

Engaging Young People in Municipal Governance

Apathy is Boring's best practices from the field

Engaging young people in municipal governance can be challenging. While Apathy is Boring has found that municipal governance is a more tangible level of governance for young Canadians, young people remain to be chronically disengaged. Below are some tips to help you better engage young people in municipal governance:

1

Engage youth through channels that are familiar to them.

It's important to have a strong online presence, and to provide young people with information through channels they are familiar with - like Facebook, Instagram and YouTube. As young people are accessing information online at a higher rate than their older counterparts, it is also important to create content on your website that is directed specifically at youth.

2

Create compelling content in youth friendly formats.

It's not enough to simply be on Facebook, Twitter and YouTube though. The message is just as important as the medium. Today's 'digital natives' are inundated with content everyday. It's important to create compelling content if you want your message to be heard. Think video and dynamic design. Important information and documents should also be presented in terms and formats that are accessible to young people.

3

Create opportunities for participation.

Online engagement needs to translate into offline participation. Creating low-commitment opportunities for youth to participate in municipal government is crucial for including young people's voices. This could involve the creation of a youth committee, the creation of youth seats on other committees or even surveying and holding focus groups with young constituents.

For more information on how we can assist you in better engaging youth in your municipality, e-mail youthfriendly@apathyisboring.com

