

Toronto Youth Vaccination Advisory Committee

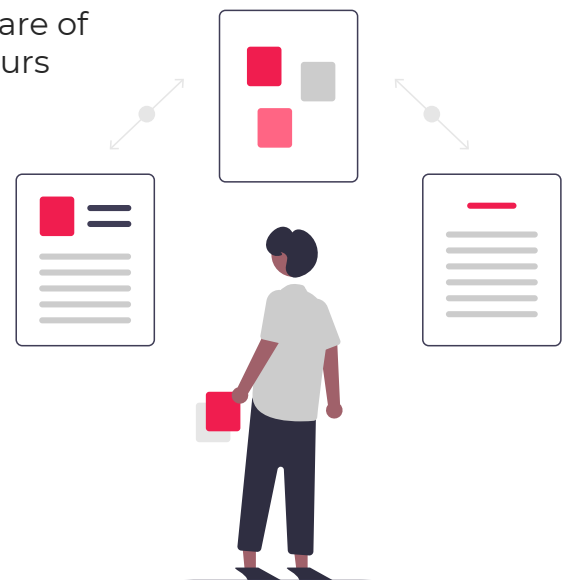
Youth Communications Document

Overview: This document is to be used by external partners of the Toronto Youth Vaccination Advisory Committee (TYVAC) to consult on best practices in designing and disseminating youth-oriented communications products and educational materials.

Posting Guidelines: All Media

Overview: These guidelines can be applied to both print and social media and provide input on the logistics behind youth-oriented communications rather than actual content.

- Avoid jargon by using simplified terms whenever possible. Adopting local slang when appropriate can be helpful but approach with caution.
- Incorporate youth voices, including verbal accounts, testimonials, etc.
- Indicate the target audience e.g. “Are you aged 12-17 living in Toronto?”. If possible, identify specific neighborhoods in order to further appeal to young audiences.
- For content that will be shared online, make sure all content fits the screen. If more room is necessary, opt for a vertical scroll rather than horizontal.
- Employ creative artists who can better target a younger audience. This could be an artist who is also a young person in Toronto or an artist who works closely with organizations that target youth in the city.
- Focus on visual content rather than written content. In addition to being more appealing to youth, images can help translate messages over language barriers.
- When it comes to colour schemes, being aware of colours that clash is important. Brighter colours are also appealing to younger audiences. Bolder and rounder fonts are preferable over book fonts (e.g. Times New Roman).



Posting Guidelines: Print Media

Overview: Since the number of young consumers of print media is very low, the dissemination of youth oriented content should not be focused solely on this platform. However, print media can still be useful in supporting multimedia campaigns.

- Be aware of print media that youth actually consume. Engage with these platforms, including comic books, online newspapers, newsletters, e-zines, etc.
- When sharing physical copies, share print media in places that youth are more likely to congregate e.g. gyms, schools, community centres, public libraries, etc.
- Be sure to make use of engaging visual graphics and design to capture the attention of young consumers, who often find visuals more appealing than text.

Posting Guidelines: Social Media

Overview: Youth are most likely to engage with content shared on social media. Therefore, youth-oriented campaigns should always have a social media component to them. The platforms that content is shared through is also important.

Facebook has seen a steady decline in users aged 18-24 years old from 95% in 2017 to 84% in 2020. While it is evident that youth are on this platform, focusing campaigns primarily on Facebook is not advisable.

Instagram, on the other hand, has an increased adoption rate of 89% amongst users aged 18-24 years old.

Twitter also has a high adoption rate amongst youth in the same demographic, with 65% of 18-24 year olds and 54% of 25-34 year olds on the platform.¹

- Infographics are the best way to communicate with youth on social media due to their ability to incorporate both text and images.

¹ According to the “The State of Social Media in Canada 2020” (2020)

- Make sure social media posts are created with their platform and audience in mind e.g. a Twitter post may not translate the same on Instagram and vice versa. Content creating apps like Canva allow you to create infographics for specific social media platforms.
- Do not be afraid to engage with your audience using the platform's comment section to respond directly to any questions or redirect questions if needed.
- When possible, tag any partners or collaborators. This can help legitimize your own campaign by associating it with another organization that is well-known amongst youth as well as allow your campaign to be shared amongst their followers.
- Focus more on sharing content on Instagram and, if possible, TikTok. Youth tend to be more engaging on these platforms.
 - On Instagram, utilize features made available on Instagram including stories, polls, creating highlights, hosting Q&A sessions via Instagram Live, reels, IGTV, etc.
- Snapchat geofilters and can also be used to promote COVID-19 vaccine sites and pop-ups. This allows users to use special filters as well as post and view snaps from other users while in the vicinity of the site.
- In addition, utilize social media to link organizations, official sites, etc. directing users to the site. Consider using Linktree to have multiple sites linked in one single link for easy access.
- Ensure that social media posts feature personalized and short content. Young consumers will be more receptive to media posts that are story- driven, culturally relevant, and concise.
- Focus on using an empowering tone of voice rather than a strictly informational one. This can be done by using affirmative language to boost confidence and to develop an empowering relationship with young consumers.

