

## How the Youth is Engaging Digitally

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### General facts & realities relevant for engaging this constituency digitally, and for the 2020 census:

- Stray away from messages of “duty” and “responsibility” and focus around building power and being “a person who stands up for your community.” Foster the feeling of civic duty, pride, community, and power building without saying “civic duty.”
- Young people are skeptical of the current political landscape, but that can be an asset in framing census participation. Encourage filling out the census as a form of political activism to ensure fair representation and distribution of resources.
- Young people are likely to have not participated in the census before. Simple, educational messages are key to help young people understand what the census is and how to fill it out. For example, young people who do not live at home because of college or otherwise must fill out the census where they currently live, and their parents or guardians should not fill out the census for them.

### Digital strategy recommendations for groups planning to engage this demographic

- Peer-to-peer saturation of social media is helpful, as young people can be skeptical of traditional media gatekeepers, but trust each other.
- Think about spokespeople for reaching young people. Young people are the most diverse generation in history and respond better to people who look like them. Age also matters - an older person lecturing young adults about “civic duty” is not going to feel the same as a young person talking to other young people about ensuring power for your community.
- Authenticity is key. Avoid anything patronizing, including trying to be overly hip, and stick with earnest appeals from trusted spokespeople.
- Allow the young people in your community to guide messaging as young people know how to reach other young people best.

**Contributed by:** Young Invincibles & Students Learn Students Vote Coalition

For more useful information and resources from Young Invincibles and the Students Learn Students Vote Coalition, please reach out to Kathryn at [kathryn.quintin@younginvincibles.org](mailto:kathryn.quintin@younginvincibles.org)



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