

# Using Social Media to communicate with young people:

## Key messages – August 2020

Providing effective publicity for young people and their families about the overall offer of services and activities for young people in Kirklees has always been a challenge and has become even more challenging during the Covid 19 epidemic and lockdown.

Our Voice wanted to explore young people's use of Social Media and via two surveys and limited face to face engagement, key messages have begun to emerge.

The Digi-survey focused purely on young people's use of social media. The second survey was designed to support work on the Local Offer website and so was completed by young people with SEND.

Face to face engagement has taken place in Huddersfield and the Colne Valley.

The ages of young people responding ranged from 10yrs to 19yrs.

- All the young people responding told us that they do use **social media**.
- They told us that the apps they use most are **YouTube, Instagram and Facebook**.
- The young people told us that the main reasons they use social media are to **keep in touch with friends and family** and to **share photos and videos**. A smaller number of young people said they used social media to find the **latest news** and a just few young people said they used it to look for **information local to them**.
- We did not ask young people to define what they meant by “use”. From their responses and conversations, it appears that they actively use some apps like YouTube and Instagram – adding photos, videos, messages but other apps such as Facebook and Twitter they use simply as a newsfeed, to see what others are doing and don't post themselves.
- In response to our question “If we wanted to tell you about something, which social platforms and Apps would you like services and adults to use to reach you?” young people gave a variety of answers. Facebook and Instagram were slightly more popular, but answers also included YouTube, WhatsApp and email.
- Young people like content that is **video or games based**. This has the added advantage of being accessible to those who struggle with literacy or learning.
- Young people do visit **websites** but they need to see the relevance or for it to be about something that matters to them. For example, one young person described using website to check football results.
- When using websites, young people tell us they need to find the information immediately, they don't want to have to search or scroll through other information.
- A Kirklees Council website is not somewhere they would look.
- Some young people talked about using google maps to prepare themselves for wherever they were going.
- Young people are crazy about **influencers, celebrities and bloggers**.
- Most young people who responded told us they use a **smartphone**.
- Looking to the future we asked “Technology moves pretty fast! Which social platforms and Apps. do you think are getting more popular and why?” The most popular response was **TikTok**.



It is interesting to note messages that have emerged during conversations with young people on outreach sessions:

- Young people have discussed being over immersed in ‘online’ demands now
- Data poverty or a lack of access to devices to access the web is problematic for some young people.

Including messages that relate specifically to Covid 19:

- An awareness of ‘fake news’, changing messages and not knowing what is reputable or correct.
- Young people talk of not knowing anyone who has contracted covid-19 and therefore they feel unaffected.
- A small number of young people believing the disease is a hoax.

For more information,  
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The Our Voice webpage is here: <https://www.kirkleessafeguardingchildren.co.uk/young-peoples-voice/>  
You can also follow us. on our Socials:

