YEAR OF YOUTH COMMUNICATIONS TOOLKIT

By Youth Communication Taskforce
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At the Commonwealth Heads of Government Meeting 2022, leaders declared 2023 a year dedicated to youth-led action for sustainable and inclusive development. Year of Youth was officially launched in January under the theme *Youth as co-creators of peaceful and sustainable Commonwealth futures.*

The Commonwealth Year of Youth’s mission will be achieved by accomplishing the following aims:

1. **Energise:** The inclusive participation of young people and youth partners throughout the Commonwealth to celebrate the contributions of young people and deliver a wide-ranging programme of activities.

2. **Empower** young people by building their capacities for leadership, collaboration and co-creation of inclusive solutions to address challenges in development, democracy, diversity and peace.

3. **Envision** a renewed Commonwealth championed by young people creating a common agenda.

4. **Engage** key decision-makers and partners to increase investment in creating an enabling environment for youth empowerment through a revitalised Commonwealth Youth Programme and strengthened youth-led networks and initiatives.

Please use this toolkit to spread the word about #YearofYouth
WHY IS THE YEAR OF YOUTH IMPORTANT?

The Year of Youth is all about recognising the vital role that young people play in shaping the future of our world. It's a time when young changemakers, civil society and governments come together to support and empower young people through a variety of initiatives.

Envisioned by young change-makers, a vibrant, year-long program is taking shape, set to ignite enthusiasm across the Commonwealth's 56 member countries. From local communities to the grand stage of the pan-Commonwealth, these gatherings will spark friendly competition, celebrations of success, and a shared determination to facilitate positive change in their communities and beyond.
FOUR WAYS TO GET INVOLVED

1. **Year of Youth 2023**
   - If your organisation would like to propose a Year of Youth activity and collaborate with the Commonwealth Secretariat, please complete this form.
   - [Expressions of Interest](#)

2. **Start a Youth Club**
   - Set up a Youth Club called the Fifth Space, in a school or in your community.
   - [Download the manual](#)

3. **Commonwealth Youth Network**
   - Join a Commonwealth Youth Network.
   - [Join a network](#)

4. **Commonwealth Professional Association**
   - Join a Commonwealth Professional Association or Society.
   - [Learn more](#)
We’re delighted to reveal the Year of Youth logos for 2023-2024, each capturing the vibrant energy of our youth community.

We encourage you to download the logo featuring the distinctive strip, as it embodies the dynamic essence of this year.

However, feel free to choose any logo that resonates with you, as they all symbolise the enthusiasm and creativity of our youth. Let’s celebrate together and make this Year of Youth memorable!
SHARE THE BUZZ: POST THE YEAR OF YOUTH ENERGY WITH OUR CAPTIONS!

You can share the sample captions on all of your social media platforms to help promote #YearOfYouth.
2023 is the #YearOfYouth

- 50th anniversary of #CommonwealthYouth, supporting member states to empower young people
- 10th anniversary #CommonwealthCharter
- Mid-point to 2030 for achieving the #SDGs

Learn about Year of Youth: https://thecommonwealth.org/our-work/youth/2023

The #Commonwealth Heads of Government declared 2023 the #YearOfYouth: youth-led action for sustainable and inclusive development.

Learn more about #CommonwealthYouth Programme, which has been supporting member countries for 50 years: https://thecommonwealth.org/our-work/youth
The #Commonwealth Secretariat works across all 56 member countries to:

- Protect the environment
- Boost trade
- Promote democracy, good governance and rule of law
- Develop society and #CommonwealthYouth support small states

#YearOfYouth

Here are some quick #Commonwealth facts:

- made up of 56 countries
- Spans across 5 regions
- Over 2.5 billion people
- 60% are under the age of 30

Follow @comsecyouth for more updates.

#YearOfYouth
More than 1.5 billion people in the #Commonwealth are under the age of 30.

@CommonwealthSec's Youth work has supported member countries for nearly 50 years.

⬇ Discover more about #CommonwealthYouthNetwork.

@ComSecYouth | #YearOfYouth

Young people have the potential to lead change and are a vital investment now and in the future.

Discover more about #CommonwealthYouth work ⬇

@ComSecYouth | #YearOfYouth
2023 is the #YearOfYouth! Last year, #Commonwealth Heads of Government declared 2023 the year for youth-led action for sustainable and inclusive development.

This year it is also:

50th anniversary of #CommonwealthYouth, supporting member states to empower young people

10th anniversary the signing of the #CommonwealthCharter

The mid-point to 2030 for achieving the UN #SDGs

Learn about @Commonwealth_Sec Year of Youth: https://thecommonwealth.org/our-work/youth/2023

60% of the #Commonwealth's 2.5 billion citizens are under the age of 30.

These 1 billion young people can help us deliver our promise of a better world.

Discover more about #CommonwealthYouth work ⬇️

#YearOfYouth | @ComSecYouth
#YearOfYouth will help young people and partners develop and implement youth-led and youth-focused activities.

#YearOfYouth will deliver at least 50 special pan-Commonwealth, regional or national initiatives and events led by the Commonwealth Youth Programme, Commonwealth Youth Council, Commonwealth Youth Networks, and Commonwealth Accredited Organisations with the support of their partners.
#YearOfYouth will provide learning and upskilling opportunities for at least 20,000 young people and 5,000 youth development policymakers and practitioners including on leadership, entrepreneurship, digital skills, youth development mainstreaming, participation, and inclusion, safeguarding and evidence-based policymaking, grant-making, and financing youth development.

#YearOfYouth will recognise, celebrate and award at least 50 young people for their contributions to the attainment of the Sustainable Development Goals through the Commonwealth Youth Awards and the launch of a Digital Spotlight series on young people excelling in work on peace, democracy and development.
#YearOfYouth will increase youth access to Commonwealth decision-making processes through youth representation and participation in at least 5 high-level intergenerational dialogue sessions with Commonwealth Heads of Government, the Secretary General, Ministers and senior government officials.

#YearOfYouth will create new opportunities for youth skill-building and advocacy for youth development through at least five regional youth summits/conferences led by youth networks and councils and at least one pan-Commonwealth conference on youth development work.
Here are few quotes that you can use in your captions
Empowering young people with the tools and resources to become change makers in their own right is crucial to building a fairer, more equitable world for all."

Rt Hon Patricia Scotland KC, Secretary-General of the Commonwealth (from her speech at the Commonwealth Youth Forum, April 16, 2021)
NOW IS THE TIME TO ACT!
Youth as a positive changemakers-
Your family, society, and country
need’s you. Taking Charge of the
Future with Unity in Diversity.

Kim Allen, Chairperson,
commonwealth youth council (from
his speech at the Commonwealth
Youth Forum, June 19, 2022)
“One child, one teacher, one pen, and one book can change the world.”

Nobel Peace Prize recipient Malala Yousafzai, who fights for every girl's right to education and a life of freedom.
“We’re not drowning, we’re fighting.”

Samoan young climate activist Brianna Fruean addressing world leaders at the opening of COP26
"The future of Africa lies in the hands of the youth. They are the ones who will lead us towards progress and development."

Paul Kagame, President of the Republic of Rwanda
When you empower young people, they can change the world.

Kofi Annan, former UN Secretary-General (from his speech at the International Youth Day celebrations, August 12, 2008)
YOUR INVOLVEMENT COUNTS!

Help spread the word #YearOfYouth by using our filter.
Instagram Filters

Instagram filters are fun and interactive ways to engage the youth and can help generate buzz and excitement around the event, increasing its visibility and reach on social media.
We are changemakers!

Sample Instagram Filters

I AM AT COMMONWEALTH YOUTH GAMES

We are changemakers!
How to use?

Use the filter on your selfies.

Use the Hashtag #YearOfYouth and tag the Commonwealth Secretariat Account and Commonwealth Youth Account
SOCIAL MEDIA CHALLENGE

Dive into the #YearOfYouth Challenge and help us spread the word. Snap, share, and let's make waves together!
Creative Video Contest

Challenge #1

It encourages user-generated content, where participants create and share their own content related to the event, which can help to promote the event's messaging of empowerment, positivity, and engagement.
#YouthVoicesUnite

Challenge #2

Encourage participants to create short videos expressing their thoughts on a specific topic related to the event or a broader social issue. This could spark meaningful conversations and connections.
1. Create a video highlighting [insert theme].
2. Your video must be no longer than [x mins] in length.
3. Post your video on social media (Social Platforms) and tag it with #YearofYouth #CommonwealthYouth and #[Insert your organisation's hastag].
4. Ensure your post is set to public so we can see it.
5. The deadline for submissions is [insert date].
6. Winners will be announced on [insert social media platform] on [insert date].
Social Media Accessibility

Captions and transcripts for videos
Captions and transcripts make videos accessible for Deaf and Hard of Hearing users.

ALT Text for images
Provide alternative text descriptions for images so that screen readers can describe them for visually impaired users.

Closed captioning for live events
Use closed captioning or sign language interpreters for live events so that Deaf and Hard of Hearing users can participate.
Accessible websites and social media platforms

This includes using colour contrast, clear fonts, and accessible navigation tools.

Accessible Hashtags

Use CamelCase to make hashtags easier to read for screen readers.
Hashtags

The main hashtags to include in all posts are 
#YearofYouth and #CommonwealthYouth.

We also use the following:

#Commonwealth
#CommonwealthSecretariat
#CommonwealthDay

Accounts

You can follow us for more updates on.

Commonwealth Youth

Commonwealth Secretariat
CONTACT US

Follow #CommonwealthYouth on Twitter and Facebook