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CYCLE ON “YOUTH FOR HUMAN RIGHTS: BEYOND SOCIAL MEDIA”

Session III

“Why are social networks powerful tools for causes and campaigns?”

10 MARCH 2016 – From 15h00 to 16h30 (London time)

Context

Nowadays because of the development of ICT and the global interconnectivity, youth have more access to information about global issues. Indeed, technology and the use of digital media have changed the way youth participate in activism globally, and youth are more active in media than older generations.

Youth activism and civic participation in social change focuses more on issue-oriented activism. People under the age of 18 comprise 46% of the global population, and these youth played a crucial role around the world in promoting human rights, equality and equity. They serve to strengthen already existing networks of political and social relationships among activists offline. Media activism among youth can be linked to the way youth protest and create communities online over specific issues and social connections. Social Media has become a primary organising tool for political and social movements globally. These movements through social media have been attributed to the interest and involvement of younger generations. However, beyond social media, new ICT technology is offering new opportunities and challenges to young social changers and activists.

The future of how effective in terms of human rights activism, youth involvement in social media can be really depends on the level of interaction between the public and these social media tools and the impact this activism and awareness raising process.

Aims

This programme is aimed at strengthening Youth Human Rights Activism for social change. This cycle has as objective to analyse and to promote opportunities for developing skills of youth activists on Human Rights activism, social media, civic participation, cooperation and networking.

Anticipated outcomes

- Youth Human Rights Activism landscape analysed in terms of challenges, limitations and added value;
- Capacities on social media tools and knowledge on human rights of young activists are reinforced.
- Networking and cooperation among and between youth platforms is strengthened;
- A social media campaign on Youth Activism for Human Rights is identified in partnership and cooperation;

PROGRAMME

Session 3 – Presenting smart projects: Why are social networks powerful tools for causes and campaigns? Working together, Launching a Campaign.

In the framework of this cycle, a third and last session will be organised with the objective of presenting smart initiatives for and led by youth organisations using social media and technology to promote youth activism for social change and networking.

- **DC Lisbon:**

- **Maria Margarida Saco**, presenting the [No Hate Speech Movement in Portugal](#)
- **Rocío Cervera**, Youth Co-operation Programme Manager, North-South Centre of the Council of Europe, presenting the Youth and Development Network of Universities

With the participation of young activist and change makers sharing their experiences and tools in DC Lisbon and DC Rio de Janeiro.

For more information:

DC Association

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