Engaging Youth Voices

This publication may be available in alternate formats upon request.

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Important Quotes

"More info on local elections would be helpful. Local stuff really 'effects' our lives but can be difficult to find information about."

"More town hall meetings and more early information on those meetings."
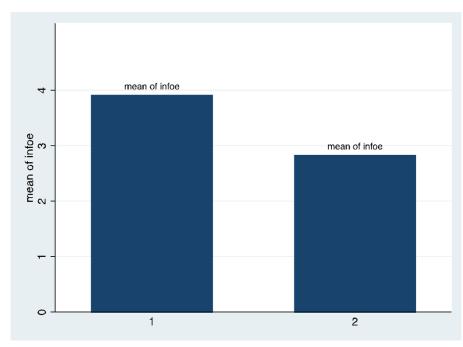
"I believe you did a great job by constantly reminding people on many platforms: TV, Radio, facebook, etc 'Don't forget to vote. It is your right, exercise it!' That was great!"

"Present the facts don't focus on party. Schools need to teach students how to evaluate candidates and what ideology exists in America"

"Voting is a joke"

Findings

- Misinformation/Lack of information is common
- Social media is a primary source of information for many voters
- Civic education needs to be addressed in schools
- Lack of diversity in politics discourages people from voting
- ***Young people feel ignored by politicians, our voices are not being heard***

*Respondents aged 18-24 were more likely to cite "social media" as an important source of information about candidates and voters than older respondents.

Outreach

"Candidate enthusiasm for and contact by campaigns were closely and significantly linked as primary reasons why respondents chose to vote…"

- Encourage election candidates to engage with the people they are representing
  - Open Voter Forums
  - Visiting High Schools and Community Centers
  - Going to Elementary/Middle Schools for mock elections

How to Run a Successful Social Media Page

- Identify your audience (young adults)
- Remain active
    - Try to post often
    - Create a schedule
- Be human!
    - Don't be afraid to make jokes and relate to your followers
- Engage with your followers
    - Repost what citizens of Ramsey County post
    - Talk with others through the comment section
- Social media is about *connecting* with others

Templates

Twitter interface:

Home   Moments   Notifications   Messages   Tweet

Ramsey County
@ramseycounty

Following

Signup on our website for an interview to be featured in our weekly VOTER HIGHLIGHT!

A great chance to let your voice be heard!

11:32 AM - 28 September 2017

Instagram interface:

●●●●● Company   19:33

Instagram

@ramseycounty   ...

Voter Highlight:
Local High School Teacher - "I teach Government, so I always make sure to vote"
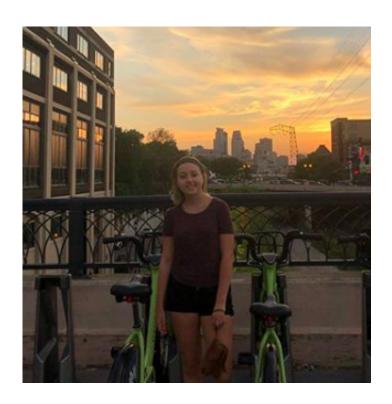
Voter Stories

"I voted because there are a lot of issues going on right now that I am very passionate about and I think that voting is an easy way to make your voice heard and to make sure that things you care about are being done."

"I voted because I believe it's important that every American voices their opinion and I believe that democracy works best when everybody gives their voice to elect officials that are going to be representing them."

Non-Voter Stories

"I didn't vote for a few reasons. One, I couldn't find the time to register and I wasn't really completely sure of how the registration process worked. Second, I didn't feel that I was educated enough on any of the nominees to make a decision."

Listen to us;
our voices matter