Using social media with young people: advice for grant holders.

Developed by LINKS YPAG members on 9th August 2018

- Make sure you use the appropriate language that is understandable for the age range
  Tip: ask some of your young people to help you write posts

- Before trying to fully engage youth try to get people to follow/like your page by making visits to youth clubs/schools to get individuals
  Tip: get any young people you already have on board to help spread the word & invite people to join you

- Privacy is key: don't over share personal details
  Tip: you should include a privacy statement on your own social media page about what your expectations are for behaviour online. For example:

- Think about what your message is and this will help you to decide WHERE to post it.
  Tip: check out the LINKS YPAG pros/cons of popular social media platforms.

- Don't be afraid of social media, it's a great way of reaching young people in a way that suits them!
  Tip: for tips on keeping safe and understanding social media platforms check out https://www.net-aware.org.uk/

LINKS Young Person's Advisory Groups Pros/Cons of Popular Social Media Platforms

Snapchat- Pros

- more personal
- more private; can't see who you follow
- very popular with young people
- Can make public stories (about your org/info/event)

Snapchat- Cons

- Young people need to be 'friends' with you to see what you post
- private or public accounts still require young people to 'add as a friend' (Organsation specific account required)

Twitter- Pros

- Gets information out easily
- can retweet messages
- makes connections- suggests other pages of interest

Twitter- Cons

- Most young people not on twitter
- only used if needed by young people

Whats App- Pros

- Good way to communicate to large group of young people
- most young people have Whats App
- Can see everyone who is in the group

Whats App- Cons

- You need people's phone numbers to add them (some people don't feel comfortable giving it out)
- Sharing personal details- safety issues

Instagram- Pros

- Can post a video/photo on story, people will not lose interest
- can be inventive
- growing in popularity amonst young people (some use thisinstead of facebook)
- can put events in 'highlights'

Instagram- Cons

- Need to follow your organisation to see stories
- Algorithm is an issue (order that posts are seen)
- Privacy- friends can see who you follow

Facebook- Pros

- A good starting point
- good for creating events, sharing posts
- can share videos
- easy to promote awareness
- can tag people in posts
- must stay public (but can have private 'closed groups')

Facebook - Cons

- Younger teens/children less likely to engage with it (13+)
- No clickbait
- New algorithm - may not see posts