

# Top tips on how to make youth social action more accessible

In #iwill week 2022, seven youth voice teams from seven different funders came together to share with funders how to make youth social action more accessible. Please find below their top tips.

**Connect youth voice teams across organisations** so that young people can see how they are involved in a movement on a larger scale. If you haven't already, we would encourage all young people to become #iwill champions to connect to others across the #iwill movement - [iwill.us20.list](https://iwill.us20.list)

**Think about how young people are hearing about your opportunity** - is it accessible to all young people?

Here are some things to consider:

- Advertising – make sure you advertise where young people are. For example, social media, bus stops and in youth centres / colleges / schools
- Role models – think about using young people in the local area and from previous programmes
- Run live sessions / webinars before programmes begin so young people can understand what youth social action is
- Offer support – remember to support people with the first steps into the programme.

**Think about how you are talking about your opportunity.** Explain what youth social action is and how it relates to young people's lives. Here are some ways you can do this:

- Create content – showcase what youth social action is in videos featuring young people and current youth voice teams
- Share success stories – including past achievements and case studies to inspire others and highlight what is possible
- Communicate key themes - share all the different themes of social action, for example, health, housing.

**Reduce barriers.** Consider all the different possible barriers and see if they can be removed.

- Think about young people as individuals to help understand their needs. Think about specific needs, for example, young carers and young disabled people
- Look at rural areas and young people who are often side-lined. Think about transport options and representatives working in different regional areas
- Consider digital exclusion and ensure that this is not a barrier to your work
- Think about where and when your sessions are running to make them accessible to the young people you are working with.

**Inspire.** Keep using social media to share engaging content of the amazing work being done by all young people, including, images, videos and infographics. Make sure you research which platforms are most popular with your target audience.

Proudly supporting youth social action



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