications and links to the publication (blog post, social media post, etc.).

Visual and Linguistic Identity

"Youth Voices Rising" is a project within the framework of the Generation Europe – The Academy network. We use the GenE logo and follow the Style Guidelines. We use "Youth Voices Rising" as the short form of the full project title "Youth Voices Rising: Empowering Through Local and EU Advocacy".

Financial Framework

To support content creation, each of the eight partner organisations will receive a **budget of 2,500 euros**. This budget is earmarked for the creation of content within the framework of this project (e.g., texts, photos, videos, audio contributions, as well as the necessary technical support, translations, and similar). Refer to the Finance Info Sheet for additional information.

3. Our Communication Guidelines

We want to communicate with a recognisable, common attitude that reflects the values of our project. These guidelines are intended as suggestions and orientation, not as rigid rules:

- **Authenticity over Perfection:** Our communication thrives on genuine insights and personal stories. We do not need to produce glossy advertising. Real photos of real people from our activities are always better than stock photos. The voices, experiences, and lessons learned of those involved are our most valuable content.
- **Useful & Replicable:** Our content offers concrete added value. We share our methodological knowledge and practical experience in a way that other youth groups, organisations, and professionals can use and adapt them for their own work. We think in formats that encourage replication and further development.
- **Information & Storytelling:** Both dimensions are equally important. While information involves stating facts, storytelling is the art of sharing a narrative that engages the target audience.
- **Empowerment at the Core:** The focus of our communication is on the young people and the professionals who support them. We tell their stories, show their development, and make their demands visible. The project and the organisations provide the framework, the young advocates are the protagonists. At the same time, we give space to the methodological expertise and practical experiences of youth workers in order to strengthen the entire field of participatory advocacy work.

- **Building on What Exists:** We do not create temporary channels just for this one project. Instead, we use existing and planned or developing websites, blogs, and social media profiles of the partner organisations and of Generation Europe – The Academy. In this way, we sustainably strengthen the structures that will continue to exist after the end of the project.
- **Understandable Language:** We avoid project jargon, complicated specialist words, and marketing-speak. Our language is clear, direct, and understandable for all our target groups – from young activists to decision-makers.
- **Professional & Approachable:** We communicate at eye level, close to the lives of young people, and avoid an academic or abstract tone. We explain content using concrete, comprehensible examples. At the same time, we demonstrate our expertise as youth work professionals by sharing our methods and knowledge. Our goal is to contribute to the professionalisation of the field and to make our work usable for the Community of Practice.
- **Multilingualism:** The funding conditions require that all key project results must be published not only in English but also in the six main languages of the consortium: German, Italian, Portuguese, Hungarian, Greek, and Spanish (Castellano). Since we publish digitally and on many channels, we can implement this.
- **Collaborative & Supportive:** We act as a European network. Every publication by an organisation is an opportunity for all others to support it by sharing, liking, and commenting, thereby increasing its reach. The required multi-language communication is no longer a major obstacle: With translation tools like <https://www.deepl.com>, you can quickly translate content to comment on it in English, for example, or share it with an explanation in your own language.

4. The Aims of Our Communication

Our public relations work is not an end in itself, but has clear goals that come straight from the bigger objectives of the Youth Voices Rising project. Every communication should contribute to one or more of these aims. Our central communication goals are:

- **Making young voices heard:** We want to bring the concerns, opinions, and demands of young people, especially from marginalised groups, into the public and political discourse. Our channels serve as their megaphone.
- **Sharing Methods and Results:** We want to prepare and disseminate the methods, training approaches, and practical experiences developed in the project in such a way

that they are useful and applicable for other actors in the field of youth work (the Community of Practice) throughout Europe.

- **Strengthening Partners and Networks:** We want our public relations work to enhance the visibility and profile of the individual partner organisations in their local, national, and European contexts and make their valuable work known to a wider public.
- **Promoting Recognition for Youth Work:** We want to demonstrate the value and expertise of youth work for social cohesion and a living democracy, thereby contributing to its recognition.

5. Our Target Groups

To place our messages effectively, we need to know exactly who we are talking to. Our communication work is aimed at three clearly defined main target groups with different needs and interests:

- **Young People:** We address young people throughout Europe, especially those who have been underrepresented in democratic processes so far. Our focus is on motivating, informing, and empowering them to find their own voice and stand up for their concerns.
- **Youth Work Professionals and Organisations:** This group includes youth workers and other professionals, in other words, the extended Community of Practice in Europe. They are a target group that is important to us in two ways: On the one hand, we want to strengthen them with our methods and results for their own work and contribute to the professionalisation of the field. On the other hand, they are crucial multipliers who carry our content and ideas into their own networks.
- **Political Decision-Makers and Institutions:** This is the target group of our direct advocacy work. This includes actors at all levels – from the local administration in the communities of our partners to regional and national parliaments and the institutions of the European Union. We want to confront them with the concerns of young people, raise their awareness to the needs of youth work, and win them over as partners for a constructive dialogue.

6. Core Messages

Our core messages summarise the main ideas of the project in a few concise sentences. They serve as a common thread for our entire communication and can be adapted depending on the channel and context. The following phrases are intended as suggestions and inspiration.

Overarching Project Message:

- "Change begins with raising your voice. Your voice counts, our voices count. Together we will make them heard, locally and across Europe."

Adapted Messages for our Target Groups:

- **For Young People:** "You can make a bigger difference than you think. We give you the tools to make your voice heard – for the issues that matter to you."
- **For Youth Work Professionals and Organisations:** "Good advocacy work can be learned. We strengthen European youth work by sharing field-tested methods, and by connecting organisations for effective representation of interests."
- **For Decision-Makers:** "Young people are not just the future; they are the present. We facilitate constructive dialogue with a committed generation that wants to actively shape Europe's democracy."

7. Channels and Formats

To get our messages to the target groups, we use a variety of channels and formats:

Central Channels (managed by IBB)

The main channels of Generation Europe - The Academy are used for the Europe-wide dissemination and bundling of content:

- **Websites:** Project landing page youth-voices.eu and generationeurope.org. On the project landing page, further content from the consortium partners is also linked, for example their pages with publications in other languages.
- **Blog:** The GenE News Blog generationeurope.org/news for articles, interviews, and reports. All blog posts connected to Youth Voices Rising will also occur on the project landing page.

- **Newsletters:** The public GenE newsletter and the internal "Network Insights" newsletter.
- **Social Media:** The main accounts on Instagram (@generationeurope_network) and Facebook (@GenerationEuropeNetwork). Depending on the overall social media strategy of Generation Europe – The Academy in the 2026-2028 programme phase, content may also be posted on YouTube and TikTok.
- **jugendhilfeportal.de:** The German portal for child and youth services is a joint project of the International Youth Service of the Federal Republic of Germany (IYAB) and the Association for Child and Youth Welfare (AGJ). It is a central platform for reaching professionals and those interested in youth policy in Germany. IBB will submit key articles about "Youth Voices Rising" for publication there.

Channels of the Partner Organisations

Each partner organisation uses its own channels to best reach local and national target groups. It must be ensured that the central project results are available online in the main language used by the organisation, e.g. on the organisation's website. The choice of other channels depends on the respective target group of the publication and the expertise of the partner. These can be, for example:

- Websites and blogs
- Social media profiles (e.g. Instagram, Facebook, TikTok, LinkedIn, Youtube)
- Own newsletters, other own publications
- Local and national press contacts
- Podcasts or other audio formats
- Publications of the local municipality, of networks, associations and federations

For project funding, it is essential that each participating partner organisation can provide ongoing public reporting on the progress of the project, its own activities within the project and the work packages in which it is involved. This is one of the key criteria for project evaluation, on which the National Agency bases its decision on whether to pay out the entire approved amount.

Possible Content Formats

The following list serves as inspiration for presenting our topics and stories in a variety of ways. It is sorted from small, quick-to-create formats to larger, more elaborate ones.

- **Sharepic with Quotation:** A strong quote from a participant or expert, graphically designed for social media. Quick to create, high impact.
- **Instagram / Facebook Story:** Short, authentic insights into everyday project life, events, or trips. Ideal for "behind the scenes" content.
- **Image Gallery / Carousel Post:** A series of 3-10 photos or graphics that tell a coherent story (for example, the course of a workshop).
- **Short Video / Reel:** A 30-90 second video for social media that presents a mood, a short statement, or a method.
- **Short Blog Post / News Update:** A short text on the website that informs about a current event (for example a project meeting).
- **Infographic:** The clear visualisation of complex contexts, for example the results of the needs analysis or the structure of the project.
- **How-To Article:** A practical guide on the blog (for example, "5 Steps to Organising a Local Lobby Talk") that imparts practical knowledge.
- **Method Sheet:** A detailed description of a method tested in the project, available for download. A very useful tool for the Community of Practice.
- **Press Release:** Official statements sent to journalists and media outlets to inform them about significant project news, events, or milestones.
- **Best-Practice Documentation:** A longer article that describes a successful example from the project (such as a successful local advocacy action) in detail and analyses the success factors.
- **Podcast Episode:** An audio production, such as an interview with a young activist or a conversation between professionals about a specific method.
- **YouTube Video:** A longer, produced video, such as a documentary of an event, a recorded expert lecture, or an in-depth explanatory video.
- **Specialist Article:** For specifically addressing the Community of Practice or the academic community. Such an article can, for example, soundly process the results and/or the methodological foundations of the project and be published in a professional medium (online or offline).

8. Communication Occasions & Milestones

This section serves as a collection of ideas and an editorial basis for our continuous communication. It lists the key milestones and events of the project and provides suggestions on how we can use them for public relations. This plan will be adapted and expanded during the course of the project.

1. Kick-off Meeting of the Consortium

When: 15-18.09.2025

Lead Partner: Jugendakademie Walberberg, Germany

Idea: Presentation of the project, its goals, and the consortium. Ideal for a first blog post and a coordinated social media wave from all partners. "Behind the scenes" content to show the team and the motivation.

2. Completion of the Quality Assurance Strategy

When: September/October 2025

Lead Partner: IRENIA, Spain

Idea: Blog Post drafted by the responsible project partner, that explains how we do quality assurance, written in a way that's easy to understand for all target groups and people with different language skills. We want to lower the barriers and make these project management practices more accessible as examples of best practice.

3. Completion of the Needs Analysis & Presentation

When: November 2025

Lead Partner: EJBW Weimar, Germany

Idea: Prepare the key findings as appealing infographics and/or text and use blog posts to back up the necessity of the project with data. This positions us as a project that listens.

4. International Project Meeting No. 2

When: 10-13.12.2025

Lead Partner: EJBW Weimar, Germany

Idea: Show how we are responding to the collected data and how we are developing the final design of the training modules. This creates transparency and credibility.

5. International Lobbying Training for Delegates

When: 14-18.01.2026

Lead Partner: KIRKO SE, Greece

Idea: Introduce the participants, provide insights into the methods, let trainers have

their say. Strong pictures and short video interviews ("What I am learning here to...") bring the empowerment aspect to life.

6. **Multiplier Training for Local Lobbying**

Time: 14-19.02.2026

Lead Partner: Internationales Forum Burg Liebenzell, Germany

Idea: Showcase the training of the local multipliers. Focus on empowerment and the snowball effect. Storytelling about the motivation of the future multipliers is particularly effective here.

7. **International Project Meeting No. 3**

When: Spring 2026

Lead Partner: Szubjektív, Hungary

Idea: Report on the topics of the meeting, publish teasers on the content of the upcoming training sessions, and highlight the expertise of the responsible partner organisations.

8. **International Project Meeting No. 4**

When: Spring/Summer 2026

Lead Partner: KIRKO SE, Greece

Idea: Evaluation of the multiplier training and planning of the next major steps (local lobby trainings, social media trainings). Communication can bridge the gap from the theory of the training to practice.

9. **Local Lobby Training in Germany**

When: Spring 2026

Lead Partner: (To be clarified)

Idea: Important proof of concept. Collect and share reports, photos, and success stories to show that the concept works and that the knowledge is being applied in the local context.

10. **Local Lobby Training in Greece**

When: Spring 2026

Lead Partner: KIRKO SE, Greece

Idea: Present the specific topics and faces of the Greek training to show the diversity of local challenges and to honour the work of the partner organisations on the ground.

11. **Local Lobby Training in Hungary**

When: Spring 2026

Lead Partner: Szubjektív, Hungary

Idea: Demonstrate the European dimension by reporting on the Hungarian approach, the goals of the partner organisation, and the specific methods used to strengthen local advocacy work.

12. Local Lobby Training in Italy

When: Spring 2026

Lead Partner: Associazione Interculturale NUR, Italy

Idea: Underline the reach of the project and showcase the project achievements as well as the work of committed young people from Sardinian civil society.

13. Local Lobby Training in Portugal

When: Spring 2026

Lead Partner: YouthCoop, Portugal

Idea: Highlight the work of the Portuguese partner and show how the young participants are empowered to get involved in their community. Each country provides a unique story for our pan-European narrative.

14. Local Lobby Training in Spain

When: Spring 2026

Lead Partner: IRENIA, Spain

Idea: Complete the picture of the Europe-wide grassroots movement that is being created by our project. The sum of these local reports will impressively demonstrate the impact of the multiplier approach.

15. Sending Delegates to European Events & Advocacy Meetings

When: Summer 2026 to May 2027

Lead Partner: IBB e.V., Germany

Idea: A strong, recurring occasion for communication. Accompany the trips of our delegates with media coverage (live reports, diaries) to show that young people's voices are being heard where concepts are developed and discussed, and while decisions are made.

16. Local Lobby Activities from each of the Consortium Partners

When: Summer 2026 to May 2027

Lead Partner: Respective partner

Idea: Another recurring occasion that shows the continuous work on the ground. Every partner organisation has to report on the local lobby activities their young participants have been implementing after the local lobby training.

17. International Project Meeting No. 5

When: Summer/Autumn 2026

Lead Partner: Associazione Interculturale NUR, Italy

Idea: Evaluate the results of the first major training courses and plan the support phase for the lobby actions (WP7) in concrete terms. Summarise the successes of the first training phase and provide an outlook on the upcoming practical actions.

18. **Social Media Advocacy Training No. 1 (Kick-off)**

When: Summer 2026

Lead Partner: Associazione Interculturale NUR, Italy

Idea: The start of the series. We can publish teasers on the content and introduce the participants. A good opportunity, for example, to ask the community a question that will be dealt with in the training to generate interaction.

19. **Social Media Advocacy Training No. 2 (Insight)**

When: Summer 2026

Lead Partner: Associazione Interculturale NUR, Italy

Idea: The middle of the series. We share a central learning or a particularly strong quote from the training and ask the participants to post a first practical exercise on their channels and collect it under a hashtag.

20. **Social Media Advocacy Training No. 3 (Wrap-up)**

When: Summer 2026

Lead Partner: Associazione Interculturale NUR, Italy

Idea: The conclusion of the series. We summarise the most important results, create a small online gallery with the best "test posts" from the participants, and thus give the symbolic starting signal for their own online campaigns.

21. **Final International Project Meeting No. 6**

When: April/May 2027

Lead Partner: Jugendakademie Walberberg, Germany

Idea: The grand finale. Summarise the most important successes (for example, "This is how many young people we reached", "These were the political successes") and publish a comprehensive final report, a press release, and a social media campaign under the motto "What we have achieved together".

9. Practical Tools & Guidelines

This chapter bundles concrete tools and formal requirements that are important for the implementation of our joint public relations work.

Central Project Website

The official landing page for the project, where key information and publications are bundled, is youth-voices.eu. Where appropriate, please link to this page.

Hashtags

To ensure that our content can be found online and linked together, we use the following hashtags for all relevant social media posts:

- #youthvoices
- #youthvoicesrising
- #generationeurope
- #genetheacademy

Funding Notice & Disclaimer

As a project co-funded by Erasmus+, we have an obligation to acknowledge the support of the European Union in all publications (regardless of the medium).

On websites and in print publications, the "Co-funded by the European Union" logo must be included. The logo is available in a horizontal and a vertical form and can be downloaded in different languages here:

- English: https://ec.europa.eu/regional_policy/sources/information-sources/logo-download-center/co-funded_en.zip
- German: https://ec.europa.eu/regional_policy/sources/information-sources/logo-download-center/co-funded_de.zip
- Italian: https://ec.europa.eu/regional_policy/sources/information-sources/logo-download-center/co-funded_it.zip
- Portuguese: https://ec.europa.eu/regional_policy/sources/information-sources/logo-download-center/co-funded_pt.zip
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- Spanish: https://ec.europa.eu/regional_policy/sources/information-sources/logo-download-center/co-funded_es.zip

Furthermore, a disclaimer should be included, especially in longer publications. The name of the European Union should always be written in full. Please use the following or a similar text:

English: "Youth Voices Rising is a project within the framework of Generation Europe – The Academy, co-funded by the European Union. Views and opinions expressed here are however those of the authors only and do not necessarily reflect those of the European Union, the European Commission or the European Education and Culture Executive Agency (EACEA). Neither the European Union, the European Commission nor the EACEA can be held responsible for them."

German: "Youth Voices Rising ist ein Projekt im Rahmen von Generation Europe – The Academy, kofinanziert von der Europäischen Union. Die hier geäußerten Ansichten und Meinungen entsprechen jedoch ausschließlich denen der Autor*innen und spiegeln nicht zwangsläufig die der Europäischen Union, der Europäischen Kommission oder der Europäischen Exekutivagentur für Bildung und Kultur (EACEA) wider. Weder die Europäische Union, die Europäische Kommission noch die EACEA können dafür verantwortlich gemacht werden."

Local Communication Plans

IBB and the eight partner organisations of the consortium each draw up their own **Communication Plan**, which lists their own plans and responsibilities. IBB provides a simple template for this, which the responsible project managers (or the persons they have appointed with responsibility for the communication tasks) can fill in. The nine plans, together with this framework strategy, make up the overall plan. The plans are intended as living documents that will be further developed during the course of the project.

10. Let's get started

This strategy is our common compass for the two years ahead. It is not a rigid set of rules, but an invitation and a toolbox to make the important work we do in "Youth Voices Rising" visible. Communication is at the heart of this project, because that's how we make sure young people's voices are actually heard. Every story we tell, every method we share, and every action we bring to light is a direct contribution to our common goal.

Let's use this opportunity with creativity, courage, and a joy for experimentation. This strategy is fuelled by the ideas and expertise of each individual partner organisation, which we bundle and make available to all. In this way, we not only produce diverse and effective content across Europe, but also create a coherent overall communication, empowering and reinforcing our efforts and activities.