



Youth Community Leadership: International Youth Day 2021 Social Media Toolkit

Movement for Community-Led Development Toolkit, July 2021

The theme of International Youth Day 2021 is “[Transforming Food Systems: Youth Innovation for Human and Planetary Health.](#)”

MCLD is focused on youth community leadership. Young people represent the future of all systems, local and global. Young people will be the stewards of our systems, and in many cases they already are.

Sample Social Media Copy + Hashtags

**#InternationalYouthDay #IYD2021 #YouthDay2021 #ShiftThePower
#CommunityLed**

#InternationalYouthDay is days away! Now is the time to #ShiftThePower into the hands of young people.

#IYD2021's theme is “Transforming Food Systems.” Young people are the future of food systems and their voices need to be heard! #ShiftThePower

#CommunityLed means everyone in the community - and young people have so much to offer. We must include youths in the decisions that affect them.

Young leaders can transform their communities. #YouthDay2021 is a chance to give youth the power they need to make a difference. #ShiftThePower #CommunityLed

More than 80% of youths live in less developed countries. #CommunityLed growth must include and value young voices. #IYD2021

Youth empowerment improves chances for safe + gainful work, especially in developing countries. #ShiftThePower to young people!

On #IYD2021, we want to see governments give youths more opportunities - to work, to engage with politics, and to lead their communities.

Hear what #YoungLeaders have to say: [INSERT NAME] explains the change they want to see in the world: [YOUTUBE LINK] #ShiftThePower #IYD2021

#IYD2021 is August 12th! We cannot underestimate the value of young leaders. See what changes [NAME] wants to see: [YOUTUBE]

Listen. To. Young. People. Young leaders are key to #CommunityLed growth - hear what they have to say ahead of #YouthDay2021: [YOUTUBE]

Tag: @communityleddev, @GirlUp, @GirlUpcampaign, @HungerProject

Youth Leader Videos

Video 1: <https://youtube.com/shorts/WnppvnlGv6gc?feature=share>

Video 2: <https://youtu.be/yeErRHplhFs>

Video 3: <https://youtu.be/lfmwY4fzJ48>

Video 4: <https://youtu.be/tzxToLRNmrA>

Video 5: <https://youtu.be/xcx6aTeMSiM>

Video 6: <https://www.youtube.com/watch?v=e01UiZX6gic>

Video 7: <https://www.youtube.com/watch?v=jWHNu3b8MI4>

Video 8: <https://www.youtube.com/watch?v=ajGr6KQ-MK8>

Video 9: https://www.youtube.com/watch?v=odGoR_BAh5M

Video 10: <https://www.youtube.com/watch?v=2i4Tiu-5Nw>

Video 11: <https://www.youtube.com/watch?v=s4hE3ibonWw>

Video 12: <https://www.youtube.com/watch?v=sGZe9NBgr5A>

Video 13: <https://www.youtube.com/watch?v=VvPzzxF1hH8>

mcd.org/youthday

International Youth Day
2021: Transforming
Food Systems

#ShiftThePower





Young voices are our
future. Empower and
engage youths.

#InternationalYouthDay #ShiftThePower
Visit mclld.org/youthday.

Facts & Figures:

- Youth age 15-24 make up ~16% (1.2 billion) of the world's population ([SOFI 2021](#))
- More than 80% of youth live in less developed countries ([SOFI 2021](#))
- “Evidence from an empowerment and livelihoods for adolescents programme in Uganda showed how vocational and life-skills training could significantly increase the likelihood of adolescent girls of legal working age engaging in safe income-generating activities (by 48 percent), while reducing both teenage pregnancy (by 34 percent) and the likelihood of entering into early marriage or cohabitation (by 62 percent).” ([SOFI 2021](#))
- “In Zambia, a market system approach was used to create opportunities for rural youth in agribusiness. During 2014–2019, more than 14 600 enterprises were supported, creating an additional 5 367 additional jobs of which more than 40 percent specifically for youth.” ([SOFI 2021](#))
- “Childhood overweight and obesity are rising as fast or faster than underweight is falling in every region of the developing world.” ([SOFI 2021](#))
- Large food companies are increasingly targeting children with marketing for foods that have minimal nutritional value, driving obesity in childhood and early adolescence. ([SOFI 2021](#))
- Data from 11 countries show that between 43% and 64% of 9 to 17-year-olds look for news online ([Digital civic engagement by young people 2020](#))
- In the European Union young people's (aged 18 to 24) voter turnout is nearly 20 percentage points lower than the voting population as a whole ([Digital civic engagement by young people 2020](#))
- A 2018 survey across 14 countries concluded that young people aged 18 to 29 are more likely to participate in political discussions online than older adults ([Digital civic engagement by young people 2020](#))
- 9 percent of people aged 15-24 live on less than \$1.90 a day ([World Data Lab 2019](#))
- 500 million youth live in rural, relatively undeveloped areas where employment opportunities are scarce. ([Rural Development Report 2019](#))
- The unemployment rate of youth (age 15-24) globally is around 15% ([World Bank](#))
- Globally, less than 6% of the parliamentarians are under 35 years old ([UN](#))
- Voter turnout among 18-25 year olds continues to be lower than other age groups ([UN](#))

Young people provide the creativity and progressive thinking necessary to enact systems change. Engaging with youths and providing them voice and agency in policy dialogues is a huge step towards equitable growth. Youths are consistently one of the most vulnerable groups in society, but by sincerely including youths in the decision-making processes that affect them, we can help build resilience to crises and systems for growth and prosperity.

Girls' empowerment and engagement should be a first priority.

Youth community leadership is needed to transform food systems. Engaging youths in food systems is critical for global food security. Older, smallholder farmers are less likely to adopt new technologies and techniques for food production, sustainability, or climate adaptation. As we continue striving to end hunger and achieve the other SDGs, the input and engagement of youths is needed to help our systems become more sustainable, resilient, and equitable.

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The Girls LEAD Act represents a crucial step towards improving girls' civic and political engagement. The Girls LEAD Act is a bipartisan policy proposal that recognizes and promotes girls' civic and political leadership as a priority in U.S. foreign assistance, particularly in efforts to promote and build strong democracy and good governance.

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Our social media campaign and advocacy will prioritize the amplification of young voices across several platforms. Central to the campaign will be a live Twitter chat on **August 12, International Youth Day.**