How to support newcomers working in Cafe Europe

HAND GUIDE FOR YOUTH WORKERS: Reaching the Target group

Cafe Europe

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"All our dreams can come true, if we have the courage to pursue them." – Walt Disney

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Learning aims and objectives

By reading through this chapter youth workers and volunteers will think about the target audience of their Cafe Europe and learn to picture where you can find the youngsters and how to connect with them. Think about what kind of social media you would like to use and what to keep in mind when you create a flyer.

The learning outcomes will be to open your mind and eyes to see where these youngsters hang out. How you can find ways to reach youngsters in different areas and pick the right place to start looking.

Reaching your targetgroup

Reaching the target group can be a difficult task if you don't know who you are looking for and where you can find them. When you do find them, it's important to connect with them, you can do it yourself or together with stakeholders. To connect with new youngsters and bring them to your cafe, you need to invest time and effort. That's why it's important to work together with other key individuals that know youngsters and have already built a thrusting bond with them. After that, word of mouth will create a bigger pool of youngsters that want to join. Create a main group and place them in a focus group to let them be part of the process and have ownership of Cafe Europe.

Define your target audience

Define what kind of youngsters you're looking for. Think about age, culture, curiosity, inspirational, open to try new things, entrepreneurial, team players, active, sportive etc. If you can define what you are looking for in your region it's easier to plan where you can find these youngsters.

Common goals

Create common goals with other stakeholders and partners. They will invite youngsters from their environment to the meetings if these youngsters can benefit from the activities Cafe Europe offers.

Focus group

Work with groups, individuals, make them feel as they are a part and owner of the project. Give the youngsters a voice in what will happen in Cafe Europe. They will become ambassadors and promote Cafe Europe.

See Cafe Europe's IO1 Step 1 Tips & Tricks on how to start a focus group.

Community Asset

Local key individuals / influencers:

Find key individuals who speak with the youngsters and connect with them.
Make the key individual an ambassador/part of Cafe Europe.
The closer you get to the youngsters the easier it will be to connect them to your project/programme.
An influencer can motivate and inspire a youngster to participate. An influencer is a person who is known by your target audience and can reach them online or offline. Think of someone in your region who is well known or speaks with youngsters.

Local voluntary associations, clubs and networks:

Youngsters play sport, do certain cultural activities, go to social spots to meet up, go to a place for their faith. Have a look at these places and see where your target audience is. What is popular among the youngsters in your country?
Do you have meet-up places powered by volunteer workers or youth workers?

Local institutions:

Talk with schools where your target audience stays at. See and ask if, for example, the library is a spot where they hang out, or parks, police stations, or whether they hang out at local businesses and nonprofits. Each of those places might contribute to Cafe Europe.

Physical assets

The locations could be important to find and engage youngsters if they already come near or in the building.
See IO1 Step 3 - Defining your region for more information on physical assets.

Questions for personal reflection:
How do you get in contact with new people?
Why do you keep in contact with them?

Communicate with youngsters

You need to connect with youngsters. What are the fields of interest in your region? What motivates them and is the trend in your region? Cafe Europe can help youngsters develop in many ways, but it's important to give them an example of what fits in their mind and learning goals. For example; it's possible to explore and find out if you can start your own business or to develop new skills for your (future) job or schoolwork. Give examples that fit in their everyday life or something that's innovative or on the news.

Connect with stakeholders

Stakeholders can be really important to find your target group for Cafe Europe. What are the goals of the stakeholders in your region? See if you can get a common goal so that you have ambassadors for Cafe Europe or work together at Cafe Europe.

If you want to know more about your stakeholders and to find common goals have a look at IO1 Stakeholders.

How to create flyers/posters

01.An attention-grabbing headline

The first thing that you will see on a flyer will be the heading, it needs to be clear to the youngsters so that they understand what they can do at Cafe Europe. It needs to grab the youngster's attention.

02.Visual hierarchy

Use pre-made templates that already have an established visual hierarchy. It helps to present the information in a clear visual way.

03.Balance

Make sure the graphics and text are in balance. It's tempting to throw all the information on it, but it could be an overkill on information and too messy to get the right message. Keep it well spaced and uncrowded.

04.The right typography

Different fonts can create a different look and feel. Think about what kind of message you want to send and what type of font should be used then. Casual, creative, businesses like etc

Also have a look at IO1 Step 7 Marketing communication.

Social Media

You can use social media to reach youngsters too. Some social media platforms have a high percentage of users. If you want to pick a social media tool you can pick the one with the highest number of users or one which is most actively used by your target group.

Below is a short summary about the most popular tools. The age group is based on the Netherlands and quite similar to the U.S.

Instagram:
Instagram focuses on pictures and short videos. It's most popular in the ages between 20 & 39.

Twitter:
You could describe it as a microblogging system. You can send a tweet up to 140 characters long including links. The biggest group of users is between 19 and 29 years old.

Snapchat:
Snapchat is a popular messaging app that lets users exchange pictures and videos that are meant to disappear after they're viewed. The largest snapchat age demographic is 18 to 24 years old.

Facebook:
Facebook is a website that allows users to create their free profile. You can share all sorts of things on it. It's popular with people between the ages of 20 and 59.

Clubhouse:
Clubhouse is an audio-based app. You can host online meetings with a closed or open group.

LinkedIn:
LinkedIn is a social network that focuses on professional development and connection.

Whatsapp:
Whatsapp is an instant messaging app. It's a great way to keep in contact with youngsters and to reach out to them.

Youtube:
Youtube is a video sharing service where users can watch, like, share and comment on videos, or upload their own videos.

Tiktok:
Tiktok is a social media app where you can make short videos and share them with your followers or the world. The age group on Tiktok is 15+ and over, however, children of ages 6 till 14 also use the app.

Sources

Sources:

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- https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/
- https://www.socialdutch.com/en/research/social-media-use-in-the-netherlands-2021
- https://www.smartinsights.com/wp-content/uploads/2021/07/Global-social-media-research-platforms.png
- https://www.nationalfamilyplanning.org/document.doc?id=696

Extra links

- Guide to create a flyer: https://www.canva.com/learn/the-ultimate-guide-to-flyer-design/
- More information on Tiktok: https://influencermarketinghub.com/what-is-tiktok/
- More information on Instagram: https://searchcio.techtarget.com/definition/Instagram
- More information on Twitter: https://esrc.ukri.org/research/impact-toolkit/social-media/twitter/what-is-twitter/
- More information on Snapchat: https://phys.org/news/2018-06-snapchat.html#:~:text=Snapchat%20is%20a%20popular%20 messaging,disappear%20after%20they're%20viewed.&text=All%20you%20need%20to%20sign,Snapchatters%20gravitate%20toward%20silly%20names.
- More information on Facebook: https://www.webwise.ie/parents/explained-what-is-facebook-2/
- More information on Clubhouse: https://www.pcmag.com/how-to/what-is-clubhouse-app
- More information on Linkedin: https://www.businessinsider.com/what-is-linkedin?international=true&r=US&IR=T
- More information on Youtube: https://www.webwise.ie/parents/what-is-youtube/#:~:text=YouTube%20is%20a%20video%20sharing,tablets%20and%20via%20mobile%20phones.

Prepared by

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INBÁZE

Inqubator Leeuwarden

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Gysbert Bergsma

GUYDOLPH DIJKSTRA

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