



# YOUTHBOL POLL

A digital campaign committed  
to making **#YouthVoicesCount**

Case Study by  
**#WeBeeSocial**



## Objective of the Campaign

**YouthBol**, an initiative by C3 & USAID, was an outreach programme led in collaboration with some of the biggest rights-based youth organizations in India. Broadly, the objective was to facilitate a participatory and inclusive shaping of programming for Indian youth through engaging with them and encouraging them to take the **#EkMinuteKaPoll**.



#YouthBol #youth #India

YouthBol - The Voice of Young India

### Here's what the campaign aimed to accomplish:

- Invite the youth of India to take a poll and enable the articulation of top health & wellbeing priorities of adolescents and young people, across access, services and quality.
- Through generation of disaggregated data and evidence, understand demands, aspirations and barriers faced by youth in accessing information.
- Disburse the data acquired at a final dissemination event where the Charter of the Young, made of insights collected from the poll, would be launched and presented to government dignitaries and concerned officials.



## Campaign End Result

- Raised awareness about the need for youth participation to be mainstreamed in policy decision-making
- Invited entries from young people on the #EkMinuteKaPoll through Social media posts, ads, cross-promotion, on ground events etc.
- Provided access to relevant information on health and well-being through engaging posts on social media
- Advanced conversation on young people's health through destigmatization & correction of misconceptions
- Prepared a 'Charter of The Young' based on the data collected from the #EkMinuteKaPoll
- Presented the charter to concerned officials from the government and NGOs as we digitally covered the dissemination event on October 31<sup>st</sup> 2019

## Campaign Metrics:

Harnessing the power of social media, **as many as 1,10,092 youth voices** were heard through the poll and brought to the fore to discuss their role in the decision-making of youth policies & programmes.

The poll garnered above **3.5 million impressions, 250 mentions**, and a **reach of 1,50,230** unique users from as many as 27 states & 4 UTs in the country.

## Overall Strategy

A 360-degree strategy was adopted to maximize reach and invite the most diverse audience to take the #EkMinuteKaPoll.

- **Website:**

Once the website was refurbished for the campaign, LIVE timer & counter of polls was maintained on the website through-out the poll to denote accurate figures. All our communication led interested people to the website where they could take the poll.

- **Social-Media Campaigns:**

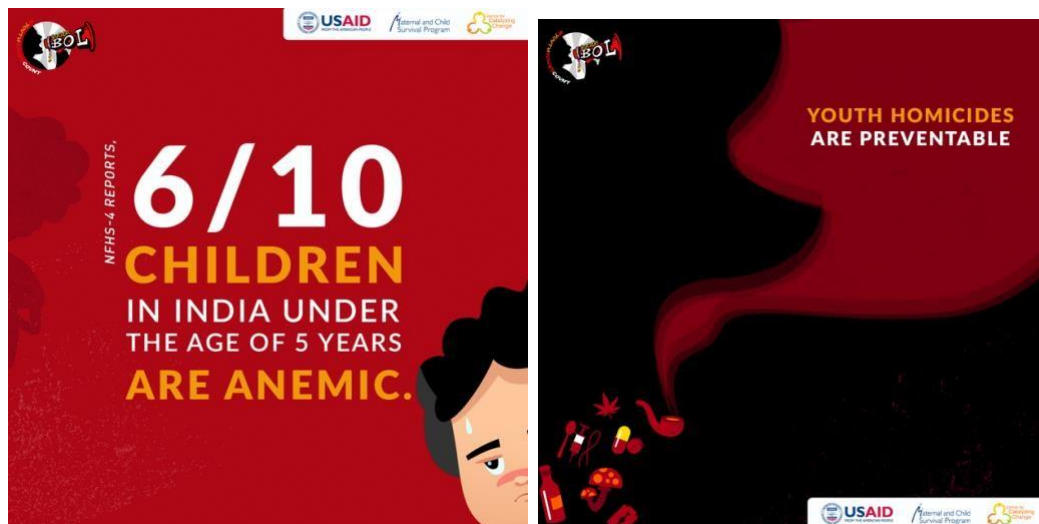
Facebook, Instagram, YouTube and Twitter were the platforms that were



used to drive awareness and engagement.

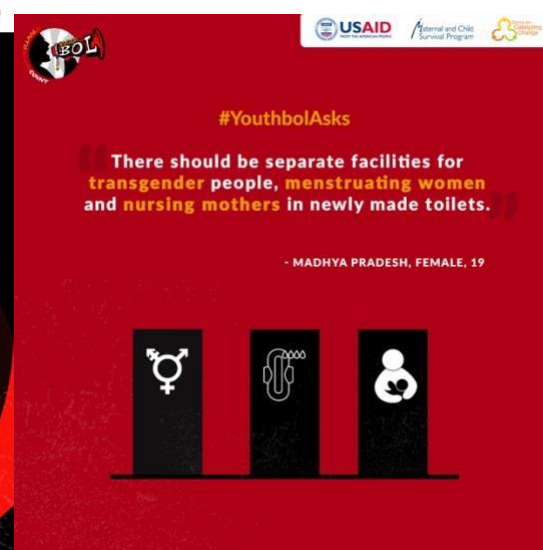


A creative, bold, informative approach was taken to present our case and reach out to our target audience.



From studies, facts, topicals to showcasing what others are saying via the poll, our channels encouraged our target audience to take the poll and raise their voice and be the change.

Some of the poll submissions were also shared from time to time to highlight all of the issues that our audience faced and at the same time, encourage their peers to have their voice heard.



- Videos:



A champion of youth and our campaign ambassador, World Badminton Champion, 2019, **Padma Shri PV Sindhu** addressed the media through a

video that highlighted how important it is to incorporate youth voice into shaping programs and policies for their own welfare.  
A brand film was also developed to highlight the journey of the campaign.

- **On-ground:**



Our partner organizations across the nation popularized the poll and registered entries on-ground from adolescents and young people.

- **Presenting the 'Charter Of The Young':**



Insights and data collected from the polls were published in a report that was made digitally available.

This report was launched on 31<sup>st</sup> October 2019 at the Final Dissemination Event.



Available here:

<https://drive.google.com/file/d/1NKiT5LQp5gJzTpzJVfUPztt4MW3uGKn-/view?usp=sharing>

- **Campaign Film:**

<https://www.youtube.com/watch?v=MdfB2PrnYMo&t=1s>



A compelling short film summing up the campaign's outcomes was made and published on all our channels and reports.

- **LIVE coverage:**

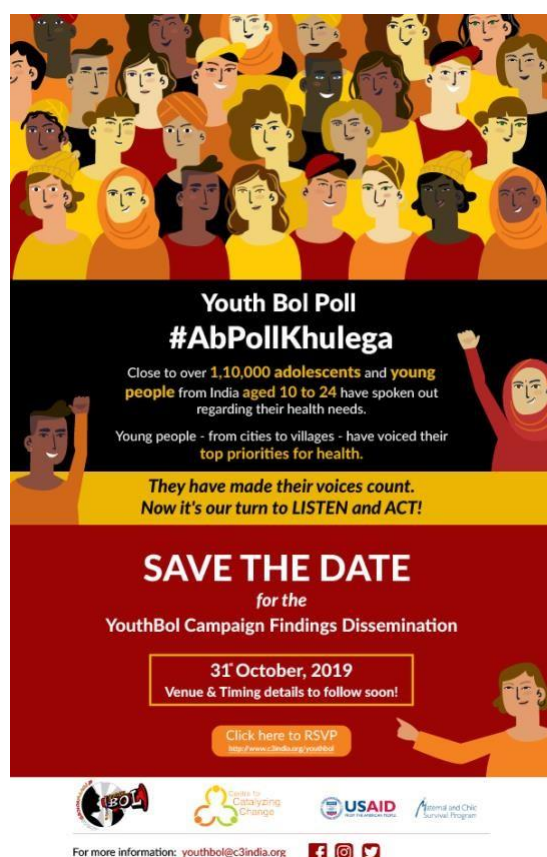


The final dissemination event was hosted to present the data to dignitaries from the government and other concerned bodies.



This event was covered real-time across multiple channels on social media.

- **E-mailers:**





## Creative Strategy

Understanding what the youth in India want when it comes to policies, programmes, measures and facilities with respect to their health and well-being was kept in mind while developing a bold, informative and creative approach for our social media.

To push the poll to our audience in a fast-moving world, the idea that the poll can be completed in under-a-minute was floated through the campaign #EkMinuteKaPoll.

- Bold colors for illustrations that showed a striking visual. This visual conveyed the message to our TG effectively. The design was modern and compelling.



- Copies were kept minimalistic for most of our posts. The language deployed was simple and youth-friendly to keep it accessible and quotable.



- All social issues faced by the youth were highlighted to make for engaging conversation with a diverse set of digital audience.



- #YouthBoIAsks: Select poll entries were shared on our handles to highlight current plights of youth and encourage their peers to take the poll too.



- Infographics and relevant data was shared from time to time to inform our audience about issues that affect them.



- A film summing up the motive of our campaign was made and published on all our channels.



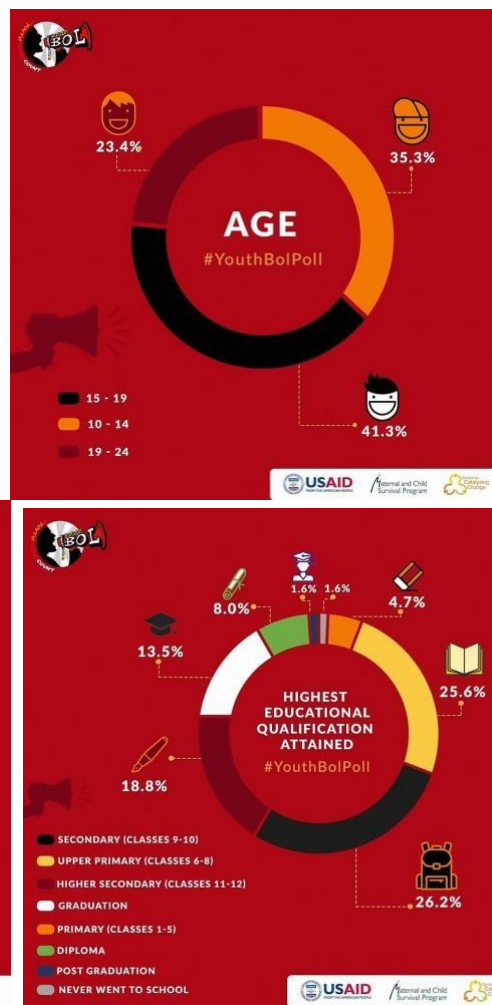
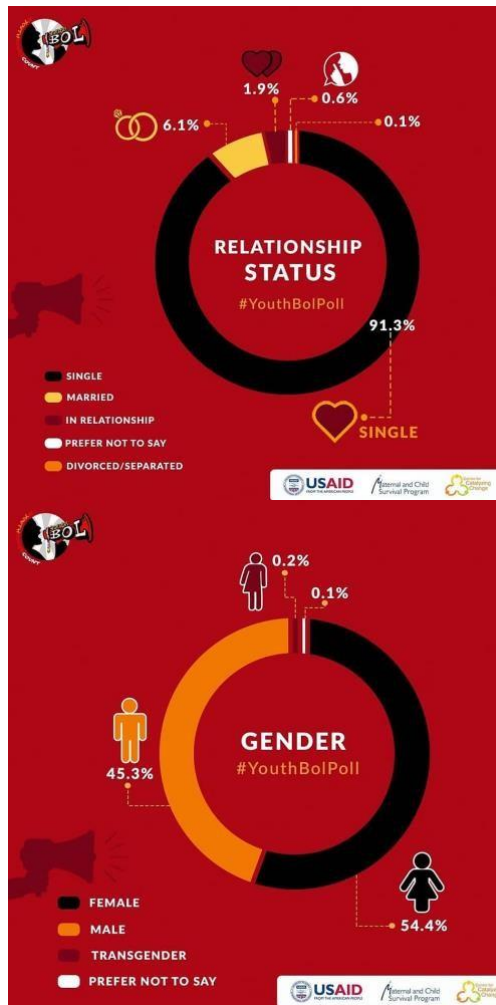


- A champion of youth, **Padma Shri PV Sindhu** was rightfully roped in to be the campaign ambassador and disburse information that encouraged entries on the poll. Her connect with our target audience helped push the reach even further.



<https://www.youtube.com/watch?v=GGmBWry78I4>

- Apart from publishing insights on all of our handles, **a detailed report of the collated data and insights was launched and disbursed at the final event.**



**Report available here:**

<https://drive.google.com/file/d/1NKiT5LQp5gJzTpzJVfUPztt4MW3uGKn-/view?usp=sharing>



# LISTENING TO 1,10,092 VOICES •The process

## Innovation that drove effectiveness

- A real time digital poll with questions was set up on the website and optimized for mobile views. On ground team from villages and small cities were able to collect data effectively through the website
- A real time backend was developed to demonstrate data from the polls in the form of infographics
- Live videos from villages were showcased on our social handles where an interactive Q&A session was held.
- A live feed from social media channels was set up to drive engagement from the website
- The data collected from the poll was compiled into a digital study and shared with the hon'ble minister at the live event.

Clients:





# Thank You

Thanks to our clients:

