

## #YouthPower. It's Down to Us.



## International Youth Day Toolkit

This year world leaders are setting global goals to end poverty, inequality and climate change - but it is down to us make sure those promises are kept. 2015 is a once in a generation opportunity, and as the largest population of young people in history we are the generation with the power to make sure the world keeps its word. This International Youth Day, unleash your #YouthPower with #action2015 for a better future for people and planet.

For more information contact the Youth Action Team at [iydaction2015@gmail.com](mailto:iydaction2015@gmail.com)

## Youth Power. It's down to us.

This year world leaders are making big decisions about the most important issues our generation faces; how they will tackle poverty, inequality and climate change. It is down to us to make sure they make big promises, and to ensure that these promises are kept.

### What's happening?

On International Youth Day over 100,000 young people around the world are taking action, from South Africa to Sri Lanka, Uganda to the UK.

In September world leaders will meet in New York to announce a new set of global goals, the Sustainable Development Goals, which will shape the future of people and planet by ending poverty, inequality and climate change. Then, in December world leaders will meet in Paris to discuss new climate agreements, which could set us on a path for a safer, renewable future.

We are uniting to show world leaders that as the largest population of young people in history, we're the generation with the power to make sure the world keeps its word and delivers ambitious global goals that leave no one behind.

### Take Action!

Want to create a better world for people and planet? Join us on International Youth Day and take action! This guide will tell you more about the different ways to get involved and use your #YouthPower. Whether you share your #YouthPower Pose on social media, organise a flashmob in your community or meet with a government leader, you can make a difference on this global day of action.

You can find out more about events taking place around the world on the [International Youth Day page](#) of the action/2015 website. Planning your own event? Email [youthactionteam2015@gmail.com](mailto:youthactionteam2015@gmail.com) for more information and support.

### And remember...

2015 is a once in a generation opportunity. This International Youth Day, unleash your #YouthPower with #action2015 for a better future for people and planet.



## Take Action Online!

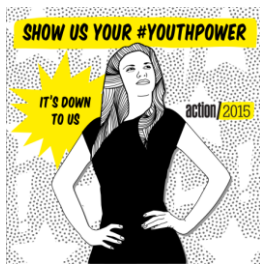
Online action is a powerful way to reach thousands of people around the world. Join us and make an impact with #YouthPower.

### Share the message!

We've created a simple action for young people to do to support action/2015 on International Youth Day – strike a #YouthPower Pose, capture it on camera and post it on social media.

To spread the word far and wide, make sure you and your supporters share these [action/2015 International Youth Day graphics](#) on your social media channels on the morning of International Youth Day. The more young people we reach, the more #YouthPower we have!

You can download all the International Youth Day images [here!](#)



#### Suggested Facebook post:

Show your #YouthPower! Today on International Youth Day, stand proud and call for a better future for people and planet with #action2015. Strike your #YouthPower pose and post on Facebook using #YouthPower and tag your friends to get involved too. Find our more at: <http://www.action2015.org/youthpower>



#### Suggested Twitter post:

Show your #YouthPower! Get the world to keep its promises for a better world! #Action2015 <http://bit.ly/1MoXUTg>



#### Suggested Facebook Post:

We are the biggest generation of young people in history. The biggest generation can make the biggest impact. Today on International Youth Day join action/2015 and show the world the impact that #YouthPower can have. Together we can make sure the world keeps its promises to end poverty, inequality and climate change. #action2015



#### Suggested Twitter post:

As the biggest generation of youth in history we can make the biggest impact using our #YouthPower! #action2015

**Top Tip:** Make sure you use #YouthPower when sharing the graphics so that we can see it and share it! And always include the link to the Youth Power Page:

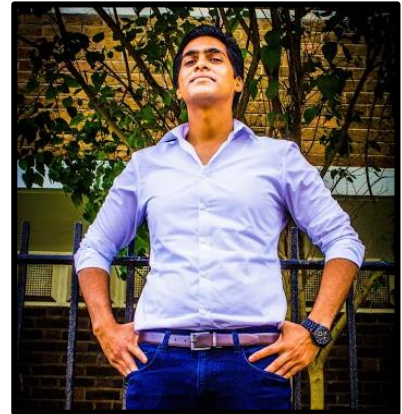
<http://action2015.org/youthpower/>

## Strike a Power Pose!

Around the world young people will show their support action/2015 on International Youth Day by striking a #YouthPower Pose, capturing it on camera and posting it on social media.

Share the [#YouthPower Pose webpage](#) with your supporters and encourage them to get involved by sharing their own #YouthPower photos on social media using #YouthPower.

Young people have the power to make sure world leaders keep their promises. Join thousands of us around the globe by striking your #YouthPower Pose and sharing it on Facebook, Twitter or Instagram to show the world the impact #YouthPower can have!



### Top Tips for Awesome #YouthPower Photos!

- Take the photo from a low-angle, looking up
- Make sure you're doing your best power pose looking right in to the camera, with your chin up, looking proud to be part of this amazing campaign!
- Try to take the photo outdoors (during early morning or late afternoon if possible)

Once you've taken your photo, share it on Facebook, Twitter and Instagram! Make sure you use #YouthPower and tag @action2015youth in your photo so that we can see it and share it!

### Suggested Tweets for Own #YouthPower Photos:

- I'm using my #YouthPower to make sure my government achieves the global goals to end poverty! #action2015
- With my #YouthPower I'm making sure the world takes action to end climate change! #action2015
- With #YouthPower we can make sure global goals to end poverty, inequality & climate change are successful #action2015

## Take Action Locally!

Physical mobilisation and activities are a fun and engaging way to take action and make an impact. Whether you're planning a rally, march, flashmob or workshop, join us and show just how great #YouthPower is!

### Empower Young People! #YouthPower Workshop Plan

Young people have the power to make sure world leaders keep their promises – let's make sure they have the knowledge too.

Join hundreds of young people in delivering an action/2015 Youth workshop on International Youth Day. Use our [workshop plan](#) to run an engaging and interactive session explaining why 2015 is such an important year and the crucial role that young people have to play.



#### Top Tips:

- Run your session at a local school or youth group in your community
- Use the power of peer-to-peer learning and reach out to young people in your community to help lead the workshop
- Invite your local government leader to attend your workshop and invite them to discuss the important role young people have to play

### Get Decision Makers Talking!

Young people have the power to hold their leaders to account. Put this into action on International Youth Day and arrange a meeting, discussion or debate with a local or national leader - from a local member of government to a national Minister of Youth.



Leaders at all levels will be responsible for implementing the new global goals, from national leaders to those working locally in your community. Arrange a meeting for young people to discuss with their leaders why the global goals are so important, and to share their thoughts on how young people can make sure we achieve them.

#### Top Tips:

- Ensure the meeting is interactive and engaging for young people by making sure they have the opportunity to ask their leaders questions
- Invite the media – this is a great opportunity for them to report a positive story about young people creating positive change

## Amplify Your Action!

We want to show the world the amazing action that you're taking! Make sure you post photos of your action online as it happens so we can share them with the world.

### Sharing content online

On International Youth Day a team of 35 brilliant young volunteers will be taking part in an online hackathon, tracking all your International Youth Day activity on Facebook, Twitter and Instagram and sharing it with the wider world.

They will be reaching over 500,000 people around the world online and sharing your actions with them, so make sure that you post lots of photos on social media for us to share!



#### Top Tips:

- For everything you share online on International Youth Day, always use **#YouthPower** and **#action2015** and tag **@action/2015 Youth** when you post your photos, videos and updates on social media
- Post in 'real-time' – make sure that you are posting photos from your event as it happens so that we can share them straight away
- Make sure you follow action/2015 Youth on [Facebook](#), [Twitter](#) and [Instagram](#), and tag us in your posts!
- Tag your national leader in your photo to show them your #YouthPower

### Capturing Content

Let's show the world how great your activity truly is! Use these top tips to get great photos on International Youth Day.

#### Top Tips:



- Make sure someone is specifically assigned to take photos on the day; this way you'll know all your great moments are being captured
- Aim to get a 'key photo' that sums everything up: this image should show someone who knows nothing about your activity exactly what's going on
- Get action shots of young people smiling and having fun whilst taking part in your activity, these will show the energy of the event
- Try and get everything necessary in one shot: branding, young people and your action!

**Remember:** After International Youth Day don't forget to [officially log your action](#) with action/2015!