

# A YOUTH PRACTITIONERS GUIDE TO engaging with young people online



**GROUNDWORK**  
GREATER MANCHESTER





# What apps are young people using?

The most popular apps for young people right now are **Snapchat**, **Instagram** and **TikTok**, all showcasing unique content. Young people are led by trends and what they find fun, which changes all the time. You need to offer something that'll enhance their experience.



41% of TikTok users are aged between 16 and 24



78% of 18–24 year-olds use Snapchat every day



71% of the 1 billion active users are under the age of 35

# Which platforms should I use?

You don't need to be on every **social media platform** — that's a great way to get overwhelmed and struggle to make any progress at all. Start with your 'best bet' platform — where are **you** and your **audience** are both most comfortable.



Find a platform  
you are  
comfortable  
using



Find how  
your target  
audience  
is using it



Start to  
connect  
with them &  
their interests



# How will my content be engaging?

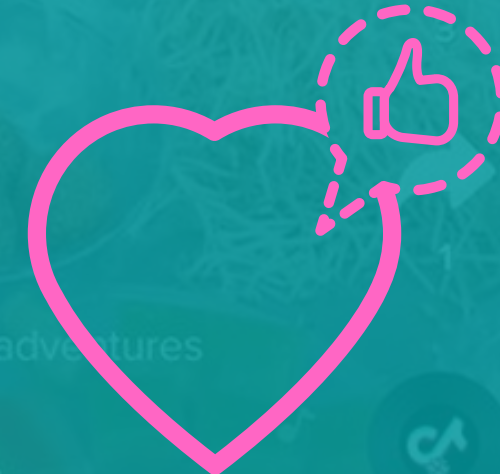
Find a way to appeal to them. Tell **stories** of people similar to your target audience. Create **daily challenges** & encourage them to get involved, earn their trust by creating a unique style or **visual identity**, stick with it and be patient.



Re-create  
successful  
content that  
fits your style



Interact and  
engage with  
hashtags  
and trends

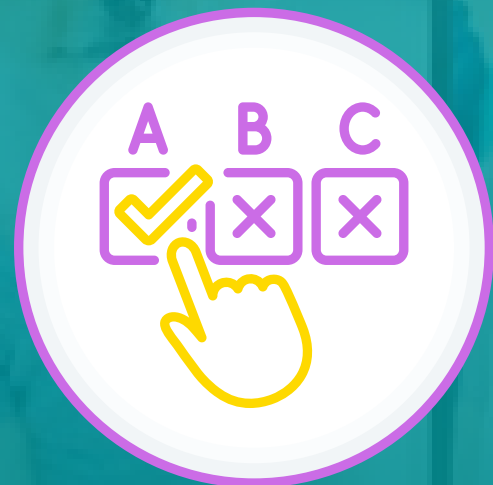


Share your  
channel and  
ask young  
people for  
feedback

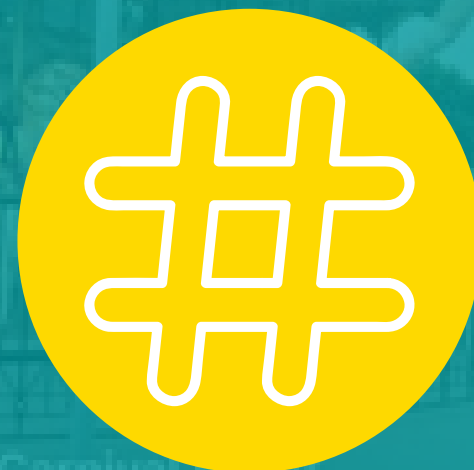


# What is classed as a positive outcome?

Finding the balance between content that is **fun** and **educational** can be challenging. You now know what your audience is interested in, so theme educational posts and challenges around it, if it's sparking conversation and **engagement** you're winning.



Quiz and Polls  
are easy  
to make  
& fun to do!



Trending  
#Hashtags can  
be turned into  
fun games



Ask yourself  
'why would  
someone find  
this interesting?



# Key take-aways

Young people use social media very **differentl**y to their **paren**ts.  
If Mum is on Facebook all the time, the **young** person will not be.

If you're **comfortable** on your chosen platform, your **content** will only **improve**.

Give your platforms a unique look and offer



Always be transparent on the purpose of your platform & who it's for.



Your audience can follow and subscribe to you without you doing the same back.



Ensure every post is as creative as it is PG & safe