



About Me

- Bsc in Biology and Environmental Studies (convocation June 2019)
- 4-H member for 13 years
- Assistant Manager at Beacon Hill Children's Farm
- Life-long waterfowl enthusiast



Why we need Youth

"Greatest Untapped Resource"

- Ban Ki-moon, 2007-2016 UN Secretary General

- Youth = Future and Current Stakeholders
- Unique Ideas and Perspectives
- Next Generation of Aviculturists



<https://research.un.org/en/docs/secretariat/sg/ban>

How to Reach Out

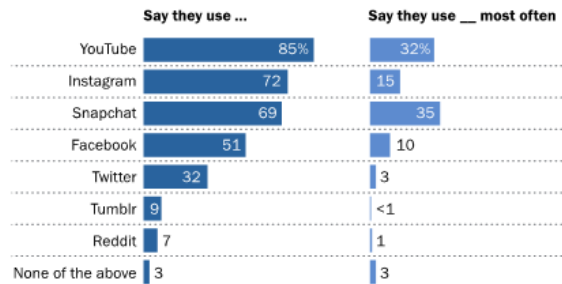
- Social Media Presence
- Connect with local youth organizations and educational institutions
- Remember, their students



Where to Post

YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

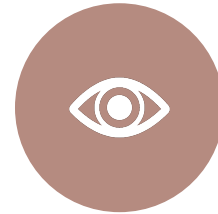
PEW RESEARCH CENTER



PROVIDE LEADERSHIP
ROLES AND REAL LIFE
SKILLS



GIVE RESPONSIBILITY
AND A VOICE



ENCOURAGE YOUTHFUL
LEARNING STYLES

How to Engage



INVOLVE ADULTS AND
PROFESSIONALS
MEANINGFULLY



SHOW APPRECIATION
AND RESULTS

How to Engage

Examples



Youth-led
community
initiatives



Youth Councils



Volunteer/Intern
positions that
translate to skills
on a resume



Outreach Teams

Summary

- Youth are the future, so why not start now!
- Reach out to their media platforms and make it easy
- Provide an experience with value, gratification and fun