

# HOW TO ENGAGE YOUNG CANADIANS



➤ Young people are as interested as older Canadians in policies, from immigration to infrastructure.

🔊 When meeting with young people, begin by asking them what is important to them or what they want to talk about. ➤ You should not feel restricted to discussing “youth” issues, such as tuition.

## There are no ‘youth’ issues

## Youth are diverse

➤ Gender, race, income and other characteristics also shape their identities. ➤ As a result, young people hold diverse perspectives on politics and policies.

🔊 As you carry out your engagement work, reach out to a diversity of youth in order to gain a more complete youth perspective.

## ADVICE FROM CANADA'S YOUTH

➤ Young people look for an authentic, two-way dialogue with public figures.

🔊 Use social media as a tool to engage in conversations with followers, raise challenges and solicit feedback. ➤ Experiment and don't be afraid to fail a little bit. Young people are interested in knowing you, not a scrubbed-clean version of you.

## Use social media for meaningful conversations

## Come visit us where we are

➤ Face-to-face interactions are the best opportunity you have to engage young citizens, yet they don't get enough face time.

🔊 Hold different types of events in order to appeal to a diversity of young people. ➤ Hold events in spaces young people frequent. ➤ Ask youth-led organizations in your constituency to co-host events.

Following the last federal election, thirty young Canadians met at the Everyday Political Citizen: IRL Forum to find ways to help political representatives—like you!—bring more young people into the political process. Please consider this your guide to engaging young constituents.

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