



DEMOCRACY
REPORTING
INTERNATIONAL



Like, Share, Change:
Youth, politics
and the digital sphere



This toolkit was prepared by
Democracy Reporting International (DRI)
as part of the "*Youth Talks e-Democracy*" project,



funded by



Federal Foreign Office



Institut für
Auslandsbeziehungen

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TABLE OF CONTENTS



INTRODUCTION

THE PURPOSE OF THIS TOOLKIT

FOSTERING YOUTH ENGAGEMENT IN TUNISIA

A nuanced picture of youth & politics

Youth is not a homogeneous group

Youth & Social Media

BE SMART WITH SOCIAL MEDIA

OVERVIEW

WHICH SOCIAL MEDIA PLATFORM TO ENGAGE YOUTH?

SOCIAL MEDIA TIPS AND BEST PRACTICES FOR YOUTH
ENGAGEMENT

TO SUM UP: WHAT, HOW & WHEN TO POST?

HOW TO WORK WITH INFLUENCERS?

Prominent Influencers in Tunisia

THE COMMUNITY MANAGER: THE DIGITAL MAESTRO

What is the role of the CM?

Tips for a community manager:

TALK TO YOUR AUDIENCE: MANAGING COMMENTS

GET TO KNOW YOUR AUDIENCE:

SOCIAL MEDIA ANALYTICS

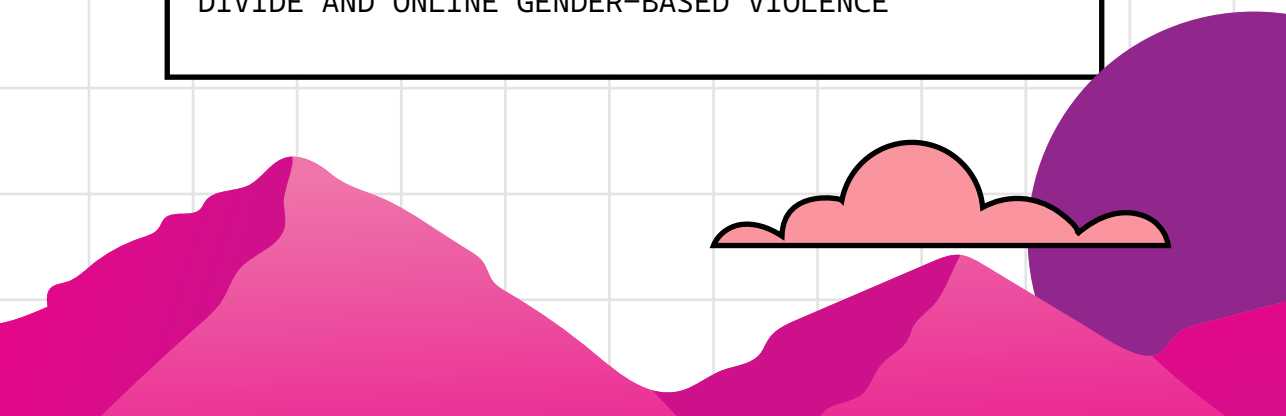
Audience growth rate

Impressions

Video completion rate

IN FOCUS: THE GENDER DIGITAL

DIVIDE AND ONLINE GENDER-BASED VIOLENCE





SUCCESSFUL CAMPAIGNS FOR YOUTH ENGAGEMENT IN THE POLITICAL DISCOURSE

DESIGN YOUR VALUE-CENTERED CAMPAIGN

Choosing your issue based on the value violation

Working with values

DEFINE YOUR CAMPAIGN OBJECTIVES AND PROPOSED SOLUTIONS

CRAFT YOUR MESSAGE

Crafting a compelling narrative

Choose your language/ words carefully

Storytelling

Call to action

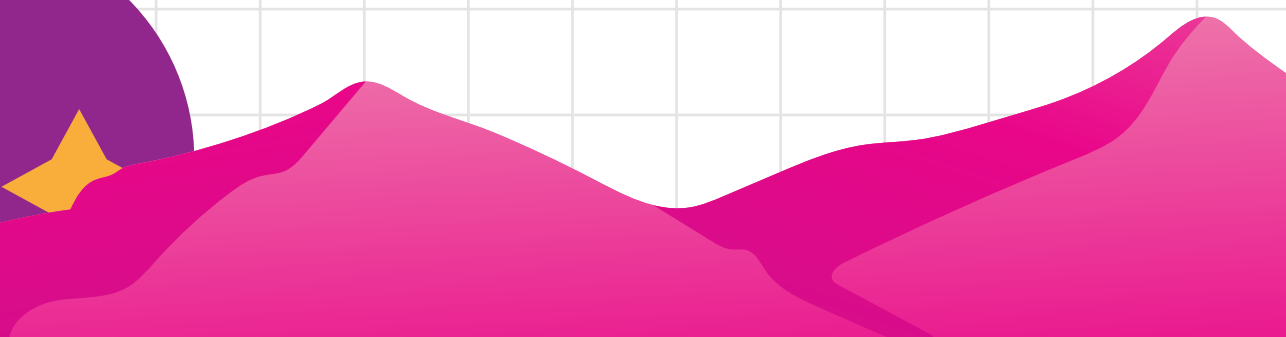
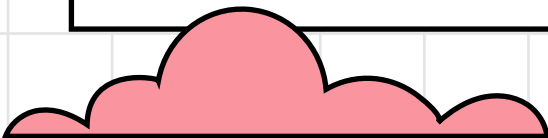
TARGET YOUR AUDIENCE

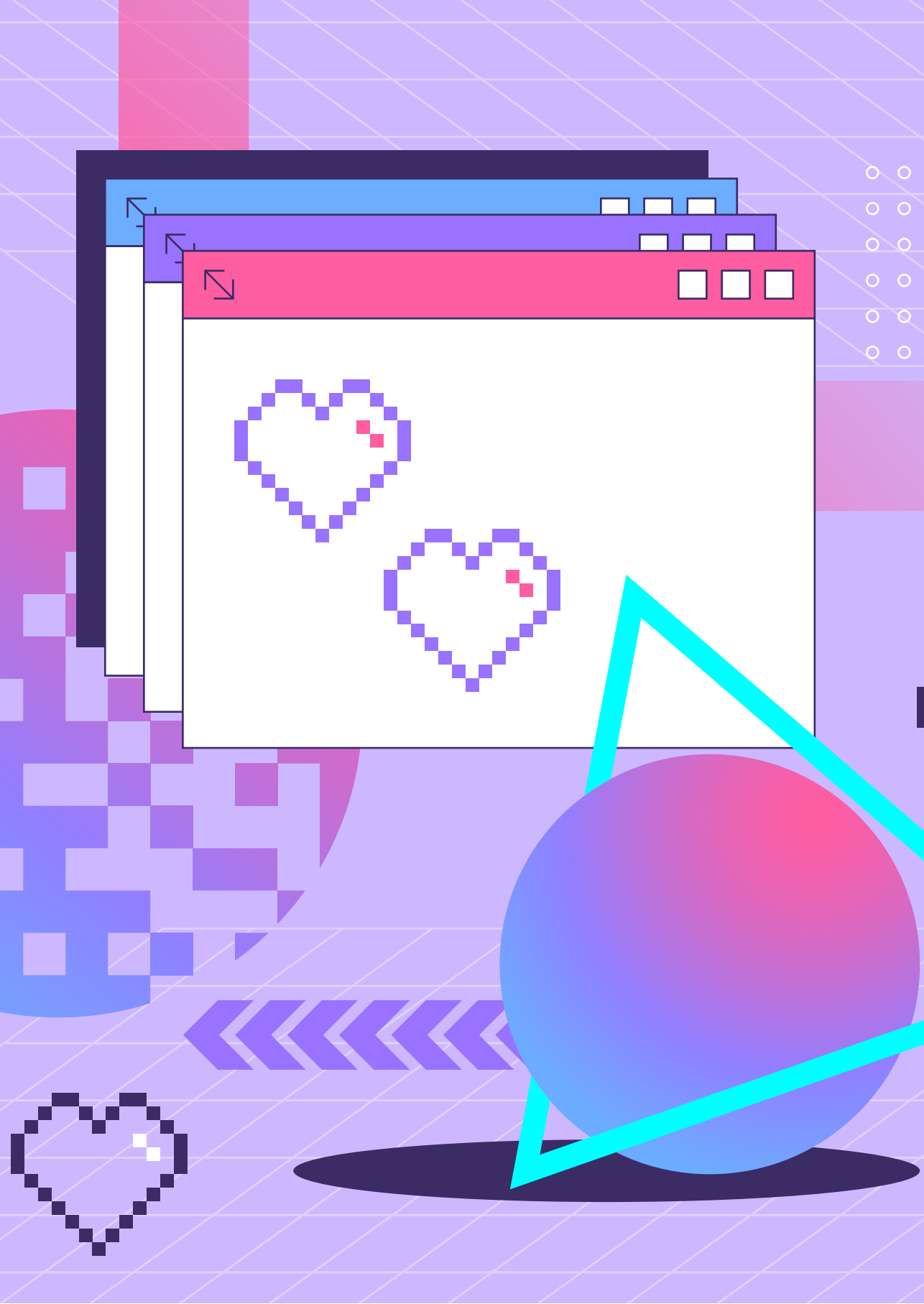
Audience Segmentation tool for “base” & “persuadable”:

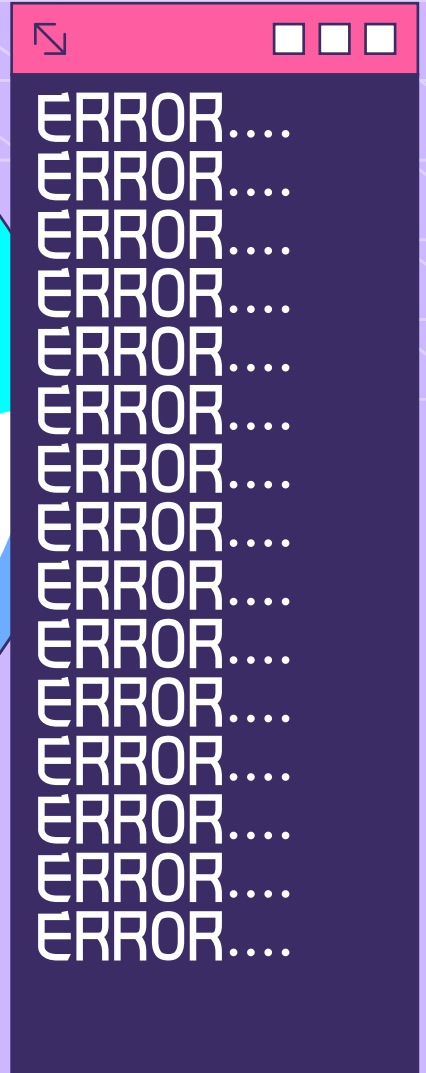
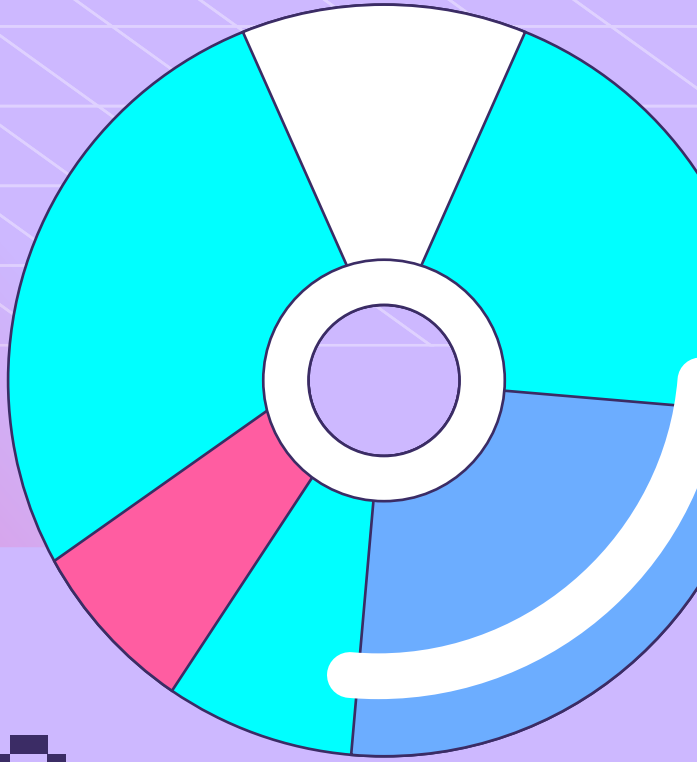
MEASURE THE SUCCESS OF YOUR CAMPAIGN

GET INSPIRED

REFERENCE LIST







INTRODUCTION

THE PURPOSE OF THIS TOOLKIT:

Why this toolkit?

This toolkit is the result of the experience and learning gathered by DRI Tunisia and its partners **Al Qatiba** and **Yaluna Magazine** during the implementation of the #Y-TeD project “Youth Talks e-Democracy” funded by Ifa Zivik foundation. We want to share our experience to make it easier to foster youth political participation and civic engagement online.

For whom?

This toolkit is dedicated to civil society organizations (CSOs), activists, formal or informal youth groups as well as media and content creators who want to promote youth engagement in the democratic discourse using social media.

What is in there?

You will find information and practical recommendations that will support you in developing your social media strategy and your online campaign in an effective way. These tips, tools and methodologies will help you amplify the voices of youth to influence public opinion and to conduct effective campaigning that are youth-centered and youth-friendly.

The toolkit will help you:

- *Understand youth engagement in the political discourse in Tunisia*
- *Get you thinking about the types of content you can use on your own social media channels and how to present content in an impactful way*
- *Support you to plan and evaluate your social media strategy*
- *Develop a youth engagement campaign that is focused on solutions and taking a stand*

#Y-TeD PROJECT

Youth Talk e-Democracy was a project implemented by **DRI** and its partners **Al Qatiba** and **Yaluna Magazine** in Tunisia through social media and public events from August 2022 to December 2023 with the financial support of the **German foundation Ifa Zivik**. #Y-TeD was an invitation for youth to think about politics differently, in a way that contrasts with the usual and typical discourses, by raising their awareness for more involvement in the political sphere, through a popularized, fluid and updated digital content. The project reached over 3 million Tunisians, and among them more than 1.2 million young people, through different social media channels such as Instagram, Facebook, TikTok, on key policy topics impacting the political, economic and legal landscape.

FOSTERING YOUTH ENGAGEMENT IN TUNISIA

A nuanced picture of youth & politics

Almost 15 years after the 2011 uprising, that was fuelled by youth's grievances over unemployment, poverty and marginalization, research on the political participation of youth concludes that young people are still excluded from the traditional political landscape. In addition, the degrees of trust and interest in the political system are very limited among young people. For instance, voter turnout among youth has been very low in the latest elections¹. In the election of the local councils in 2023-24, while people below 35 years old represent 33.3% of the electorate, they represent only 22.1% of the candidates.

However, the picture of youth political engagement has to be nuanced. Young people were at the forefront of important social movements such as Manich Msemah and youth played an important role in Kais Saïed's electoral campaign in 2019. Fostering youth engagement in the political discourse means that young people become empowered citizens through exercising their rights and responsibilities.

A nuanced picture of youth & politics

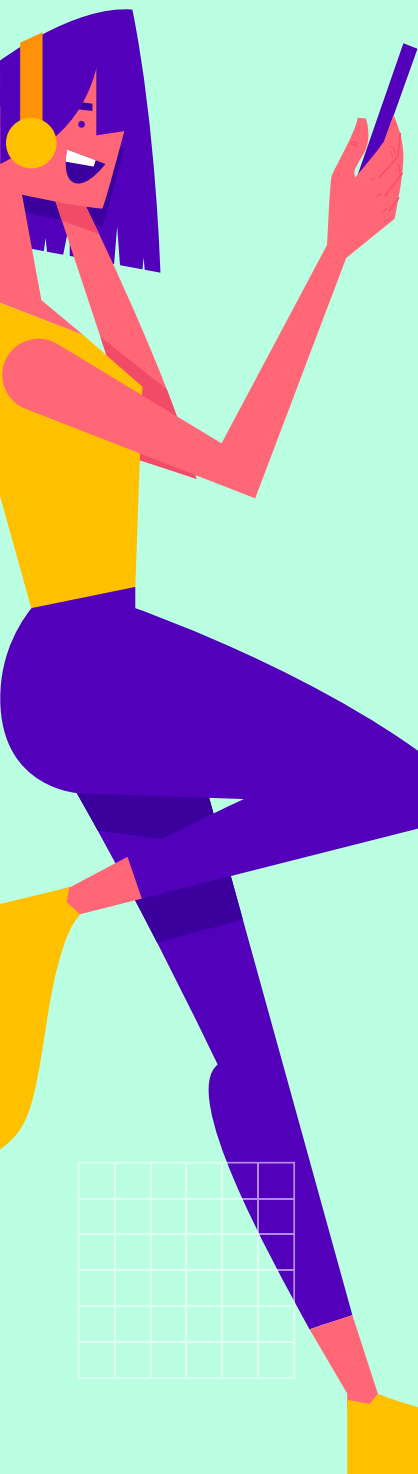
Research on youth political engagement in Tunisia have shown that **Millennials (26-35 years old)** who witnessed or may have participated in the 2011 Revolution and **Gen Z (18-25 years old)** who have only known the "democratic transition" period have different perceptions of politics and civic engagement². Urban/rural disparities, as well as class and regional differences produce groups of youth, who may not be able to unite at national level to make their voice heard, despite common needs and grievances.³

Think about which groups of youth you want to target? Will your message reach different groups of youth? How can you adapt your communication strategy to target different groups?

¹ Only 21% of electors in the 2nd round of local elections (4th February 2024) were aged under 36. The first round (organized on 27th December 2023) attracted only 19.5% of electors in the 36 and under age group. See ISIE Facebook page: <https://www.facebook.com/isienn>

² Boussen, Zied. Youth Political Perceptions in Tunisia: Giving the Floor to Millennials and Gen Z Post-2011 YOUTH TRAJECTORIES SERIES.

³ Lakhali, Malek. Youth Political Participation In Post-2011 Tunisia: Exploring The Impact Of The Youth Quota System Through The Prism Of Local Municipal Councillors YOUTH TRAJECTORIES SERIES.



WHAT IS YOUTH

Framing youth as merely a demographic category is an inefficient paradigm to understanding the concept of youth (Murphy, 2012). Young people are:

- ☒ A demographic bulge related to the large youthful populations and the unbalanced age pyramid within the Tunisian society;
- ☒ A human resource issue consisting in the failure of the educational systems to prepare youth for the employment requirements;
- ☒ A state of transition to adulthood whereby young people are forced in a stage of “waiting” due to unemployment, late marriage and the incapacity to start a family of living independently;
- ☒ An arena of public policy that attempts to reconcile political rhetoric with youth realities through engaging youth in policy-making;
- ☒ A constructed identity or a set of identities with the culture of youth being formulated around new technologies and social media.

Youth is therefore understood through a generational narrative binding youth as “a social category united not just by age but by shared experiences of political, economic, and social exclusion.” Thus, for this toolkit, youth in Tunisia are defined as both a demographic category (15-35) and a generational narrative specific to the Tunisian context.

Youth & Social Media

The online space provides an opportunity and a viable alternative for Tunisian youth to engage in social, political, economic and human rights priorities that matter to them. Indeed, the bulk of Tunisian youth are highly active on social media platforms that can be utilized as a pathway to mobilize youth interest and involvement in the policy issues that are relevant to them. Both Millennials and Gen Z consider social networks to be important sources of information. Despite the risk of disinformation, many prefer getting their information from local Facebook groups and pages, exercising so-called citizen journalism, because they feel more aligned to their interests⁴. The recent war in Gaza has shown that youth are still willing to engage and exert pressure using the digital sphere and non-violent action in the streets through demonstrations, and boycotts in Tunisia and globally.

Given the depth of the relationship between youth, technology and the virtual space for youth in Tunisia, youth online participation, particularly on social media platforms is at the core of any impactful approach to foster youth interest in civic and political engagement.

According to the United Nations Convention on the Rights of the Child, youth have the legal right to express their views freely and fully participate in all matters that impact them.

Youth Engagement:

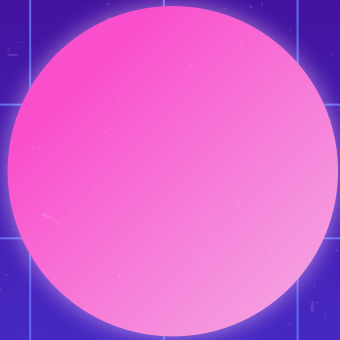
There are many definitions and terms used to describe the practice of youth engagement.

For example, “youth involvement”, “youth participation”, “youth volunteerism”, “positive youth development” and “inclusion” have all been employed in the literature and youth work used to discuss youth engagement.

In this toolkit, youth engagement is defined as the ***“meaningful participation and sustainable involvement of young people in shared decisions in matters which affect their lives and those of their community, including planning, decision-making and program delivery”⁵***.

⁴ Ibid.

⁵ Insideout. “Youth Participation in Formal Decision Making (Part 1): The Challenge of Meaningful Youth Engagement.” InsideOut Policy Research, 13 Oct. 2016, insideoutresearch.ca/challenge-meaningful-youth-engagement/



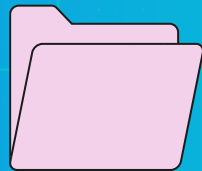
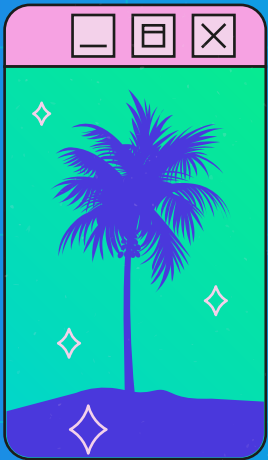
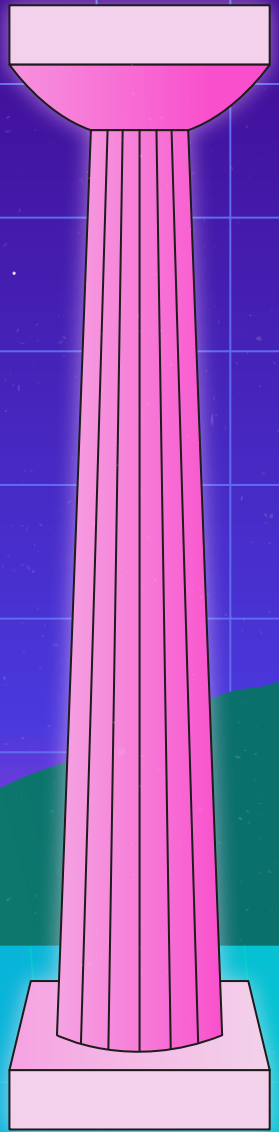
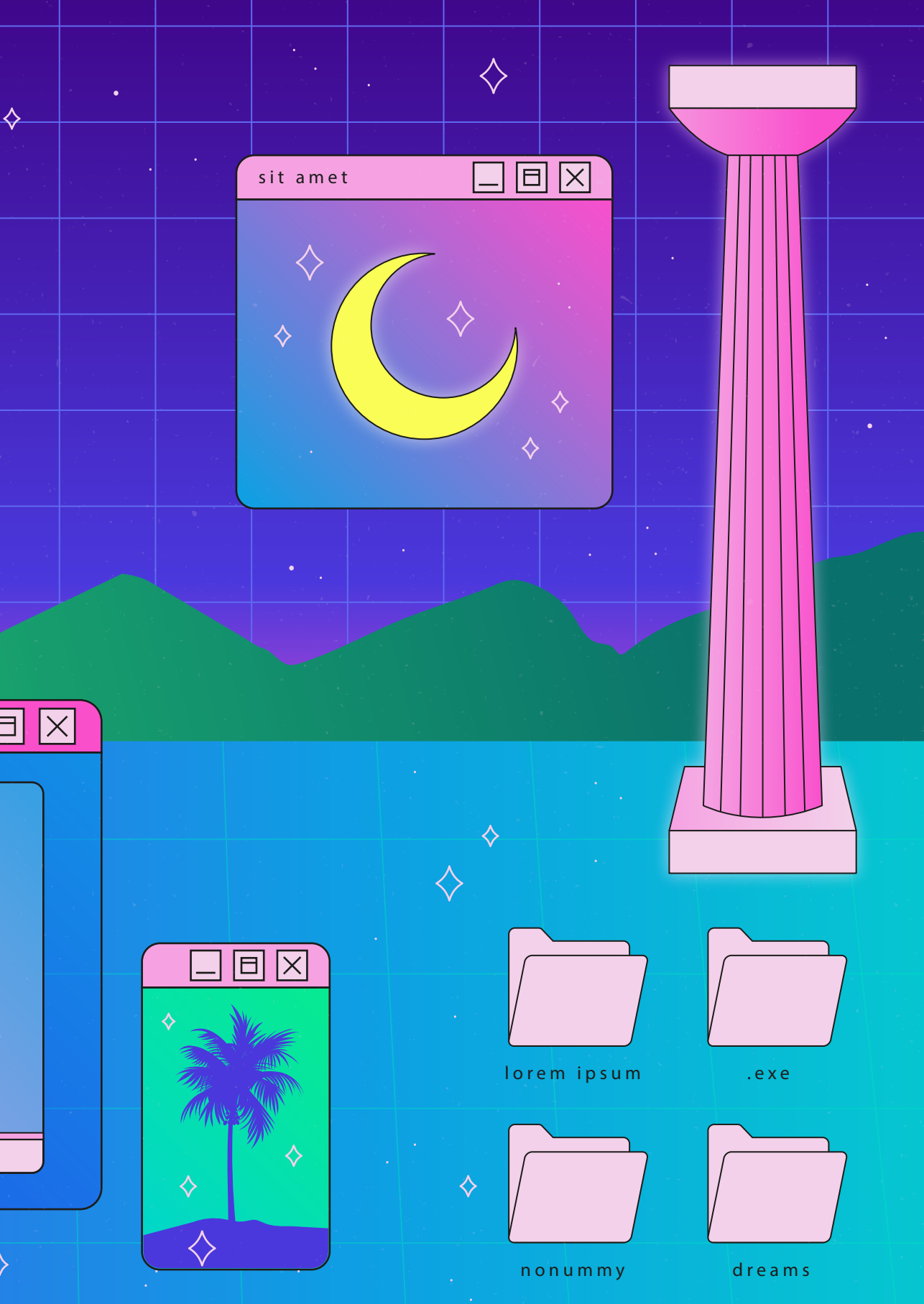
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BE SMART
WITH
SOCIAL MEDIA



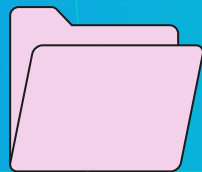
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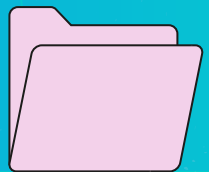
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OVERVIEW

Social media platforms have provided a platform for marginalized voices to be heard, enabling individuals to raise awareness, organize protests, and mobilize support for various causes. Social media have a democratizing and multiplying effect on activism, empowering individuals to be agents of change.

Social media can be used as a tool that makes sharing your message through large networks of people relatively easy. It can also be used to build pressure and raise awareness for the issues that are shaping our world.

You can use social media like Instagram, YouTube, Twitter, Facebook, Tik Tok and Snapchat to tell your story, organize your campaign, recruit supporters, show support, and get attention. Social media is also inclusive: you can engage people who may not be able to participate in your actions in-person.

Social media platforms are a powerful mean to promote sustainable youth civic engagement in Tunisia because:

Almost all youth, regardless of their socioeconomic background, geographic location or level of education are present in the online space. The online space enables you to increase your capacity to reach youth if used properly.

Social media platforms allow you to create a community or a network of engaged youth who become ambassadors for your organization or your campaign and in turn attract more youth to your cause.

DID YOU KNOW?

Globally around half a million young people now engage with political groups through social media, and nearly 1 in 4 communicate with community groups, charities and campaign groups .



SOCIAL MEDIA IN TUNISIA

The most recent and available data on social media adoption in Tunisia indicates that :

74% of Tunisia's total internet user base (regardless of age) used at least one social media platform.

74%

8.5 million social media users, equating to 65% of the total population .

Data published in the ad planning tools of top social media platforms indicates that 6.8 million users of social media platforms are aged 18 and above, equivalent to 77.3 % of the total adult population.

9.80 million internet users, with internet penetration at **79%**

A total of 16.5 million cellular mobile connections were active, equivalent to 133% of the total population

About **46.6 %** of Tunisia's social media users are female, while **53.4 %** were male.

WHICH SOCIAL MEDIA PLATFORM TO ENGAGE YOUTH?

Selecting the right social media platform with the right type of message and format is crucial to the success of your social media communication. It helps you:

Reach your targeted audience where it is most concentrated and active.

Convey your messages using the most relatable formats, language and tone to increase engagement and influence.

In Tunisia, the most popular social media platforms through which you can easily access young people are Meta (Facebook, Messenger and Instagram), TikTok, and YouTube. Recognizing the unique characteristics of each social media platform within the Tunisian context is imperative for tailoring engagement strategies to different age groups.



facebook (18-24 / 25-34 Age Groups)

7.6 million users in Tunisia,
including 5.12 million youth aged 18-34 *

The older demographic cohort of Tunisian youth is concentrated on Facebook. The most effective formats to create engagement are: , graphic illustrations, photos, short videos, reels, live streaming ,UGC (User Generated Content) carrousels

The platform serves as a forum for in-depth political discussions and information sharing.

Facebook publicly visible and private groups help activists and their supporters share information and coordinate their efforts. Facebook groups also help find new supporters and pool their resources when needed.



Instagram (18-24/25-34 Age Groups)

3.35 million users in Tunisia *

Reels, stories, , polls and surveys, visually appealing graphics, and entertaining content dominate this platform. Collaborations with influencers amplify the reach of political messages, providing a dynamic space for engagement. It is a very accessible tool for activists to share visual-impactful content quickly and easily, create profiles for supporters to follow and to disseminate news via the main feed or direct messaging. Instagram also allows users to post and livestream videos.

It is important to know that Instagram is the only social media with more women users than men in Tunisia, especially in the 18-24 age group.

Activists in Tunisia have used this as a way to document their work, give visual proof of their success and turnout at events.

**TikTok (13-24 Age Group):****947 000 users in Tunisia in 2023**

Characterized by short (15 seconds), creative and attention-grabbing videos, TikTok is a hotbed for entertaining content and participation in viral trends. Political messages on TikTok need to be succinct, visually appealing, and aligned with popular trends to resonate with the younger demographic. The number of users of TikTok is increasing rapidly, but is marked by a gender divide with men representing 72% of the users. The feature 'TikTokFor Good' means nonprofits, charities, and NGOs can run 'Hashtag Challenges' that allow people to create their own content to show support for campaigns.

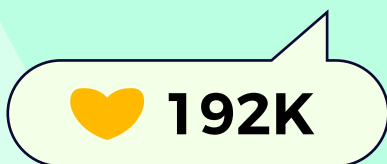
**YouTube: (14- 35 Age Group)****7.24 million users in Tunisia ***

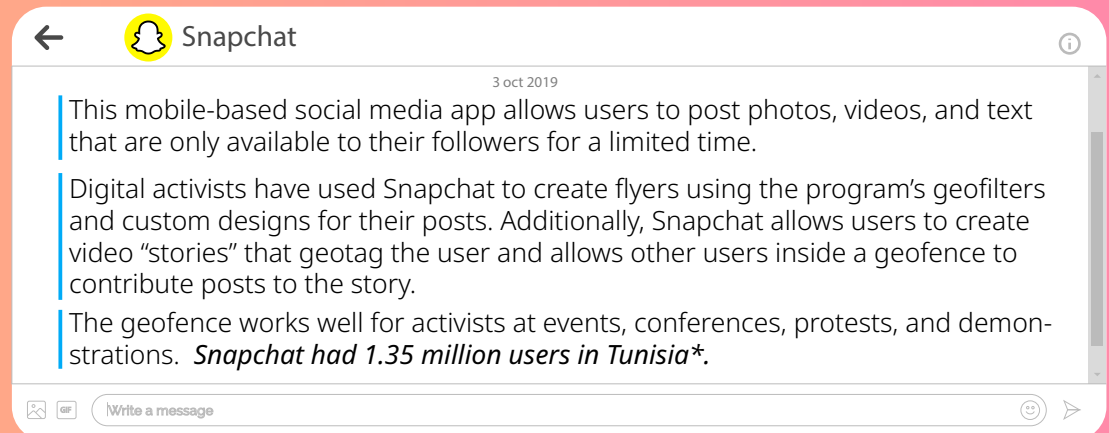
Mainly for podcasts, episodes, and videos, that provoke thought, invoke humor and educate audience. You can use YouTube as a news channel. The familiar "subscribe" feature allows users to receive notifications when you post new content.

Writing good descriptions, using captions, and making playlists help increase the effectiveness of your reach on YouTube.

YouTube serves as an excellent way to involve your supporters remotely, especially through remote participation in livestreams.

Some activists also use the comments section in YouTube posts to discuss issues with viewers and reach additional supporters.





Social media platforms are a wide-ranging field, but targeting youth and engaging them demands a particular level of skills and suitable content, according to the social channel.



LinkedIn
@DRITUNISIA



is a social media site designed specifically for the professional communities. The goal of the site is to enable registered members to establish and document networks of people they know and trust professionally. For activists, LinkedIn is a great platform to identify collaborators, volunteers, and get endorsements for your campaign from peer activists at the local level.

3 oct 2019 10:28 a.m ✓

To best use LinkedIn to foster youth engagement, use targeting options, Hashtags and mentions, and PDF carousels. LinkedIn had 2.11 million "members" in Tunisia*.

3 oct 2019 10:28 a.m ✓



Write a message



SIGNAL



is an encrypted messaging service for instant text chat, voice calls, and video calls. Instant messaging functions include sending text, voice notes, images, videos, and other files. Communication can be one-to-one between users or in groups. In Tunisia, Signal doesn't seem to be a very widespread application for younger people who aren't activists or engaged. But it remains favorable to journalists, politicians, and a number of activists because it is highly appreciated for its outstanding security, even more than WhatsApp, which is owned by Meta.

3 oct 2019 10:28 a.m ✓



Write a message



WhatsApp

last seen today at 13:25



despite being associated with Facebook (now Meta) since 2014 and being criticized for its privacy policy, WhatsApp is still one of the most frequently used applications in the world, with over 2 billion active users, excluding 6 countries: China, Syria, Iran, the United Arab Emirates, North Korea, and Cuba.

This instant messaging application is constantly developing new functionalities such as message modification, temporary text and voice note message, stories, etc. In Tunisia, WhatsApp is still the most used chat application after Messenger, although it is not necessarily characterized by its young users, since it is an app for professional use too.

Type a message



Clubhouse



It is a social networking app, created in March 2020 and gained traction and popularity later that year; it revolves around audio-based conversations, it allows users to join virtual rooms where they can listen to live discussions, interviews, panels and debates on various topics. In Tunisia, Clubhouse has been used by individuals since the Covid-19 pandemic across different sectors, including politicians, public figures, business professionals, entrepreneurs, creatives etc.

Social media Tips and best practices for youth engagement:

By following these general tips, you can effectively build and maintain a strong presence on social media, engage with your audience, and achieve your marketing goals across various platforms.

Know Your Audience

Understand the interests and preferences of your target demographics through research and observation of youth engagement patterns on social media.

Be Authentic

Build trust with your audience by being genuine and transparent. Share personal stories and values to humanize your content that allow the audience to learn more about you.

Use a friendly tone and share relatable stories to connect with your audience, building trust and loyalty.

Consistency is Key

Maintain a consistent presence on social media by posting regularly and at optimal times.

Quality Over Quantity

Create high-quality content that is visually appealing, informative, and engaging.

Invest time and effort into producing content that stands out and adds value to your audience's feed.



192K



Engage with your audience

Respond promptly to comments and direct messages.

Actively participate in relevant conversations within your community

Engage with your audience

Respond promptly to comments and direct messages.

Actively participate in relevant conversations within your community

Analytics and Metrics

Check your social media analytics regularly to understand what works best and what needs improvement

Adapt your strategy based on performance metrics

Stay Up to Date

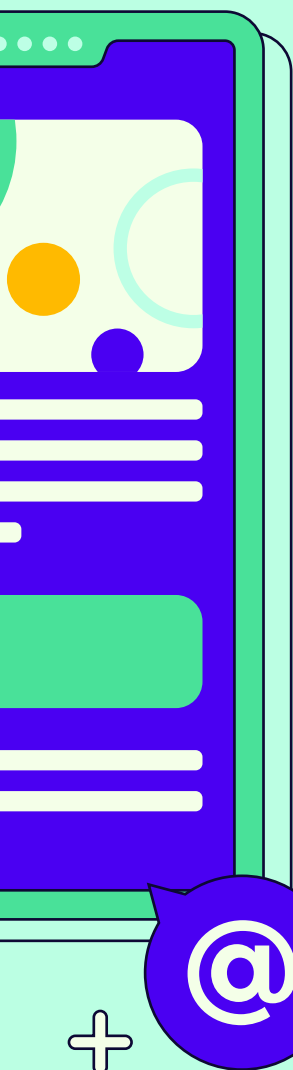
Stay informed about current trends and audience preferences and interests.

Incorporate these trends into your content to stay relevant.

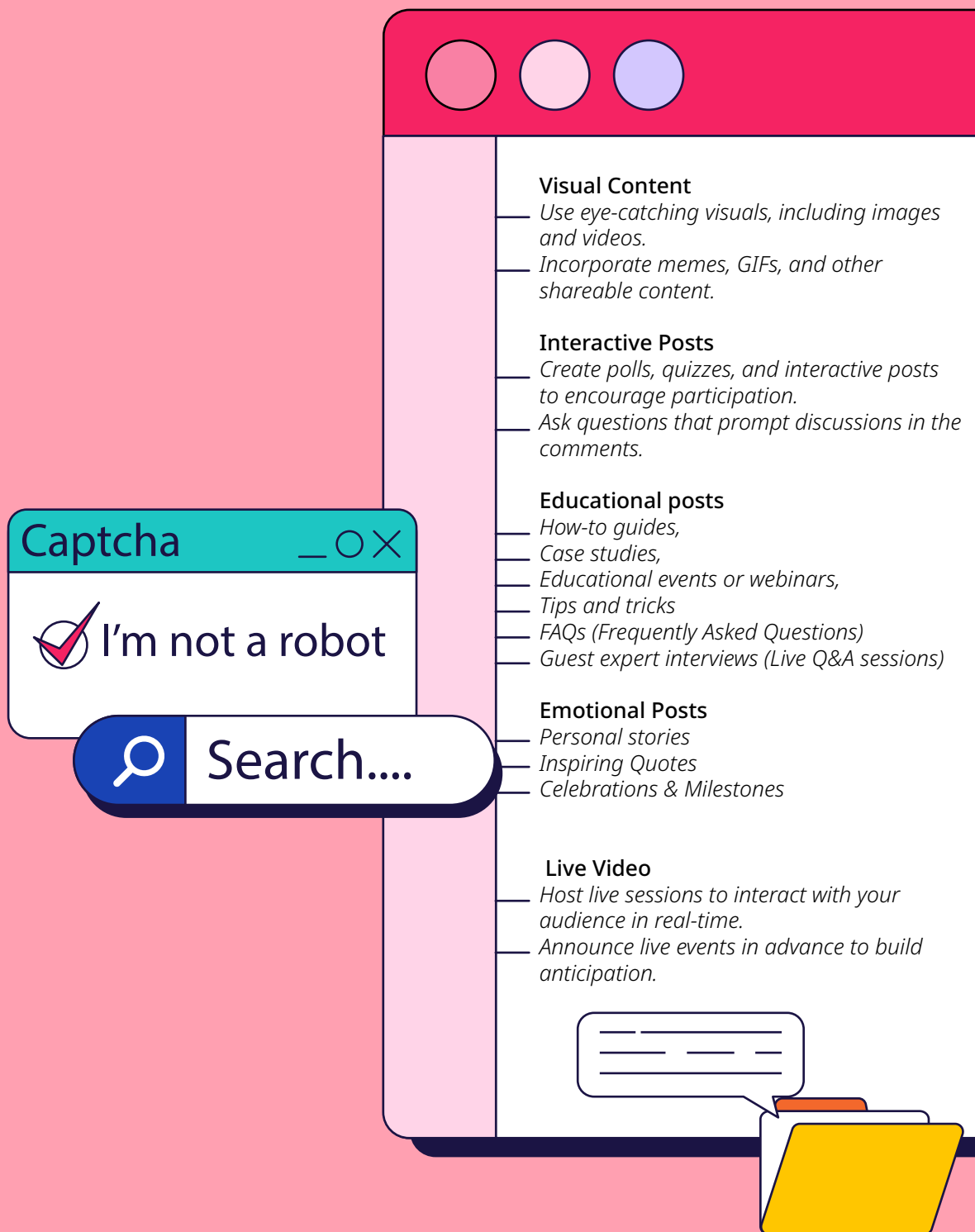
Call-to-Action (CTA)

Always include a clear call-to-action in your posts

Whether it's asking for comments, shares, or clicks, guide your audience on what to do next



Pick the platform that fits your audience and how you want them to engage with you. This choice matters a lot because it's where you connect with your youth followers online.





Stories and Reels

- Use Stories and Reels for short, engaging content.
- Use stickers, GIFs, and interactive features to boost engagement.

Vlogging: (short for video blogging)

- Offers creators a dynamic platform to share their stories, experiences and expertise through video content.

Hashtags

- Research and use relevant hashtags to increase discoverability.
- Create a branded hashtag to encourage user-generated content.

Instagram Guides

- Create guides to share curated content around a specific theme.
- Guides can be educational, entertaining, or inspirational.

Carousel Posts

- Use carousel posts to share a series of images or information.
- Keep content visually appealing and cohesive across slides.

Engaged Influencer Collaborations

- Partner with engaged influencers who resonate with your target audience.
- Influencers can create authentic content and drive engagement.

Short and Creative Content

- TikTok is all about short, creative videos—keep them engaging.
- Leverage popular trends and challenges relevant to your brand.

Authenticity

- Be authentic and use content that touches the human side.
- Relatable content tends to resonate well with TikTok users.

Leverage Music and Effects

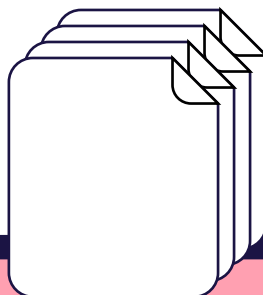
- Stay updated and Use popular and trendy music and creative effects to enhance your videos.

Duet and Stitch Features

- Encourage users to duet or stitch with your content.
- This fosters collaboration and increases your content's reach.

Live video content

- With at least 1,000 followers, you can get access the live streaming feature on TikTok
- Real-Time interaction: Viewers can join, watch and interact with the broadcaster. active.



TO SUM UP

WHAT, HOW & WHEN TO POST?

When preparing content for engaging youth on civic or political issues, make sure:



You address **civic and political concerns and issues** that resonates with **the day-to-day struggles** that youth may encounter

You **start from concrete examples** from daily life to explain what is at stake at community, national or international levels or what the implications of the issue are in relation to public policy, law or citizen participation for instance

You **simplify information and explain** new concepts or policies using reliable **scientific information** and **quoting your sources**

You create content in reaction to **current trends**

You **inform positively and accurately**: especially when there is a **risk of misinformation** on a particular issue

You **orientate the debate** in a positive way, **away from stereotypes and ready-made answers**

You **interact positively** with your followers and react quickly to stop hate speech and verbal violence on the platform

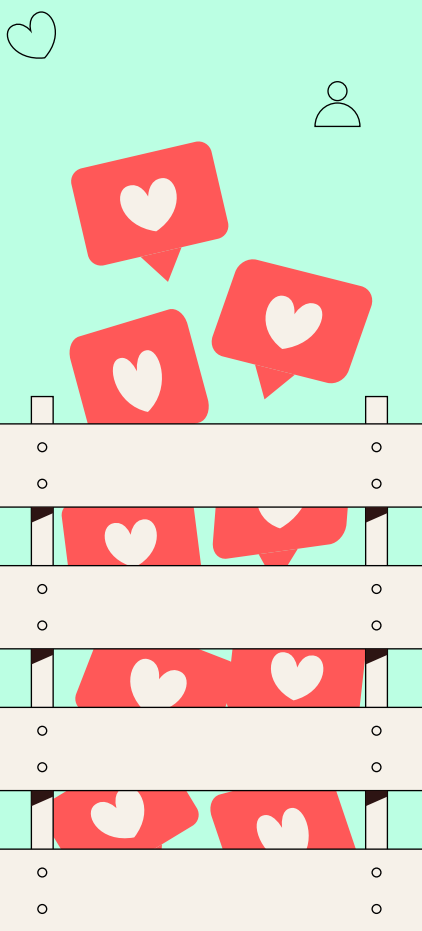
You are **close** to your followers, or your followers can identify with you because you establish a sort of familiarity with them through a ritualization of the way you are sharing content

You create a **welcoming and respectful atmosphere**, especially during interviews or discussions involving several people

You **pick the right language, tone and style** depending on your targeted audience and the channel you are using

You keep your **content short and captivating**, avoiding unnecessary discussions

You choose the **right timing** for sharing



There is a variety of factors that influence the success of a post: it is not only the choice of the topic, but the match between the topic and the trending public debate as well as the format and the channel chosen.

While each platform has its own advantages, timing can sometimes significantly impact the effectiveness of a post. For instance, a graphic can gain a larger audience than a podcast featuring an influencer when it is well-timed with the news and trending topics and debates.

When the topic you want to address requires time, think about breaking it up into several episodes with a compelling narrative, as done by Boubli with the "Nahj el boustia" series.

Voices from the field: Focus groups discussions held by DRI in 2023 showed that young people view more reels and stories, confirming that they are more interested in short, concise formats. The majority said they preferred Instagram.

BEST TIMES TO POST ON SOCIAL

according to social media marketers in the U.S,
these are the best times to post on each platform:

FACEBOOK

9 AM TO 12 PM

YOUTUBE

3 AM TO 6 PM

INSTAGRAM

12 PM TO 6 AM

TIKTOK

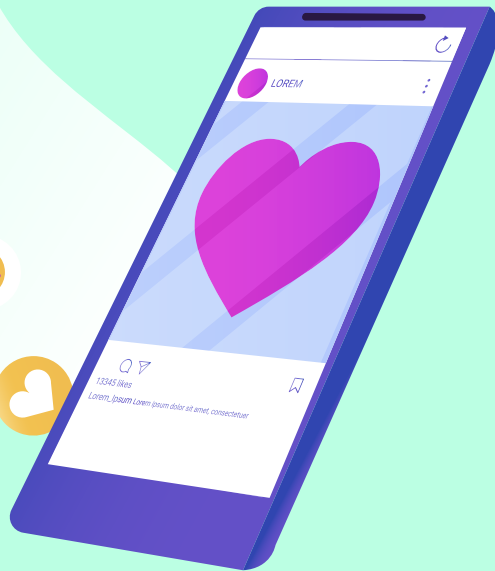
3 AM TO 9 PM

TWITTER

9 AM TO 3 PM

LINKEDIN

9 AM TO 3 PM



HOW TO WORK WITH INFLUENCERS ?



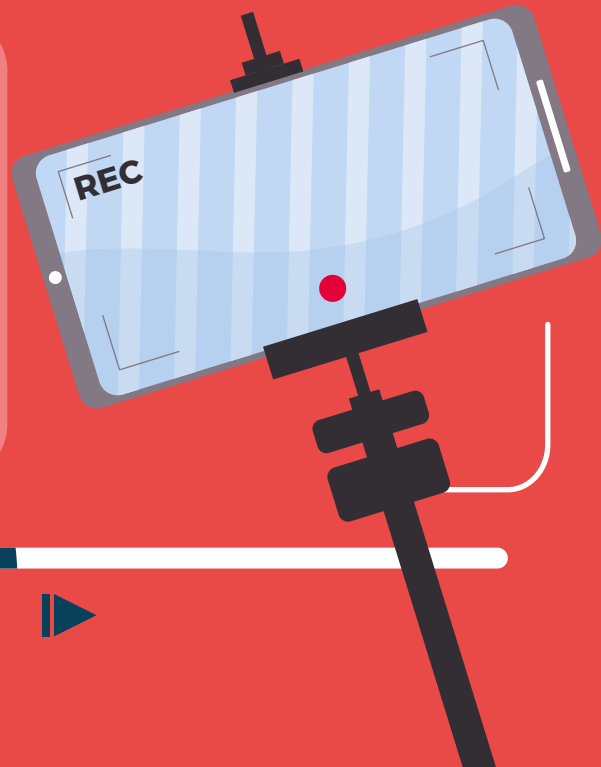
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Collaborations with influencers and public figures may be a good strategy to build trust, increase engagement and broaden the reach and impact of your message, as people, and youth in particular, are more likely join a cause or a debate when presented by someone they can relate to (the “relatability factor”). It is crucial to select influencers based on their ability to embody your selected subjects, rather than their audience. You must choose someone who is comfortable with the subject you want to address.

To keep the message authentic, make sure you involve the influencer from the beginning of the conception of the content and that you share a common vision for the design, a common understanding of the purpose and the key message, etc.

Respect the established format and original style of the influencers. Avoid attempting to modify their style, or format, as this may cause them discomfort and hinder their success in working with you.

Collaborations with influencers are usually expensive and the influencer may not be as available as you would need to work with you in a meaningful way. You should also pay attention to the ethical values of the influencer you are working with, and make sure they are aligned with yours. So, consider these factors when strategizing about your collaborations with influencers. Be confident that you can reach as many people as influencers if your content is well crafted for your audience.





PROMINENT INFLUENCERS IN TUNISIA

The landscape of influencers in Tunisia reflects a dynamic approach to engaging audiences on social media platforms. Despite the limited number of political influencers in Tunisia, there are those with an interest in public affairs:



Samy Chaffai

stands out by redirecting attention to the Palestinian cause through a unique angle. He communicates in English to broaden the audience and facilitate global engagement. His strategy has proven successful, with increased interactions through comments, likes, and shares. His influence on social media has also led him to be present on traditional media outlets (TV channels) to discuss youth activism and political ideas, which shows the importance of building an online presence to influence in the public sphere.



Louey Cherni

transcends traditional political discussions by not only talking about politics but also actively participating in initiatives aimed at resolving community issues. The Must Last community, associated with Louay Cherni, is a testament to the impact of combining online presence with physical campaigns, showcasing a high level of engagement on both fronts.



Yaluna Magazine

a Tunisian online magazine, employs a multifaceted strategy to engage its audience. Their diverse range of content appeals to a broad audience by highlighting the national Tunisian scene's good news, telling Tunisian success stories, and using a simplified journalistic style to explain public policies.



IN THE MENA REGION OR WORLDWIDE:

 100 +

AJPlus

with its global perspective on politics, has successfully attracted a young audience in various languages previously not interested in political matters. The use of a humorous and straightforward approach has played a crucial role in fostering engagement with regular content creators, a trend that has intensified, particularly in light of the events in Palestine.



WHAT IS THE ROLE OF THE COMMUNITY MANAGER?

A dedicated community manager is an asset to help you build your online community. The community manager is in charge of building, growing and managing online communities across the various platforms such as Facebook, Instagram, Twitter, YouTube etc

The key responsibilities of the Community Manager include:

Engagement and Interaction

Actively engage with community members by responding to comments, messages and mentions, encourage conversations and facilitate discussions.

Content creation

Create and curate content for the community and ensure that it aligns with your audience's interests, values and objectives.

Moderation

Apply rules and guidelines to maintain a positive and respectful environment

Community Growth

Develop strategies to attract new members and grow the community

Feedback collection

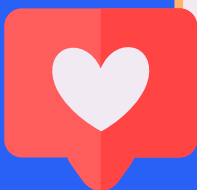
Use surveys and polls to gather insights from community members to understand their needs, preferences and concerns and to improve the community experience

Crisis Management

Prepare for and respond transparently and effectively to crises within the community

Analytics and Reporting

Track, analyse key metrics and KPIs (Key Performance Indicators) related to community engagement, growth and satisfaction and prepare reports and updates regularly



TIPS FOR A COMMUNITY MANAGER:

Lead by Example

Set a positive tone to the community and lead by example to encourage others to do the same.

Empower Community members

Encourage them to share their ideas, organize events and contribute to discussions.

Stay organized

Use tools like calendars and manage your time effectively to juggle multiple tasks and responsibilities.

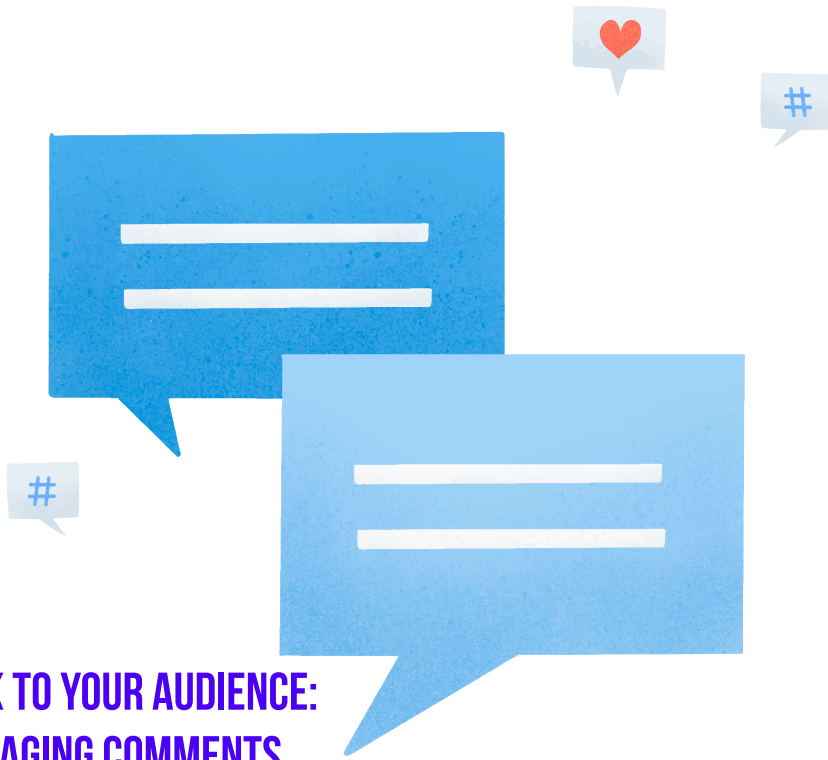
Celebrate milestones

Celebrate community milestones, achievements and successes.

Practice self-care

Take care of yourself both mentally and physically to avoid burnout

A community manager's primary role is to engage with community members, foster relationships and facilitate discussions to create positive and supportive environment.



TALK TO YOUR AUDIENCE: MANAGING COMMENTS

Comments on social media are user-generated responses or reactions to posts, photos, videos, or other content shared on social networking platforms. They provide a means for individuals to express their thoughts, opinions, questions, and feedback in real-time.

Comments play a crucial role in fostering engagement, building relationships, and creating a sense of community on social media. They allow you to interact directly with your audience, respond to inquiries, address concerns, and build trust and credibility. By actively managing and responding to comments, users can enhance their online presence, strengthen connections with their audience, and foster a more meaningful and authentic dialogue on social media platforms.

Tip: It is recommended to create an answer Library. Facebook allows users to save pre-written replies to send via Messages. It is important to personalize the response and use your organization's tone to avoid giving followers the impression that they are receiving a generic message. To store pre-crafted answers outside of Facebook, consider the use of a cloud-based document such as a Google spreadsheet.

TOP 5 TYPES OF SOCIAL MEDIA COMMENTS & HOW TO DEAL WITH THEM:



Positive Comments

They represent the appreciation, praise or support for your content. You can respond promptly with gratitude and sincerity. Thank the commenter for their kind words and consider personalizing your response. Encourage further engagement by asking questions or inviting them to share their experiences.



Like

Comment

Share

Neutral Comments

They don't inherently express positive or negative sentiment but instead provide neutral or objective feedback, observations, or inquiries. Respond to neutral comments with acknowledgment and appreciation, to maintain an inclusive and interactive atmosphere on your social me



Like

Comment

Share

Negative Comments

Negative comments can range from constructive criticism to outright complaints or attacks. Approach negative comments with empathy and professionalism. Acknowledge the feedback and address any valid concerns or issues raised. Apologize if necessary and offer solutions or alternatives to resolve the problem. Avoid engaging in arguments or deleting comments unless they violate community guidelines.



Like

Comment

Share

Spam or Irrelevant Comments

They consist of unsolicited advertisements or unrelated content. Implement filters or moderation tools to automatically detect and remove spam comments. Be vigilant in monitoring your comments section and take action to address any instances of spam or irrelevant content.



Like

Comment

Share

Troll Comments

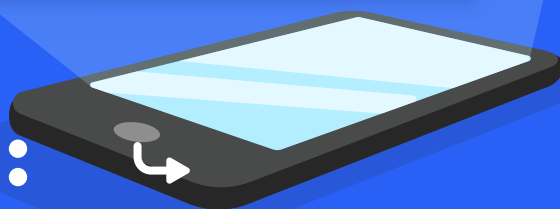
They are provocative, inflammatory, or disruptive remarks intended to provoke a reaction. Handle troll comments with caution and discretion. Consider ignoring or hiding troll comments to prevent them from derailing constructive conversations.



Like

Comment

Share



GET TO KNOW YOUR AUDIENCE

A crucial Part of building your content strategy is understanding your audience. By considering the three main aspects—demographics, psychographics, and behaviors—you can develop an understanding of your target audience and create more effective social media strategies that resonate with their needs, preferences, and motivations. Once you know who is likely to be interested in a given content or which audience you want to target, preparing attractive content will be easier to achieve.

The three main aspects to knowing your audience are:



GET TO KNOW YOUR AUDIENCE

Social media analytics can indicate which content, format, tactics and social strategies are working, and help you optimize your time, efforts, and budget to reach the best possible results. A social media report is the best way to track and analyze the key metrics your social media team must keep an eye on to grow your community.

To accurately assess the changes in your followers' behavior and interests, it is insufficient to rely solely on social network statistics. For instance, you can use tools to examine the content of their personal shares before and after subscribing to your channels. While taking into consideration the personal data protection conditions on social networks, there are options to do this type of monitoring

CONTENT ANALYSIS TOOLS



These tools allow you to analyse the content that your followers share on social media platforms. By examining their shares before and after subscribing to your channels, you can gain insights into changes in their behaviours and interests over time.

FOLLOWER ANALYSIS



A representative sample of followers should be selected and their profiles and interests evaluated by examining their shares prior to and after joining the page in a hands-on way

ENGAGEMENT ANALYSIS



It is important to objectively examine the posts that receive the greatest number of likes, comments, and shares to determine the audience's preferences. That is why you should search for consistent themes in subject matter, post format (videos, images, text), and timing.

SURVEYS AND POLLS



Consider utilizing polls and surveys on the Facebook page to gather your followers' interests and preferences directly. In addition, this fosters engagement with the audience

FACEBOOK AD CENTER



By utilizing Facebook ads, you can gain insights into your audience's interests based on their interaction with the ads. The Ad Center offers comprehensive analytics regarding the demographics and interests of individuals who engage with the ads

TIPS



Most social media networks have free built-in analytics tools — but the easiest way to track social media analytics from multiple accounts and networks in one place is to use a social media management tools like Hootsuite, Buffer, Google analytics etc. These tools can help you collect, measure, analyse and interpret data from social media platforms



AUDIENCE GROWTH RATE

WHAT IS AUDIENCE GROWTH RATE?

Audience Growth Rate (AGR) is a measure of how quickly your audience, such as followers or subscribers, is growing over a certain period.

HOW TO CALCULATE AUDIENCE GROWTH RATE?

To calculate the Audience Growth Rate (AGR) for a specific period, you can use the following formula:

ARG= ((Current audience - Previous Audience) X 100)/Previous Audience
Current Audience: The number of followers or subscribers at the end of the period you're analyzing.

Previous Audience: The number of followers or subscribers at the beginning of the period.

IMPRESSIONS

WHAT ARE IMPRESSIONS?

Impressions refer to the number of times a piece of content shows up in a user's news feed on an online platform. In social media marketing, analysts use the number of impressions, or the number of times content appears in front of an individual audience member, to gain insight into factors like search rank, content shareability and web traffic⁸.

HOW TO CALCULATE IMPRESSIONS ?

You can use web analytics and digital marketing tools to track impressions on the content you publish. If you are publishing content you pay to promote, you can apply the following formula: $\text{impressions} = (\text{cost} / \text{CPM} (\text{click per mille})) \times 1,000$

Calculate promotional cost: find the total costs for promoting content through paid advertisements.

Determine CPM: Calculate the CPM by dividing the cost of paid advertisement by the desired number of impressions and multiply the result by 1,000. It is important to understand that the CPM relies on the projected number of impressions you expect. Using the CPM to calculate actual impressions can provide a more accurate measurement of the number of times your content appears on digital platforms.

Use the cost and CPM ratio and multiply the result by 1,000 to get the total number of impressions.

WHAT IS THE VIDEO COMPLETION RATE (VCR)?

Not everyone who watches a video does so from start to finish without skipping a single part. Video completion rate (also known as view-through rate or VTR) reflects the percentage of viewers who do so and can be used to determine their level of engagement. Having a clear idea of how much of a given content people watch will help you understand what they enjoy watching the most and what they do not, providing an opportunity to improve videos over time. Measuring the video completion rate helps understand how well the digital content is performing on a given channel.

HOW TO CALCULATE VCR?

The basic formula to calculate video completion rate is:

$$VCR = (View-Throughs \times 100) \div Impressions$$

70-80% is generally accepted as a good video completion rate.

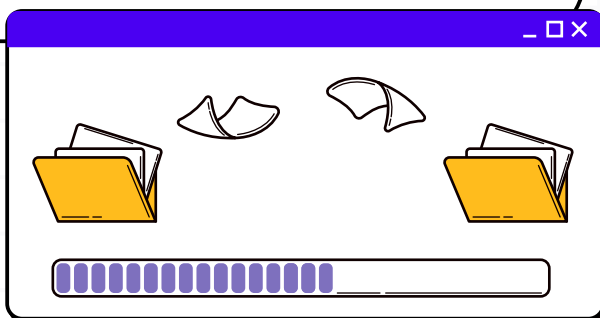
HOW TO CALCULATE VCR?

The main factors which impact video completion rate are quality, length, and context.

It is important for digital content to be as relevant and engaging as possible. To this end, it is advisable to segment and target the audience to create videos that appeal to the different profiles of youth you want to reach.

Leveraging the characteristics of each of the social media platforms to improve content viewability can potentially boost video completion rate significantly.

Shortening the length of your content to 20 seconds or less. For instance, break your content down into several key points, each of which will become a single, bite-sized video



IN FOCUS:

THE GENDER DIGITAL DIVIDE

AND ONLINE GENDER-BASED VIOLENCE

In Tunisia, it is estimated that about 46.6 % of Tunisia's social media users are women, while 53.4% are men . However, the situation is different from one social media channel to another. While on Instagram women represent about 52.6% of users, on Facebook, they represent 46% of users, and only 28% on TikTok . This is compounded by the fact that women have been historically underrepresented in formal politics and public debates and are now disproportionately targeted by disinformation and hate speech .

Considering the alarming rise in online gender-based violence against female politicians and human rights activists in Tunisia as well as in the Mena region , it is evident that this sexist and sexual violence significantly hinders women from freely expressing themselves online.

It means that you may have to develop specific strategies to ensure that you reach equally young men and women, depending on the social media channels you use. Make sure you have women content creators and contributors within your team who play a role in deciding your editorial line, your social media strategy, etc. Ask yourself who is in charge of the narrative about women's stories, opinions and role in society? Having a credible female host for your podcast, giving voice to young women when conducting a vox pop or showcasing women-led initiatives related to important political or socioeconomic issues are examples of how you can promote gender equality in both content and reach. Through your content you can also promote a meaningful access to social media for young women, enabling them to have the confidence, knowledge and ability to use social media effectively and safely.



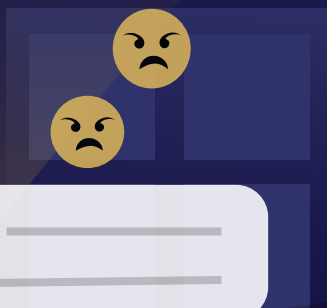


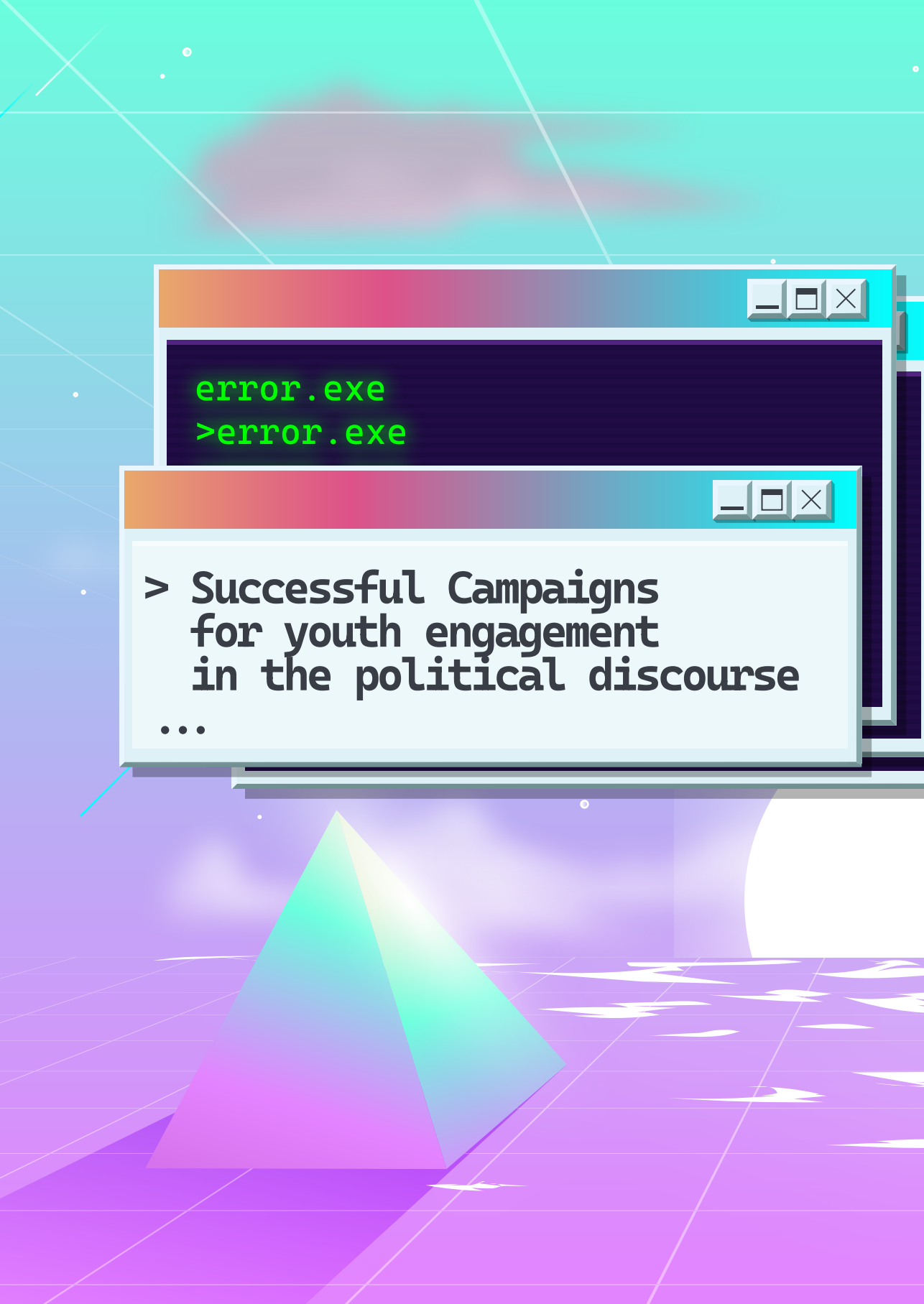
When managing your social media channels and developing your content, on-line gender-based violence will creep in, and you will have to take a stand against it. For instance, not tolerating sexist comments and swiftly responding to them, or not disseminating hate speech and false narratives against female public figures. Think about the stereotypes associated with women (and their bodies), including beauty standards, that are often weaponized to shame or discredit women in the digital and physical space.



On the positive side, digital activism may provide many opportunities for women and girls to come together, connect, get their voices heard, tackle taboos and share their opinions and their vision for society, in a way that would not be possible in the physical world.

Think about the worldwide success and social change brought about by the #MeToo campaign also known in Tunisia as #EnaZeda, who brought the voices of women victims of sexual harassment to the virtual public arena !





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> Successful Campaigns  
for youth engagement  
in the political discourse
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A campaign can be defined through the lens of social movement theories as a coordinated series of planned and organized actions aimed at promoting specific social, political, or cultural change. Usually it involves a defined strategy, specific actions and human and financial resources dedicated to mobilize a group of people around a common cause. A campaign can take different forms, such as awareness campaigns, election campaigns, marketing campaigns, social media campaigns, political campaigns, or advocacy campaigns.

Ideas, willpower and motivation are plentiful among youth. In order to translate this energy into concrete action and engagement, you need a plan.

Guiding questions to plan your campaign:

Short Term Goals: What is the immediate objective that can be quickly tackled ?

Long Term Goals: What is the future prospect of this campaign? What do we aim to achieve after all is said and done?

Strategy: How do you plan to achieve your goals? What overarching approach will guide your actions and tactics?

Allies, Enemies, Neutral: Who will support your campaign? Who will oppose? And who does not even register your existence? Understanding your stakeholders and potential obstacles is crucial for effective planning and resource allocation.

Strap Line or Slogan: Do you have a core message that is easy to remember and to spread? Simple ideas spread faster. Crafting a memorable slogan or strap line can help to unify messaging and increase visibility.

Tactics: What activities, what channels, what action do you need to do to achieve your objectives? Consider the specific tactics and tools you will employ to reach your target audience and advance your goals.

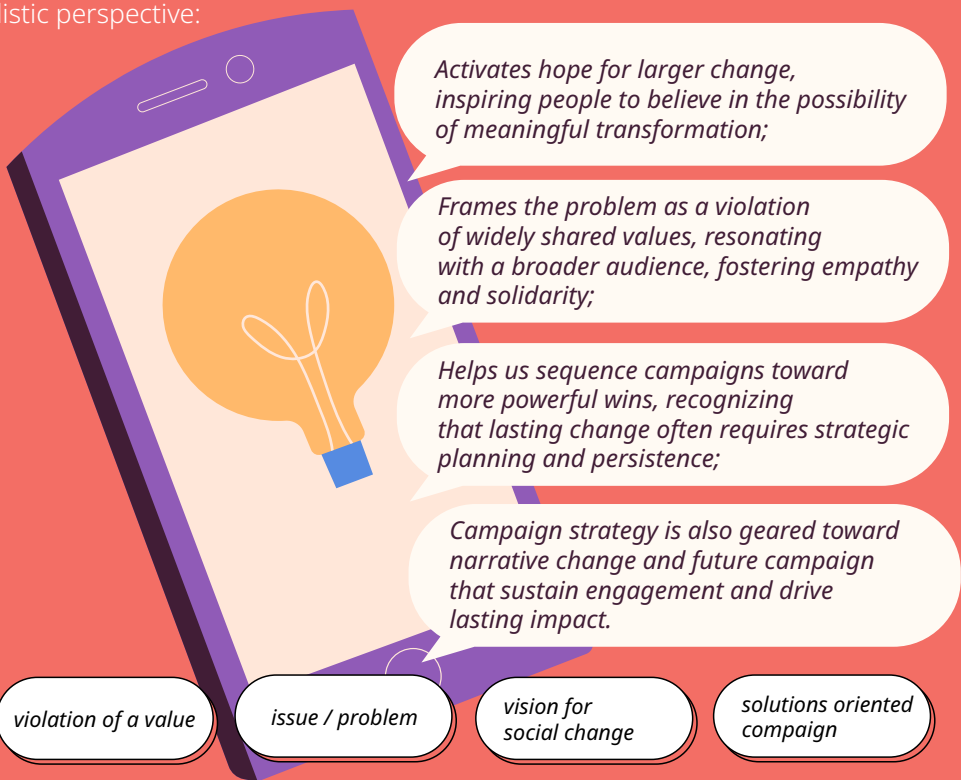
Measurement: How do you know if you are successful? Choosing an objective metric can be a big challenge but it is, after all, the important part of every project. In other words, what are the win conditions of this campaign? Establishing clear metrics will help you evaluate effectiveness and adapt strategies as needed.

DESIGN

YOUR VALUE-CENTERED CAMPAIGN

Traditional models of campaign organizing tend to activate anger around a problem without offering a way-out for social change. It usually defends a narrowly defined solution aimed at achieving quick wins that does not address the root causes of the issue. The campaign strategy of the traditional organizing prioritizes victory in the short term, often at the expense of building sustainable youth engagement.

On the other hand, a value-centered campaign organizing approach offers a more holistic perspective:



EXAMPLE

OF A VALUE-CENTERED CAMPAIGN PALASTINE:



CHOOSING YOUR ISSUE BASED ON THE VALUE VIOLATION

Traditional models of campaign organizing tend to activate anger around a problem without offering a way-out for social change. It usually defends a narrowly defined solution aimed at achieving quick wins that does not address the root causes of the issue. The campaign strategy of the traditional organizing prioritizes victory in the short term, often at the expense of building sustainable youth engagement.

On the other hand, a value-centered campaign organizing approach offers a more holistic perspective:
Activates hope for larger change, inspiring people to believe in the possibility of meaningful transformation;

Frames the problem as a violation of widely shared values, resonating with a broader audience, fostering empathy and solidarity;

Helps us sequence campaigns toward more powerful wins, recognizing that lasting change often requires strategic planning and persistence;

Campaign strategy is also geared toward narrative change and future campaign that sustain engagement and drive lasting impact.



WORKING WITH VALUES

Our campaign will have different effects on the people based on the value that is targeted. There are a couple of value interactions that are useful to know when planning the narrative of a campaign.

We are all driven by a combination of intrinsic and extrinsic values.

Extrinsic values rely on external approval or rewards, such as wealth, power or public image.

Intrinsic values are more inherently rewarding, such as inclusion, peace, social justice and love.

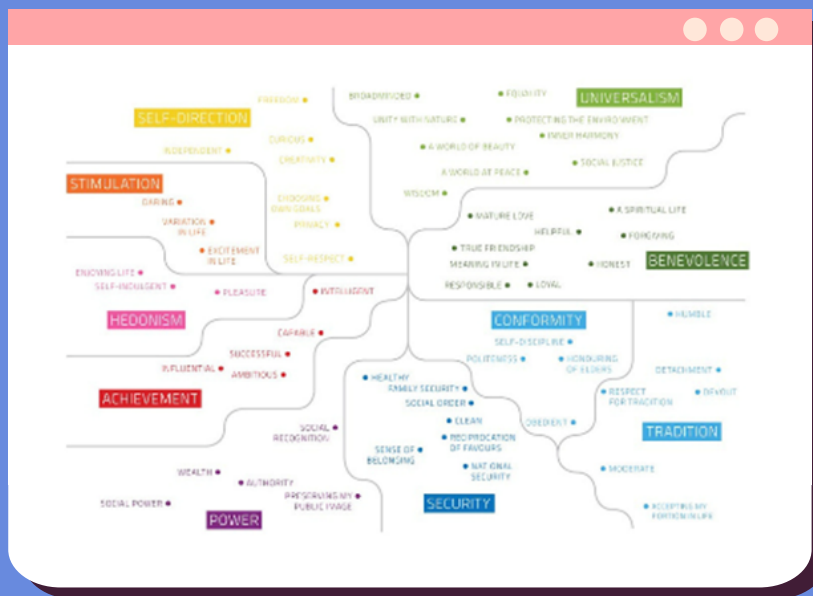


Figure 1 Values Map

The opposition effect: When one value is engaged, we are likely to suppress opposing values.

The spillover effect: by engaging one value, we can also engage values which are close to it. For example, freedom is associated with inclusion, and peace is related to social justice.

Repetition bias: for our brain repetition equals importance. Use values in your communication constantly to create effective messages.



DEFINE YOUR CAMPAIGN OBJECTIVES AND PROPOSED SOLUTIONS

What specific or tangible outcomes do you aim to achieve to further the campaign goals? Ideally, objectives should be strategic, measurable, achievable, realistic and time-bound (SMART). Objectives are based on your issue/problem analysis. A clearly defined objective makes for a motivated constituency and a successful campaign. The clearer the objective, the greater the chances of achieving it!

Specific (simple, sensible, significant): what needs to be accomplished?

Measurable (meaningful, motivating): you should be able to extract important success indicators.

Achievable (agreed on, attainable): is your objective something your team can reasonably accomplish? Use past and current campaign to check feasibility.

Relevant (reasonable, realistic): why is it necessary now? Saving the world is a noble goal, yet the objectives should be concrete and answer to the Tunisian context.

Time bound What's your time horizon? Considering seasonality and the limited attention span of the average user. Is the campaign doable in the proposed time?

Evaluate / Review Set your own success indicators, reflect upon the learning, and adapt to succeed

CRAFT YOUR MESSAGE

Here are some guiding questions to structure your message:

What is the core issue?

What is the change that you want to take place?

Can you get your message across in a few words or does it take a long time to explain?

Could you create a slogan?

Can you make it catchy with a clear message?

What is your Call to Action?

Crafting a compelling narrative:

Think through how you would communicate your campaign to others, and how you would convince them to support you or your cause.

CHOOSE YOUR LANGUAGE/ WORDS CAREFULLY

Use positive, inspiring language:

It can be tempting to rely on shocking messages, catastrophic images and appeal to the primal fight/flight reaction of your audience. But a negative message usually does not lead to lasting change. Hope is a powerful feeling. It allows us to take action and to enact change. This is why a proper campaign should use positive language to motivate and inspire action.

Speak the same language as your audience

The language you use should fit the style of communication and vocabulary used by segment of young people you are targeting. For instance, the language used in grassroot/rural/suburban communities in Tunisia by young people is relatively different to the language used in big cities (Tunis, Sousse, Sfax etc). Using the language of your targeted audience will make your message come across more easily.

Pick a clear hashtag:

When choosing a hashtag, go for something short that makes sense when people see it. There are several benefits: you can use the hashtag to monitor your campaign, get other people involved and also increases visibility of what you are doing to those who are not involved.

Tip: It is important to monitor the content of the posts throughout your campaign. What vocabulary/ language is being used? Are you creating a positive influence to conduct social change?



STORYTELLING



It is through strategic, intentional messaging and storytelling over time that you will create lasting, strong and memorable narratives. Storytelling is a powerful way to connect with your audience through tapping into their emotions and communicating your values. Because stories speak the language of emotion, the language of the heart, and resonate with our values, they teach us not only how we “ought to” act, but can inspire us with the “courage to” act, and help us translate our values into action.



Figure 3 Marshall Ganz. 2009. What is Public Narrative

A story of now : What urgent challenge do you hope to inspire others to take action on? How do you picture success? What choice will you call on members of your community to make if they are to meet this challenge successfully? How can they act together to achieve this outcome? And how can they begin now, at this moment?

Describe this “now” in two or three sentences.

A story of us: To what values, experiences, or aspirations of your community will you appeal when you call on them to join you in action? What stories do you share that can express these values?

Describe this “us” in two or three sentences.

A story of self: Why were you called to motivate others to join you in this action? What stories can you share that will enable others to “get you.” How can you enable others to experience the values that move you not only to act, but to lead?

Focus on this section, trying to identify key choice points that set you on your path.



1K

CALL TO ACTION

Social media call to actions should be as clear as possible. Make sure your call to action accurately and clearly tells youth why they should take action and get involved. Think about it: if there is no obvious reason to click, comment, share and post for your campaign, why should an individual take the time to do so?

Your call to action can be as simple as “like”, “click”, “share”, “comment”, “download” if your campaign is digital-only. It can also be “sign a petition”, “join our march”, “come to our event”, if you plan also physical events.

A Practical
messaging strategy

Listen Test Pitch Measure Refine

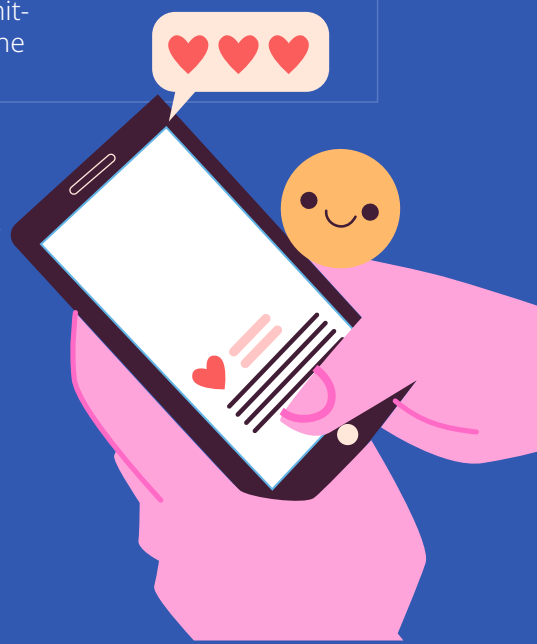
TARGET YOUR AUDIENCE

A basic breakdown of audiences:

Base: People who already share your values. You want to mobilize them to spread your messages with and for you. You need to persuade your base to get involved and deliver the message to ‘middle ground’ audiences.

Persuadable: People who may share some of your ideas, and those of others. Often uncommitted to any group and/or apolitical. Also called the “mushy middle”, or the “undecided”. We can engage them by looking for areas where our interests connect, and through our base.

Opposition: People who are pursuing goals incompatibles with your own. You have little or no chance of changing their minds (not to be confused with people who temporarily support opponents). For communications strategy purposes, you can either ignore them, or focus on alienating them by highlighting the real, negative implications of their harmful political views and actions.

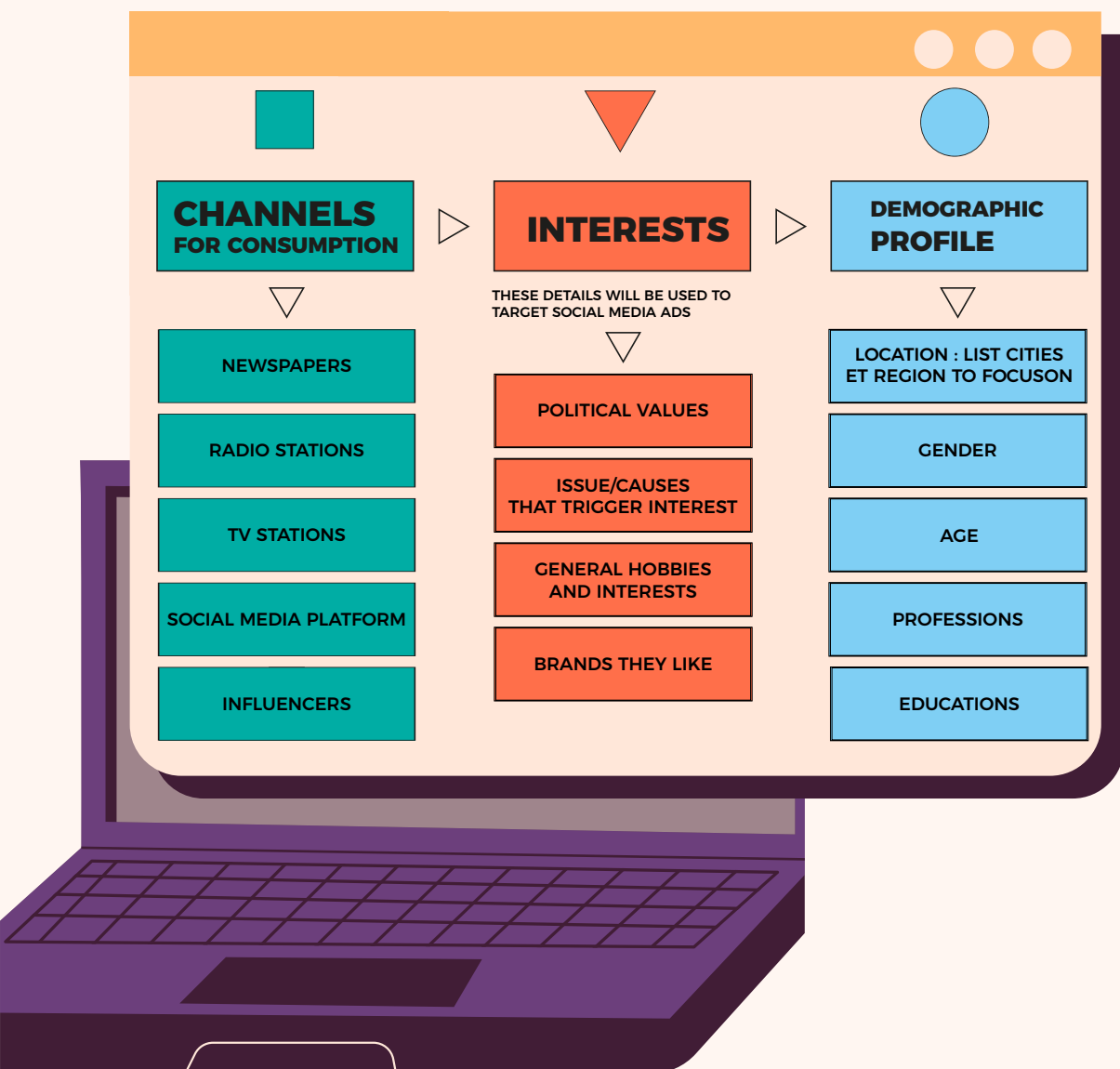




AUDIENCE SEGMENTATION TOOL FOR “BASE” & “PERSUADABLE”:



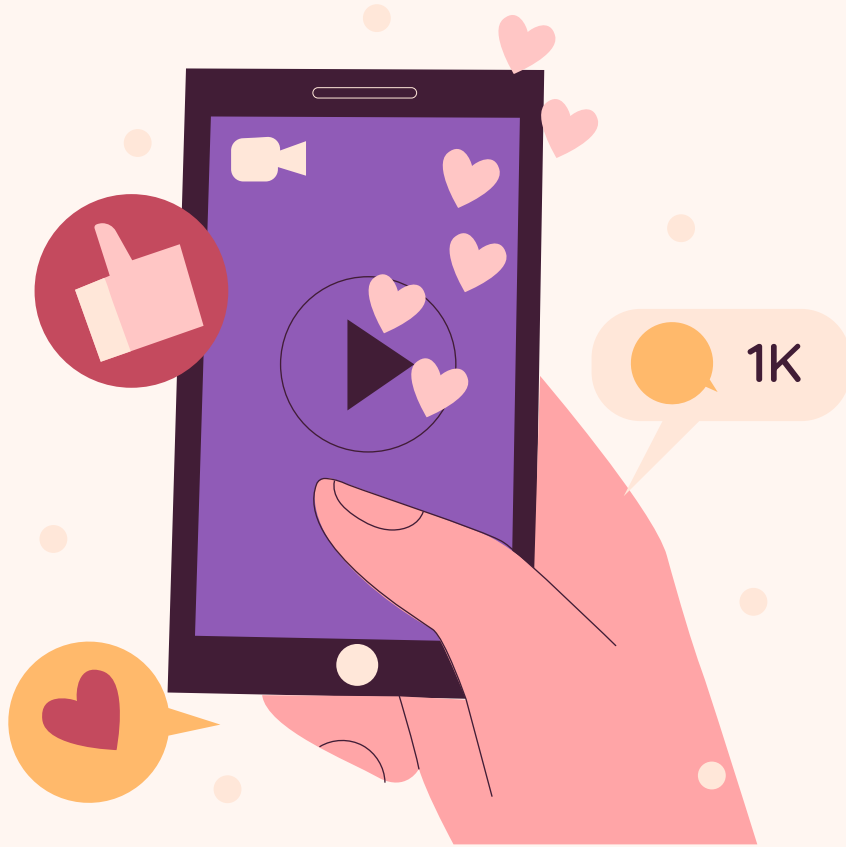
Using this audience segmentation matrix below, will help you get a detailed understanding of the target audience of your campaign. You can tailor the specific aspects according to your needs:



MEASURE THE SUCCESS OF YOUR CAMPAIGN

You can track your campaign's likes, mentions and its journey across the internet using digital tools (see section on social media analytics), but the most important way to tell if your campaign is successful is if the action is happening. Are young people signing the petition or organizing an event on the ground? Is your social media action translating into the real world?

Remember, if you are not getting enough engagement, you can tweak everything: the time you are posting, style of messages, and the platforms that you are using.





Manish Msemah Campaign: Originating in 2015 as a spontaneous rejection of the reconciliation law, **مانيش مسامح** evolved into a major political movement, notably engaging Tunisian youth through a Facebook page boasting 78,000 followers. The movement began with street protests and Facebook posts, sharing videos of marches in Tunisia's capital. Subsequently, informative posts explaining the reasons behind opposing the law, its potential threats to the economy, and political ramifications were shared. Importantly, this movement united youth from various Tunisian regions. The campaign's success was further amplified through radio and TV interviews, accompanied by a call to action, urging Tunisians to protest nationwide. The visibility of **مانيش مسامح** was enhanced through the creation of an eye-catching visual identity, a hit hashtag, branded products and photo frames, reinforcing its presence both digitally and physically, leading to a renewal of forms of social movements in Tunisia across both eras.



BLACK LIVES MATTER

"Black Lives Matter" movement: This campaign is known as a global activist movement against systemic racism and violence towards black people, it originated in the United States then it spread globally. This movement has its official website providing resources and avenues for engagement and several social media platforms such as Twitter, Facebook, and Instagram. The iconic hashtag "#BlackLivesMatter" serves as a rallying cry, enhancing the movement's visibility and facilitating global dissemination. The movement effectively utilizes social media to raise awareness, mobilize support and advocate for racial equality and social justice.

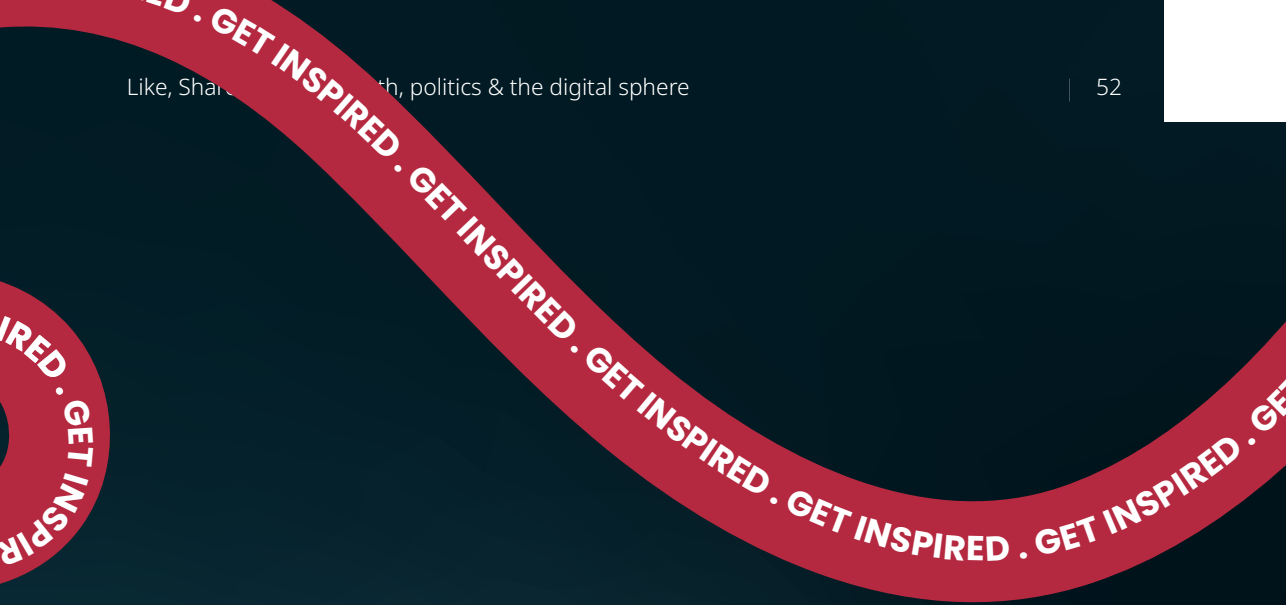
A large crowd of people is gathered for a protest, likely a Black Lives Matter demonstration. In the foreground, a man wearing a black cap with the word "POWER" and sunglasses holds up a large black sign with the words "BLACK LIVES MATTER" in white capital letters. To his right, another person holds up a smartphone to record the event. In the background, other protesters are visible, some wearing face masks. A sign in the distance reads "I can't breathe" and "George Floyd". The scene is set in an urban environment with tall buildings in the background.

BLACK
LIVES
MATTER

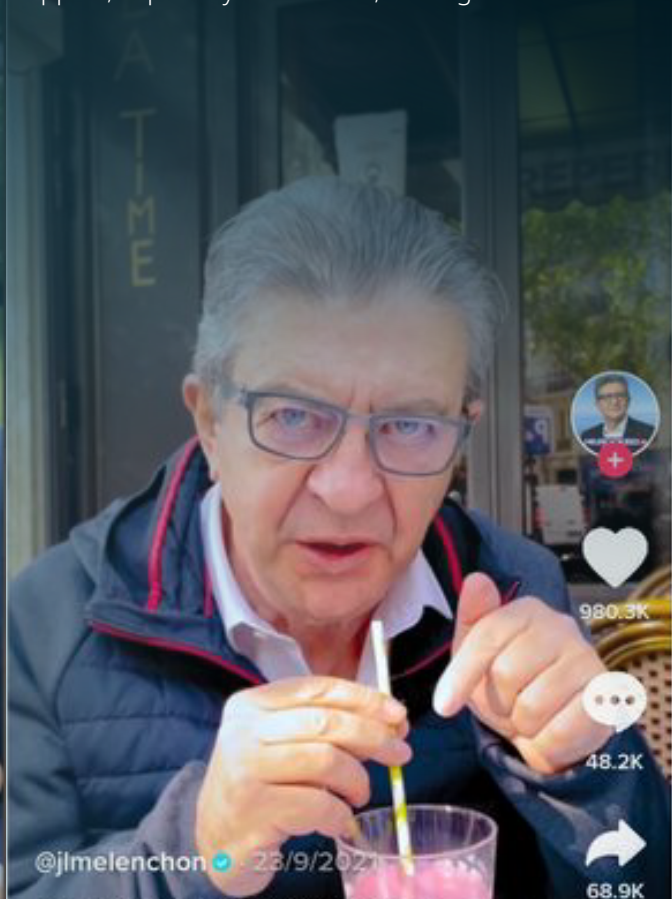
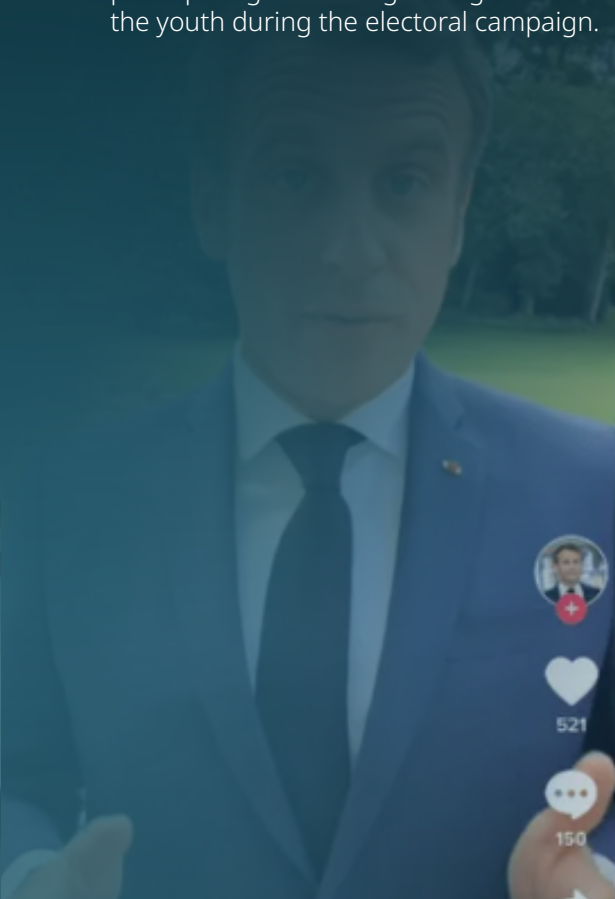


"Fridays For Future" movement: it is a global climate movement that emerged from the initiative of Swedish activist Greta Thunberg, and harnesses the power of social media to mobilize global climate activism. Through calls for urgent action to combat climate change, it urges young people to engage in Friday protests, utilizing platforms like Twitter, Facebook and Instagram to amplify its message and galvanize support for environmental action.





TikTok Campaigns of Macron and Mélenchon: Macron and Mélenchon chose a distinctive approach by leveraging TikTok for their political communication. Using live videos and short TikToks, they engaged directly with the younger generation, discussing their activities, programs, and plans. Incorporating TikTok trends and participating in challenges heightened their appeal, especially for Macron, among the youth during the electoral campaign.





Palestinian Cause Campaign:

Daily Instagram reels and Facebook content have depicted the reality in Gaza, inspiring a wave of content creation worldwide. New Facebook pages and Instagram accounts have emerged, detailing the Palestinian struggle, showcasing global protests, and educating youth about the occupation by Israel. Social media facilitated a broader outreach due to continuous content creation by influencers and digital artists, ensuring the cause remained in the public eye. The engagement of Tunisian youth in the campaign to stop the systematic violence against civilians in Palestine resulted in a wide spectrum of tactics on the ground and online including boycotts, protests, fundraising for humanitarian aid, frequent posts on social media, mainstreaming Palestinian resistance symbols in clothing, pintables, creation of cultural and political spaces for exchange and learning on the cause. The Palestinian cause has catalyzed Tunisian youth engagement and gained the sustained and organic involvement of youth in defending the cause.



TOOLKIT

METHODOLOGY

The primary research questions answered in this toolkit: are:

What are the characteristics of the current landscape of online youth engagement in the political discourse in Tunisia?

How can civil society organizations and youth actors foster an effective online youth engagement in the political discourse?

Two participatory focus group discussions with youth (age range: 15- 30) from diverse backgrounds were conducted in-person on December 9th in Tunis and December 10th, 2023 in Kairouan. An analysis of youth influencers platforms and content was conducted to identify best practices and recommendations for youth engagement in the political discourse. Desk research on the literature related to online youth engagement and on Y-TED project was undertaken to capitalize on the learnings.

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