

2 How is the political process influenced by identities and ideologies?



■ Commitment to Participate

Develop a Campaign

How and why should youth be encouraged to participate? Develop a social media campaign focused on this question.

Consider the elements that will be included in your campaign, such as meanings of youth participation and engagement, strategies for participation and youth issues, priorities and concerns. The campaign approach that you develop should include visual and textual information. Be creative with logos, illustrations and symbols in the social media you use.

Make a plan for creating your social media campaign. Ensure that each group member has responsibility for completing at least one task.

Our Strategy	The Purpose of Our Strategy	The Tasks	Who is Responsible and When It Has to be Done