EYP Toolkit European Elections 2024

#YOUthVote4Europe: Amplifying Young Voices in the European Elections

Content

Introduction

The upcoming European elections, taking place from **6-9 June 2024**, are a major milestone for European democracy and will shape the future of Europe for the years to come. Promoting active citizenship is at the core of the EYP's mission and we want to make sure that young voices are heard in the process.

In line with our mission, the **#YOUthVote4Europe: Amplifying Young Voices in the European Elections** campaign aims to mobilise young people, in particular young Europeans between 16-24 years old to take part in democratic life and perform active citizenship by exercising their right to vote.

This toolkit is designed to give EYP National Committees and Members a starting point to get involved in the YOUthVote campaign and to support you in your outreach and communication activities. It further serves the goals of streamlining and connecting activities in the EYP network to multiply impact of the campaign.

On the following pages you'll find useful **resources, templates, social media graphics** and **a catalogue of ideas and formats** (more info from page 6 onwards, **upload your campaigns via this form**) to support your communication activities and grassroots campaigns on the European elections, which can focus on multiplying existing communication outputs and assets or starting completely new formats.

Please note that we will publish an updated version of this toolkit in around 4 weeks, which will include further templates and ideas! You are welcome to reach out with any questions or additions to communications@eyp.org.

Next to **mobilising the EYP community in your events at the national, regional and international level,** we encourage you to reach young target groups by exploring **new channels, innovative campaigns and formats.**

Whilst this toolkit focusses on the European elections 2024, it can also be applied to similar campaigns for young voter mobilisation in upcoming national and local elections.

Why is it important for the EYP to communicate about it?

As a pan-European network that wants to empower a young generation of informed, open-minded, responsible, and active citizens that shape society and drive impact and that wants to profile itself as a catalyst for active citizenship, the EYP is uniquely positioned to mobilise youth to vote in the European elections 2024. As established in the EYP communication Strategy, active citizenship is one of the topics we can confidently advocate for. For other topics and generally, please refer to the EYP Communication Strategy and EYP Policy on Communication.

How do you communicate as an actor of the EYP network?

We are aiming to convey a message of an inclusive organisation where every young person is welcome – try to consider this in all aspects of your outreach campaign. Please see the communications manual, administrative accessibility guidelines, and communication strategy for more information. For further recognisability and ultimately impact of the campaign, please keep in mind colour codes, fonts and "rules" as outlined in the Styleguide.

What makes a good social media campaign?

- Research the context in which you are launching your campaign

- Start with a clear strategy and plan
  - Clear goals and metrics

- Set-up infrastructure (what are your software / capacity / budgetary /…etc needs?)
- Have a clear timeline and assign team responsibilities ([Content plan template](#))
  - Communicate change as **normal not special** or necessary (e.g. more and more people now do this…)
  - Provide context
    - Connect your campaign to current events
    - Show them how your story **connects** with their life
    - Understand your role within "wider movement"

- Focus on storytelling and messaging
  - Tailor key message(s) + tone of voice to your target groups on different channels
  - Make it relatable
  - What are your concrete wishes for the future?
  - Bring in individual and organisational, local / national / European / global perspective - your personal story on Europe and active citizenship is what is interesting!
  - Create spaces for people to **engage and share** their perspectives
  - **Listen** to what people have to say
  - State a **clear call for action**
  - Content should be accessible and diversity-sensitive, tailored to specific audiences
  - Create personas: What does your target group do in their everyday lives, what are their interests
  - Plans in advance which emotions does it invoke in people, hope / laughter / guilt / memorable
  - Different campaign elements are clearly connected and make sense when "put together" (in terms of topics but also in terms of branding (visual and other!):
  - Recognisability
  - Consistency
  - Track implementation and evaluate success throughout the project cycle.
  - Be flexible and adjust if needed.

YOUthVote4Europe campaign

Target group

Young/ first time voters in the European elections 2024.

Ideas how to target and frame your campaigns

- Break the bubble – try to engage citizens from rural areas and disadvantaged background.
- Empower: create platforms for young people to engage with the EU and policymakers
- Humour
- Think Europe act local
  - Translate for instance in your native language
- Bring in personal and diverse perspectives
- **Call for action: YOUthVote on 6-9 June 2024**

Hashtags

#YOUthVote #EYP #UseYourVote #YoungEurope #EE2024

Key Messages

- Voting as….
  - fundamental aspect of the democratic process and practicing active citizenship.
  - a way to safeguard democracy!
- The EYP is a network that works as a catalyst for active citizenship.
- The EYP is a hub where you can meet other young, passionate people and create friendships across borders.
- In the EYP, young people get to experience Europe in all its diversity by meeting youth from different backgrounds, cultures, and countries.
- The EYP acts as a catalyst for young people to develop themselves and provides them with the tools and skills needed to engage in society.
- What young people gain from EYP: skills, knowledge, friends, travel, experiences, etc.
- We are a hub for passionate young Europeans. Through our non-formal educational practices we've shaped young people's potential in taking action in their communities. We empower active citizens, problem solvers, and young European leaders.
- The EYP is a network that fosters a peaceful European society.

- You can find more in the Communication Strategy.

Format ideas

The European elections 2024 are a major milestone for European democracy - we want to make sure your voices are heard in the process! We're super excited to invite you to participate in shaping the narrative around the upcoming European elections through three exciting formats. Your voices matter, and these initiatives aim to engage you in impactful ways. Here's a brief overview:

1. **My Daily Europe:** Dive into the influence of Europe on our daily lives through the power of social media. Share your personal stories, insights, and perspectives via short videos on platforms like Instagram and TikTok. Let's recognize the significance of elections in shaping policies and regulations that directly impact us all.
2. **What do you MEME?:** Unleash your creativity and humor through memes on Discord! The winners will be featured on social media. This light-hearted approach aims to connect with young audiences and make EU elections more engaging. Challenge stereotypes and biases as you share your thoughts on European topics.
3. **X Reasons to Vote:** Inspire others to participate in the electoral process through powerful imagery and quotes. Invite a mentor, a friend, or an inspiring figure to share their message to motivate first-time voters to realise the importance of their vote!

Together, let's amplify youth voices in the European elections!

Don't forget to tag us and use the hashtags: #YOUthVote #EYP #UseYourVote #YoungEurope #EE2024

Below you can find a more detailed overview and description of the formats. **You could for instance engage with Media Team's at your events and members to start a viral campaign around them!**

The below campaigns serve as inspiration and starting point for you to get involved with YOUthVote, you are not limited to them and are very welcome to come up with different ideas!

1. Campaign title: My Daily Europe

Published on:	• National Committee and/or Members' Instagram (and/or TikTok) • EYP Network Instagram and/or TikTok The series will be featured in the eyp_network highlights and transcribed into a medium article about the mini campaign.
Sharing with us:	Don't forget to **share the videos** with us **via this form!**
Format:	Video (Reel or TikTok) Around 60 - 90 seconds (it can also be shorter or longer and depends on the message you'd like to convey!)
Objective:	Showcase / Recognise how Europe influences daily life through elections, which have the power to shape policies and regulations impacting individuals directly. Highlight the significant role Europe plays in shaping daily experiences on both small and large scales.
Message:	Voting has an impact on youths' lives, so they should vote!
Target Audience:	Young Europeans
Starring:	Active EYP Members (EU & NON-EU), your friends and whoever feels inspired to participate!
Topic(s):	Diverse themes covering different areas and issues that participants care about!
Activity Description:	Each Reel is about a personal story on the role Europe plays in the individual's life. The video should be shared in the feed and in the story of the National Committee and/or member's Instagram, with a call to one or two people to participate in the trend by adding a "your turn" sticker! At the end of your outputs please add a slide with partner logos. Don't forget to tag us as well and use the hashtags: **#YOUthVote #EYP #UseYourVote #YoungEurope #MyDailyEurope #EE2024**
Social media texts	1) 🌟 Introducing "My Daily Europe" 🌍✨ 💡 In this series, we want to show how Europe shapes our lives on both small and large scales. 🌟Let's celebrate the diversity of our experiences and the strength of our collective voice! 🌈✨ Join us by using **#MyDailyEurope #EE2024 #YOUthVote #EYP** and tag us to inspire others with your

	unique perspective! 2) 🌍💼 Exploring How Europe Shapes Our Daily Lives, Even Locally! 🏠EU 😕 From the products we buy to the services we use, Europe plays a significant role in our daily lives! In this episode, ==XX shares their experience on XX==
Resources	• Canva template with partner logos <u>here</u>.

2. What do you MEME?

Published on:	• EYP Discord • Winners will be published on EYP network Instagram and Facebook
Sharing with us:	Via <u>this form.</u>
Format:	Meme/Visual
Objective:	Connecting with a young audience through humour and relatability.
Message:	EU elections are "fun"
Target Audience:	European Youth
Starring:	EYP members
Topic(s):	You can pick up any topic related to Europe or European elections. Please remain respectful and try to challenge existing stereotypes and bias, instead of reproducing them.
Activity Description:	The EYP community is cordially invited to submit memes related to anything Europe or the European elections! All submissions will undergo a thorough review by the International Office and uploaded to the EYP's Discord in a dedicated channel. The EYP Discord community then has a week to vote on their favourites – the most liked 10 will be featured on the EYP network's Instagram and Facebook page.
Inspiration	https://imgflip.com/memetemplates

3. X Reasons to Vote

Published on:	• National Committee and/or Members' Instagram (and/or Facebook, X) • EYP Network Instagram (and/or Facebook, X)
Sharing with us	<u>via this form</u>
Format:	Photo + Quote
Objective:	Encourage and inspire individuals to vote!
Message:	Go vote!

Target Audience:	Young voters, first-time voters, or individuals who may feel indifferent or apathetic towards voting
Starring:	People that you work with (such as a Mentor, or inspiring person, from EYP or another part of your life)!
Topic(s):	Diverse perspectives and motivations behind individuals' decision to participate in the voting process (civic responsibility, the impact of individual votes, the importance of representation, etc.)
Activity Description:	Publishing a picture and inspiring quote mobilising first time voters, to take part in the European elections on your social media. The picture should be published in the Instagram feed and the story of the National Committee and/or member's Instagram, with a call to one or two people to participate in the trend. We will then share it on EYP network's Instagram stories, so don't forget to tag us and use the hashtags: **#YOUthVote #EYP #UseYourVote #YoungEurope #EE2024** You may also choose to publish this campaign on other channels than Instagram, such as Facebook and/or X, to boost your reach there.
Resources	- Email template to reach out to people here. - Canva Template for "X reasons to vote" social media posts here. - Slide with partner logos here.
	1) 📦✨ Calling all young voters! It's time to make your voice heard in the European elections! EU🛡️ Feeling unsure about voting? We get it. That's why we're here to inspire you alongside some incredible individuals who are making a difference in our community. Check out this powerful message from [Mentor/Inspiring Person's Name] about why voting matters: "Every vote counts. It's our chance to shape the future we want to see. Don't underestimate the power of your voice!" 💥📦 #YOUthVote #EYP #UseYourVote #YoungEurope #EE2024 2) "Every vote counts. It's our chance to shape the future we want to see. Don't underestimate the power of your voice!" says [Mentor/Inspiring Person's Name]. Let's join hands and show up for our future. Tag a friend who needs a little push to the polls and spread the word! Together, we can make a difference. 💪🌍 #YOUthVote #EYP #UseYourVote #YoungEurope #EE2024

Social Media Posts

Here you will find a selection of visuals for social media posts that you are free to use! **Please remember to COPY the CANVA Designs before adjusting them, so that everyone can make use of the templates.** You are not limited to these designs and invited to let your creativity flow,

keeping in mind the EYP Visual Identity (Communication [Manual](#) [Styleguide](#) and [Communication Strategy)!](#)

- [General YOUthVote Slide (1080x1080 px, PNG)](#)

- [X Reasons to Vote](#) (1080x1080 px, CANVA template)

- [General social media templates and inspo (1080x1080 px CANVA)](#)

  You can choose from a selection of designs that reflect the visual identity of the YOUthVote campaign and can be easily adapted to what you would like to communicate!

When creating new designs, we would like to ask you to feature the slide with partner logos at the end, as they are supporting and funding the YOUthVote project:

- [General YOUthVote Slide](#) (1080x1080 px, PNG)

- [Instagram story outro (1080 x 1920 px, CANVA template)](#)

- [Instagram story/TikTok/Reel outro (1080 x 1920 px, mobile video, CANVA template)](#)

- [Banners (files)](#)

- [Banners (CANVA)](#)

- [Content plan](#)

Partner mentions

Tags

- European Youth Parliament @eyp_network
- Schwarzkopf Foundation @schwarzkopfstiftung
- European Parliament @europeanparliament @ep_eye
- Bertelsmann Stiftung @bertelsmannstiftung

Feel free to tag other EYP National Committees, decision-makers you engaged with previously, Alumni, as well as the multipliers shown in the next chapter!

Logos

To indicate the initiators and partners of the project, please add the EYP and the Schwarzkopf Foundation logo as well as the EU Emblem and Bertelsmann Stiftung across all communication outputs. You can use [this logotable](#):

INITIATED BY:

Schwarzkopf Foundation
YOUNG EUROPE

EUROPEAN **YOUTH** PARLIAMENT

The Schwarzkopf Foundation is the international umbrella organisation of the European Youth Parliament (EYP).

SUPPORTED BY:

**Funded by
the European Union**

BertelsmannStiftung

All logos can be found in this folder. When using them, please be mindful of general logo useage guidelines (see page 04-13) in the Style Guide Please and in particular the guidance on using the EU emblem and the EU Emblem rules.

Mentioning partners supporting the YOUthVote campaign and tagging important stakeholders of the project will also help to boost your reach and engagement. When creating videos and other outputs – next to adding the logo table, please add the below text at the end.

On communication outputs, please add the below YOUthVote partner text:

YOUthVote4Europe is implemented by the International Office of the European Youth Parliament and is funded by the European Parliament and the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. YOUthVote is further a part of the #NowEurope! project of the Bertelsmann Foundation.

Channels/multipliers to follow

The organisations below are, in one way or another, engaged in (young) voter mobilisation and are worth tagging and reaching out to for collaboration. Many have a particular focus and might be able to contribute further insights to your campaigns!

ORGANISATION	COUNTRY	ORGA TYPE	PROJECT	INSTA	FB	X	TIKTOK	LINKEDIN
EYE	EU	European Youth Event		ep_eye				
Collectif pour un Service Civique	France	NGO	Joint Declaratio	@servi ceciviq	https://www.f	https://twitte	@youSce	
ERYICA	Luxembour g	NGO	Walk The Talk	@walk thetalk			@walktheta lk_eu	https://ww w.linkedin.
FEPS Foundation for European	Brussels	Foundation		@feps _europ	FEPS			
Erasmus Student Network	Belgium (Europe)	NGO	Erasmus Generatio	@esn_i nt				
EFF - European Future Forum	Austria (Transnatio	NGO	Euro Babble	eff_eur openf	Euro Babble	@Euro Babble		
Awe Studio	AMS & BXL	Production Agency		awe__ studio	https://studio			
Cyprus Youth DiplomaCY	Cyprus	NGO		@cypr usyout	https://m.fac	@dplm CY		
C-l'Europe	France	NGO	European School	https://www.i	https://www.f	https://twitte	/	https://ww w.linkedin.
SOLIDARNA Foundation	Croatia	foundation						
FSL, Training and Awareness	Luxembour g	NGO	Vote 4 our Future	@fslux	Fslux Formati			
Young European Movement UK	UK	National youth Org	Embrace Erasmus	@youn geuro	@youn geuro	@youn geuro	@youngeur omove	
Erasmus Mundus Association (EMA)	Brussels	NGO						
Association of International &	Greece (Athens)	Cooperative Group		@odet hgreec	https://www.f	https://twitter.		https://gr.li nkedin.co
European Network of Migrant Women	Brussels / EU							
World Organization of the Scout	Belgium/Eu rope	Youth NGO		@scou tingine	Scouti ng in	@scouti ngeuro		
JEF Europe	Brussels/EU	Youth organisation	EurHope	@jef_e urope				
European Youth Forum	Brussels/Eu rope	Youth NGO		@yout h_foru	Europe an	@Yout h_Foru	@Youth_For um	
Centre for information	Slovenia	Institution	https://w ww.cnvos.					
FNEE - FEDERAÇÃO NACIONAL DOS	Portugal	Youth Organization		@fnee. pt	https:// www.fa			
ENGSO Youth - European Non-	Sweden	Youth NGO		@engs oyouth	@engs oyouth	@Engs oYouth		
EU YOUTH HUB	Greece	Youth organisation		@chris _filopo	Χρήστο ς			
National Youth Council of Italy	Italy	CSO • NGO	EUTH24	@fram archio		https://l inktr.ee		

Election-Watch.EU	Austria	CSO	EP elections				
Civil Society Europe	Belgium/EU	CSO	Civil Society for				
TDM 2000 International	Italy	Pan European NGO	Changemakers	@tdm2000int	TDM 2000		
European Network of Migrant Women	EU/Brussels	NGO/ Platform	AGENCY: Vote With	@migrantwo	@migrantwo	@ENoMW	
SALTO Participation &	Pan-European	NGO	Collection of (EP)	@saltopartici	@SALTOparti	@saltopartici		https://www.linkedin.
The Good Lobby	EU	CSO		@thegoodlob		@thegoodlob	
European Historic Houses	Brussels/EU	AISBL		@europeanhist			
European Network on Religion & Belief	Pan-Europe	AISBL	Connection &	@enorb_eu		@enorb_eu	
Football Players' Association of	Finland	CSO	Empowering	@fpafinland		@fpafinland	
Europa Nostra	Brussels	CSO		@europanost	@Europa	@europanostra		https://www.linkedin.
Civil Society Consulting	U.K.	CSO	Steps to Togethern			@CivilSocietyCI	
European Cultural Foundation	pan Europe	ngo	Cultural Deal for	@europeanc	@EuropeanC	@ECF_tweets	
Romanian Humanist	Romania	Youth NGO	Participation	@asociatiaum	Asociația		
European Students' Union	Belgium	CSO					
Volunteers for Ideas and Projects	Romania	Student NGO		@vip_romani	Voluntari			https://www.linkedin.
YMCA Europe	Belgium	Pan European Youth	https://www.ymcae	@ymca.euro	@ymcaeurop	@ymcaeurop		https://www.linkedin.
National youth council of Slovenia	Slovenia	NYC		@mladinski_s	Mladinski Svet		
#DiasporaVote!	Pan-European	AISBL	EP election	@diasporavo	DiasporaVote	DiasporaVote		https://www.linkedin.
YMCA Europe	Belgium	Pan European Youth	https://www.ymcae	@ymca.euro	@ymcaeurop	@ymcaeurop		https://www.linkedin.
National Youth Forum of Bulgaria	Bulgaria	National Youth Council	League of Young	@nmf_bg	@nmf.bg		
FIMCAP	European	YNGO		@fimcap_eur	@fidelis.stehl		
Lifelong Learning Platform	Pan-European	NGO network of education,		@lllplatform	@lllplatform	@lllplatform		https://www.linkedin.
The Wheel	Ireland	NGO			TheWheelIrel	@The_Wheel_I		https://www.linkedin.

CORE Platform	Malta	NGO	https://core.org.mt/					
Gen, Știri / Forum Aplulum	Romania	CSO					@genstiri	
European Policy Centre	European (Brussels-	Think tank				@epc_eu		
Intercultural Dialogue Platform	Belgium/EU	CSO	https://dialogueplatf	@dialoguepla	https://www.f	https://twitte	-	
European Youth Card Association	EU	NGO	More in 24	@morein24.eu	@morein24.eu		@morein24.eu	
AEGEE-Europe	Pan-European	NGO	Y Vote	@yvoteeu				
Foundation for Youth Awareness	Hungary	CSO		@tudatositfjus				
garagErasmus	Pan-European	NGO		https://www.i	https://www.f	https://twitte		garagErasmus

Further resources

- EYP's page about the project - YOUthVote website

- together.eu is a pan-European platform that encourages everybody to participate in democracy, where people from across Europe meet, get active for democracy together, share knowledge and learn new skills. Do you have an idea for an activity to feature on together.eu? Get in touch with your local EP liaison office!

- On the members platform you can find all communication materials, guides and resources in one place.

- You can download the general EYP Templates for PowerPoint, letters, as well as general documents to help start your outreach here.

- Communication Manual Styleguide and Communication Strategy.

- Editor's and Media Team Member's Toolkits

- EYP Media mission statement

- Administrative Accessibility Guidelines

- EYP Picture Stock please add yours!

- Latest Eurobarometer

- https://trainings.350.org/storytelling-toolkit/

INITIATED BY:

Schwarzkopf Foundation
YOUNG EUROPE

EUROPEAN **YOUTH** PARLIAMENT

The Schwarzkopf Foundation is the international umbrella organisation of the European Youth Parliament (EYP).

SUPPORTED BY:

**Funded by
the European Union**

BertelsmannStiftung