Inter-Parliamentary Union
1889
For democracy. For everyone.

International Day of Democracy 2014

Engaging Youth On Democracy

No

Yes

#DemocracyDay

September 15 2014

## Notes for a social media campaign

The Inter-Parliamentary Union (IPU) is the international organization of parliaments.

The IPU is committed to promoting democracy by strengthening parliaments as democratic institutions.

In September 1997, the IPU adopted the Universal Declaration on Democracy.

Ten years later, on 8 November 2007, the United Nations General Assembly adopted resolution 62/7 declaring

15 September

the **International Day of Democracy**…
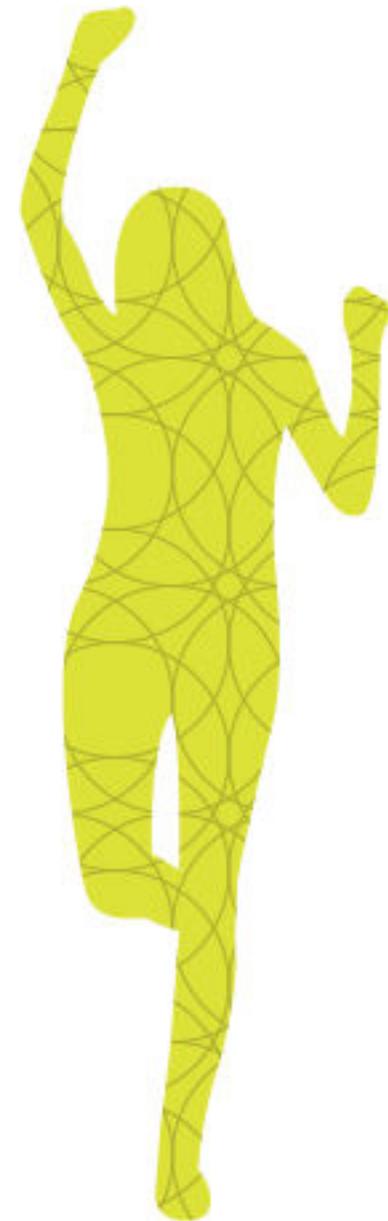
ENGAGING YOUTH ON DEMOCRACY

- Young people between 15-25 years of age represent 20 per cent of the global population, but recent IPU research showed parliamentarians between 20-40 years of age accounted for just 12 per cent of all MPs.

- Voter turnout among young people across all regions of the world is also worrying.

- Despite a drop in electoral participation among youth, young people have been at the forefront of several recent mass movements for democracy and socio-economic rights.

The use of **social media** to make their voices heard is also a vital and growing force for change.
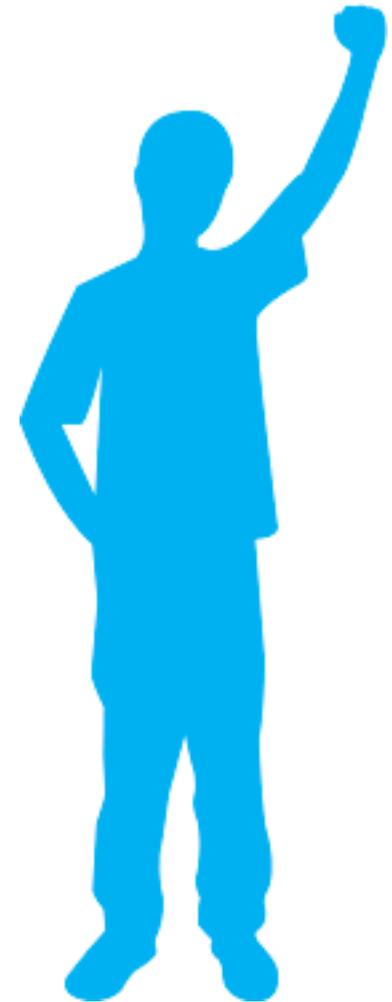
#DemocracyDay
Social Media campaign

GOALS:

- Encourage leaders & parliaments to put young people on the political agenda and take steps to interact with them
- Boost youth engagement in democratic processes

➤ Spread the word with hashtag **#DemocracyDay**
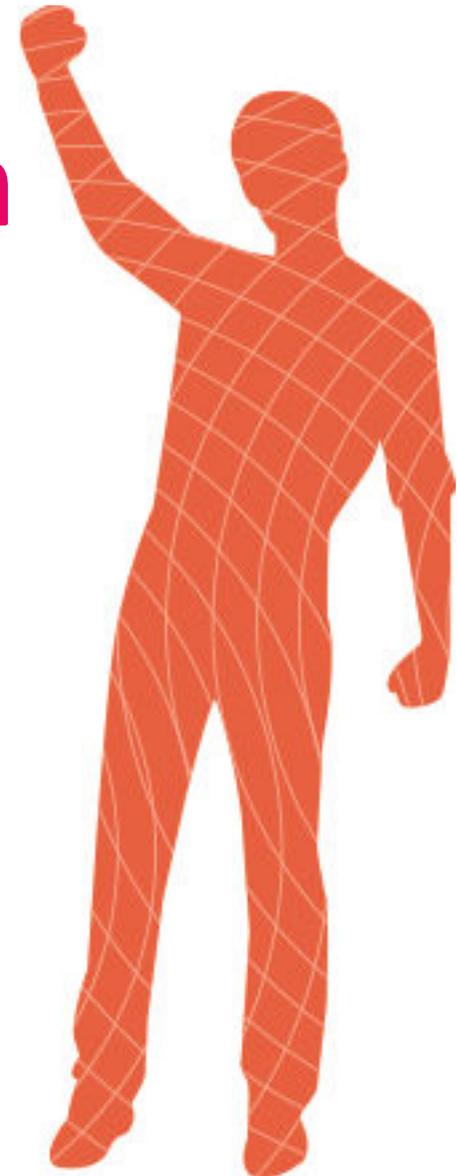
What you can do

Engage on Facebook and Twitter
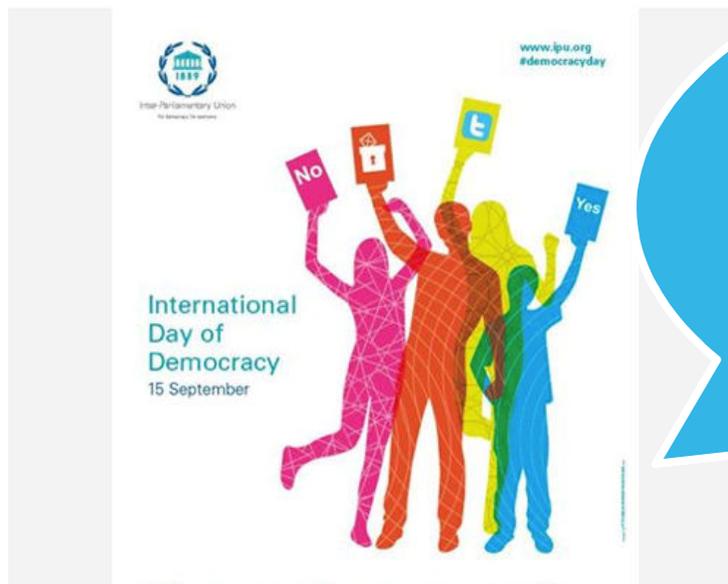
INTERACT

Participate in the discussion by answering and asking questions about youth and democracy

What you can do

Messaging for Facebook and Twitter

- Share your knowledge and insights on youth issues. For ex:
  - Your research (youth participation #s in your country, facts and figures)
  - Experiences you, your organization or your country has with youth involvement

- Encourage parliaments, organizations and youth to take action on youth political participation with social media messages. Topics to discuss may include:
  - aligning the minimum voting and election candidate ages,
  - establishing youth quotas in electoral laws for parliamentary representation
  - investing more in political and civic education for school children
  - quotas for young candidates in political parties
  - regaining trust in politics among disenfranchised youth

What you can do

"ENGAGE FOR CHANGE!"
2014 Democracy Photo Contest

Spread word of the Democracy contest on your channels

What you can do

Share Event Materials

- Hold an event and collect pictures, quotes, stories (see www.ipu.org/idd)

- Try to get good-quality close-ups of youth faces and quotes about what they do to engage in democracy

- Send us your materials

at contest@ipu.org

- We'll share your

experiences on

social media

What you can do

Get started

- Join the campaign with the hashtag #DemocracyDay
- Engage on
- www.facebook.com/internationaldayofdemocracy
- www.twitter.com/Democracy_Day
- Photo Contest: www.facebook.com/events/1503875973186342
- Share stories from your events
- *Visit the Website:* www.ipu.org/idd

Access materials including photos and social media messages http://goo.gl/NBr1S7