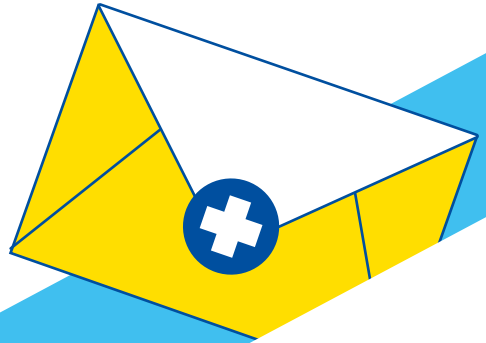


First Aid guide: convincing young people to vote for EU values



Since 2020, the Civil Society Hub, consisting of 29 individuals from 22 civil society organisations across 13 European countries, convenes to address populist movements and uphold liberal democratic values. The Hub focuses on enhancing the quality and innovation of projects related to these issues across Europe, fostering collaboration among its members.

In 2023, they collaborated to collect insights and conduct online surveys, culminating in the development of recommendations for the “Go to Vote for European Values” campaign. This initiative aims to mobilise young voters and undecided individuals, encouraging them to support the shared values of Europe through their vote.



Recommendations to civil society campaigners for effective communication with young people

01 IDENTIFY YOUR TARGET AUDIENCE AND IMPLEMENT A TARGETED OUTREACH STRATEGY:

- Prioritise engaging first-time voters aged 16-18 and young adults aged 18-24, as these age groups have the highest absenteeism rates in past European elections.
- Address specific concerns and challenges they face, emphasising the impact of the upcoming elections on their lives.
- Counteract potential voter apathy and disinformation with fact-based messages from reliable sources.



02

DEVELOP YOUR CAMPAIGN IN COLLABORATION WITH YOUNG PEOPLE



Remain adaptable and open to feedback from young individuals and youth organisations.

Create mechanisms for ongoing dialogue to understand evolving preferences, ensuring sustained engagement with young people in the democratic process.

If young people are engaged in campaigns, they are more likely to feel represented and motivate others to participate.

03 KEEP YOUR MESSAGING PRACTICAL

- Inform young people about their civic rights and duties without moralising.
- Inform young people about concrete actions they can take to make a difference in issues that matter to them, which includes voting in elections.



04

USE RELATABLE MESSAGING IN YOUR CAMPAIGN



- Connect EU achievements to familiar pop culture references to make it easier for young people to remember.
- Use creative visuals to simplify complex topics and make them memorable.
- Participate in social media trends to communicate your message.

05 LEVERAGE SOCIAL MEDIA PLATFORMS TO DISSEMINATE CLEAR AND CONCISE INFORMATION

05

about the European Parliament elections, including when to vote, how to vote, and why to vote.

- Use social media platforms relevant to young people, such as Instagram, TikTok, and Snapchat.
- Create engaging videos featuring young people to connect with your audience.



06

ENSURE ACCESSIBILITY OF YOUR MESSAGING



- EU jargon into easy-to-understand language.
- Avoid repetitive messaging.
- Use clear and straightforward language.
- Deliver messages through diverse communication channels to ensure broad reach.

07 DEVELOP AND IMPLEMENT EDUCATIONAL INITIATIVES, WORKSHOPS, AND CRASH COURSES

07

in schools and local communities to inform young students about the European Parliament elections.



