

## Communicating with youth workbook

Successful PBC youth engagement requires:

1. contacting local Indigenous youth
2. fostering ongoing involvement.

To create awareness of your PBC, and get youth involved, you need to take the first step and reach out to young people. You can develop a targeted communications strategy by using some of the ideas in this workbook.

You can increase youth involvement in your PBC by making sure your members and native title holders are aware of what events or programs you are running. For help with developing a targeted communication strategy consult this [workbook](#).

Young people are probably the best resource to give advice on how they can become involved in their PBC. Maybe think about a short survey gaging the interest and knowledge about PBC work among young community members, call a youth meeting or establish a youth yarning circle.

Once you are communicating with the young people in your community it is important to maintain their involvement so they can eventually progress into official native title roles. It is vital for PBCs to make them sustainable in the future to foster young leaders as part of their [succession planning](#).

Some methods of youth recruitment include:

- word of mouth
- email networks
- social media
- media channels
- recruitment at local schools.



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## Word of mouth

Using the strength of verbal communication by using personal and family connections has proven to be the most effective way to engage Indigenous youth. This is why creating lasting relationships and increasing community connection is crucial in the work of PBCs generally, but especially for youth engagement.

## Email networks

Creating an email list of youth that have been previously contacted or whose contact details have been collected at an event or gathering is a good way of keeping in touch. Make sure you have permission to collect and use this information as a means for contact. Messages, like email or SMS, can only be sent after you have permission from the person you're sending them to, and this may need to be a parent if the person is under eighteen. The best way to ensure consent to contact is through a consent form. Each message must also say who it's from, contact details and how to unsubscribe. Check out the [Privacy Compliance Manual](#) and information provided by the [Australian Communications and Media Authority](#).

## Social media

Social media has an enormous influence on the lives of Indigenous youth in Australia today. According to [recent research](#) seventy-one per cent of Aboriginal people agreed social media is a good platform for learning. Many organisations and businesses are increasingly using social media platforms, especially Facebook, Twitter and Instagram, to successfully promote initiatives and engage with youth.

Accounts can be made specifically for youth engagement purposes. For example, a Facebook page can connect the young people together in your area and provide a spot for notification and invitations to upcoming events or opportunities. Learn more about social media on the [PBC website](#).

Also, you could cooperate with existing social media accounts that young persons in your community may already be following. Check out any local accounts, but also consider Australia-wide accounts like:

- ABC Indigenous [Instagram](#), [Facebook](#), and [twitter](#)
- [NITV Instagram](#)
- [Indigenous Gov Facebook](#)
- [Indigenous Au twitter](#)

## Media channels

Conventional media channels including print and online news, such as the [National Indigenous Times](#), [First Nations Telegraph](#) or [Koori Mai](#), as well as [National Indigenous Television](#) or [radio](#) provide powerful resources to spread the message. This can be in form of advertising your events or by broadcasting stories before and after the events.

## Recruitment at local schools and PBC events

PBC representatives could also present at local schools or TAFE, sporting clubs and events, such as the local footy tournament, to raise awareness of their work and in the process connect with young people that may be interested in becoming involved in their PBC.

PBC events such as BBQs, culture days and PBC meetings are a great opportunity to engage with youth and talk with them about PBC business. These can be informal chats or a bit more formal through a PBC Youth program run during the event. Maybe young PBC members can present and talk about how they got involved and why it is important.