

YOUTH LED INITIATIVES
DEMONSTRATING IMPACT

YOUTH TH In Action

3RD INTERNATIONAL WORKSHOP ON

HIV & ADOLESCENCE
CHALLENGES & SOLUTIONS

NAIROBI, KENYA • 2-4 OCTOBER 2019



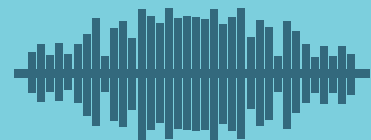
Using creative channels to demonstrate the impact of youth-led initiatives

DIGITAL MEDIA



- Ø Utilise storytelling – find creative ways to showcase stories on various social media channels such as Facebook posts, Tweets, Instagram posts and stories, blogs, vlogs (YouTube), documentaries etc.
- Ø Have ambassadors and member youth initiatives to share their experience of the initiative on social media
- Ø Look at and share your analytics that are available on several social media channels, such as Facebook and YouTube to understand the interactions between posts and audiences. Analytics provides detailed statistics on viewership, reach, responses/feedback, engagement and target audience statistics
- Ø Build up social media following- this can increase engagement between organisations and the community
- Ø Send out regular e-newsletter updates to provide a platform to demonstrate the impact of youth activities
- Ø Contact podcasts to be a guest and share your work or even start your own
- Ø Include info-graphs to digitally disseminate your success – this is an easy way for young people to retain information and data

TRADITIONAL MEDIA



- Ø Invite news crews, media persons and press to events to gain additional (live) exposure
- Ø Showcase work in newspapers and magazines
Establishing good connections with press to support youth initiatives regularly with dedicated segments
- Ø Put forward segment ideas to local radio and T.V stations, especially around important days such as Youth Day, International Women's Day, World AIDS Day etc.

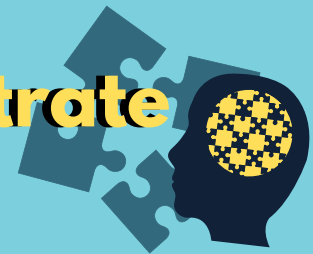
Collaborate and Utilise Partnerships



BE BOLD! SHARE YOUR SUCCESS
BE PERSISTENT! LOOK FOR MULTIPLE PLATFORMS TO SHARE

- ∅ Establish key partnerships with the government and key stakeholders and to find platforms/ways to present the impact of your work. Ask for a meeting and present your latest work.
- ∅ Produce summarised annual reports to send to key partners and to inform them on the on-going activities of your organisation
- ∅ Meet and have regular meetings with other regional, national, local and community partners to showcase and update them on your on-going activities
- ∅ Utilise larger partner's communications channels to share posts and to tag/mention them in other related posts

Develop skills to demonstrate impact



- ∅ Invite bigger organization and/or companies to donate their time to support different areas and/or capacity - i.e proposal writing, social media, monitoring and data use etc.
- ∅ Include funds for capacity support, social media use and other documentation in your grant proposals.
- ∅ Look out for skills building workshops, webinars, online courses within your network to attend
- ∅ Make the most of the skills in your organisation - set up peer to peer skill sharing
- ∅ Explore opportunities with big tech organization for complimentary tech support
- ∅ Seek out mentors in key skill areas to compliment to support on-going activities

Love your program data



- Ø Include and implement monitoring and evaluation strategies in your organisations activities
- Ø Record important data, keep it simple and desegregate the data
- Ø Look at your data regularly and create a calendar to look after them
- Ø Ensure that you regularly reporting and disseminating reports
- Ø Use your data to submit abstracts to conferences

**YOUTH IN
ACTION**

**DEMONSTRATING
YOUR IMPACT IS
ESSENTIAL!**

IT ENCOURAGES YOUTH ORGANISATIONS TO LEARN WHILE YOU DO, SEE IF WHAT YOU'RE DOING WORKS, HELPS YOU GET FUNDING BUT MORE IMPORTANTLY, LETS EVERYONE IN ON YOUR ACHIEVEMENTS AND ACCOMPLISHMENTS.

