#WatchOurImpact

Digital Storytelling Contest Social Media Toolkit

June 4, 2021

USAID FROM THE AMERICAN PEOPLE

YOUTHP✺WER2
LEARNING AND EVALUATION

GENERATION UNLIMITED
Our Time.
Our Turn.
Our Future.

ABOUT GENERATION UNLIMITED

Generation Unlimited (GenU) is a global partnership working to prepare young people to become productive and engaged citizens. It connects secondary-age education and training to employment and entrepreneurship, empowering every young person to thrive in the world of work.

ABOUT THE GLOBAL LEAD INITIATIVE

The Global Leadership and Education Advancing Development (Global LEAD) Initiative is USAID's Agency-wide initiative working with over one million emerging young leaders to become partners in building self-reliant communities. USAID engages young people at the local, national, and global level to promote innovative solutions to critical development challenges, and Global LEAD builds on the Agency's current work with young leaders, higher education institutions, and other partners to develop a continuum of education, civic skills and engagement, and leadership development activities across programming sectors. The umbrella initiative responds to the priorities of emerging young leaders and Missions, offering technical assistance and conducting activities to support the achievement of development objectives.

ABOUT YOUTHPOWER2: LEARNING AND EVALUATION (YP2LE)

YP2LE activities will bring USAID's Youth in Development Policy to life by enabling investments in PYD research and evaluation within and across multiple sectors, including health, education, agriculture/food security, economic opportunity, peace and security, democracy, and human rights and governance. YP2LE will build and disseminate PYD evidence across multiple sectors; offer leadership in promoting PYD best practices; and provide rapid response, technical assistance to USAID staff to design, implement, and evaluate youth activities. The goal of these activities is to give practitioners the information, tools, and resources they need to develop high-quality, impactful, and sustainable youth programs, allowing empowered youth, working with supportive adults, to create the kind of sustainable change in individuals and systems that leads to self-reliance.

ABOUT YOUTHLEAD

Launched in 2018 under the USAID-funded project YouthPower Learning and continued under YP2LE, YouthLead.org is designed for young changemakers making a positive impact in their community through service, activism, advocacy, education, and entrepreneurship. Our network members are focused on finding solutions by connecting people, ideas, and resources to tackle critical issues affecting young people at home and around the world.

Global LEAD #WatchOurImpact

A CONTEST FOR THE DIGITAL STORYTELLERS IN ALL OF US!

Young changemakers around the world are making lasting impacts in their communities, yet their efforts are too often underestimated. USAID's Global LEAD Initiative, YP2LE, and GenU have joined forces to help change that!

Beginning on June 7, young changemakers can submit original three-minute videos or slideshows that tell the story of their actions that contribute to the Sustainable Development Goals (SDGs) or the following key issues:

- COVID-19/Pandemic Response,
- Education/Skills Development,
- Youth Employment/Entrepreneurship,
- Climate Action,
- Food Security/Resilience,
- Digital Literacy/Security/Action,
- Civic Engagement, and
- Wellness/Violence Reduction.

PRIZES AND INCENTIVES

Winners will be announced on August 1. Contest winners will:

- Be announced across partner social media channels.
- Take part in the USAID Global LEAD #WatchOurImpact Dialogue with other VIPs on August 12 (International Youth Day).
- Be featured on GenU's website.
- Have the opportunity to meet with a senior member of the GenU global leadership council or board.
- Lead a "social media takeover" of GenU accounts.
- Become part of GenU's pool of moderators.
- Connect with GenU country offices.

ASKS

We are asking Partners to:

- Promote the contest.
- Share relevant training, tips, tools, and service-guides to support digital storytelling by emailing us at infoyl@youthpower.org or posting your own resources on YouthLead.org.
- Amplify the Global LEAD #WatchOurImpact campaign by sharing our posts and adding your own using this social media toolkit.

HANDLES

Please tag us on your posts, and we will repost on our channels.

- YouthLead Twitter: @YouthLeadGlobal
- YouthLead Instagram: @youthLeadglobal
- YouthLead Facebook: @YouthLeadglobal
- YP2LE Twitter: @YPLearning
- YP2LE Facebook: @YouthPowerLearning
- USAID Twitter and Facebook: @USAID
- Generation Unlimited Twitter: @_GenUnlimited
- Generation Unlimited Instagram: @genunlimited

HASHTAGS

Please use **#WatchOurImpact** and **#GlobalLEAD** on your posts.

CONTEST TIMELINE

June 4	Pre-launch
June 7	Contest Launch
July 23	Close of Contest and Voting
Aug 2	Announcement of Winners
Aug 12	Global LEAD #WatchOurImpact Dialogue

SAMPLE POSTS

Below are some of the posts we recommend using to help spread the word on Facebook, Twitter, and Instagram. We have included graphics with the campaign logos below the sample posts.

Pre-Launch (Before June 7)

- Coming soon! Show the world what #Youth can do! Starting June 7, enter the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest for the opportunity to win important prizes. https://www.youthlead.org/watchourimpact

- Calling all young changemakers! Don't miss the #WatchOurImpact #GlobalLEAD Digital Storytelling #Contest! How have you been impacting your community? It is time for show and tell! The contest kicks off June 7. Read on for a sneak peek of what is to come! https://www.youthlead.org/watchourimpact

Contest Period (June 7 - July 23)

- The countdown is on! #YoungLeaders will soon be able to show the world the impact they are having on their communities! Save the date for the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest sponsored by @USAID, @YouthLeadGlobal, & @_GenUnlimited https://www.youthlead.org/watchourimpact

- @USAID, @YouthLeadGlobal, & @_GenUnlimited want to show the world that globally young changemakers are making lasting impacts in their communities. Learn about the #WatchOurImpact Digital #GlobalLEAD #Storytelling Contest. https//www.youthlead.org/watchourimpact

- Are you a #Young #Changemaker with a story to tell? @USAID, @YouthLeadGlobal, & @_GenUnlimited want you to share through the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest. https//www.youthlead.org/watchourimpact

- Win an opportunity to talk to USAID and GenU leadership by sharing your digital story in the #GlobalLEAD #WatchOurImpact contest. Submissions open until July 23. https//www.youthlead.org/watchourimpact

- Want to "take over" a @_GenUnlimited social media handle? Submit a video or digital slideshow about how you are making a change in your community. Learn more about the #GlobalLEAD #WatchOurImpact Contest. https//www.youthlead.org/watchourimpact

- Show the world what #Youth can do! Enter the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest by July 23 for the opportunity to win important prizes. https//www.youthlead.org/watchourimpact

- Want to submit a video to the #WatchOurImpact #GlobalLEAD Digital Storytelling Contest, but don't know where to start? Check out this resource: https://www.youthlead.org/resources/video-storytelling-how-drive-connection-through-narrative

- Want to submit a slide show to the #WatchOurImpact #GlobalLEAD Digital Storytelling Contest, but don't know where to start? Check out this resource: https://www.photographyontheside.com/9-tips-great-photo-slideshows

- Are you a #young #leader helping your community through the COVID-19 Pandemic and its aftermath? Submit your story to the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest. https//www.youthlead.org/watchourimpact

- Create a video/slideshow that tells the story of your work as a #YoungLeader in education & enter the #WatchOurImpact #GlobalLEAD Digital Storytelling Contest for a chance to be featured on the @YouthLeadGlobal & @_GenUnlimited websites. https//www.youthlead.org/watchourimpact

- Share the story of how you are helping other #youth find #employment or become #entrepreneurs by submitting a video or slideshow to the #GlobalLEAD #WatchOurImpact contest by July 23! https//www.youthlead.org/watchourimpact

- Are you a #young #leader taking local action on the #ClimateCrisis? Submit your story to the #WatchOurImpact Contest for an opportunity to speak with @USAID and @_GenUnlimited leaders. Learn more: https//www.youthlead.org/watchourimpact

- Are a #young #leader working to #EndHunger in your community? Share your story in the #WatchOurImpact #GlobalLEAD Digital Storytelling Contest! You could win the opportunity to speak with @USAID and @_GenUnlimited leaders. https//www.youthlead.org/watchourimpact

- Technology is advancing quickly. Are you a young leader helping others keep up? Share your story by submitting a video or slideshow to the #WatchOurImpact #GlobalLEAD Digital Storytelling Contest and win great prizes! https//www.youthlead.org/watchourimpact

- How do we ensure #youth voices are heard? Share your insights as a #young #leader by entering the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest. https//www.youthlead.org/watchourimpact

- Is your project reducing #violence in your community? Share what you are doing as a #young #leader by entering the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest by July 23! https//www.youthlead.org/watchourimpact

Closing Soon (July 15 - July 23)

- There is still time to enter the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest! Enter now for an opportunity to take part in the @USAID #GlobalLEAD Power of Change Dialogue with other VIPs. https://www.youthlead.org/watchourimpact

- It is not too late! You still have time to participate in the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest! Show the world what #Youth can do! Contest closes July 23! Share with an inspiring youth in your community! https://www.youthlead.org/watchourimpact

Vote Now (July 1 - July 23)

- Voting officially opened for the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest! #Young changemakers around the world who are making a difference in their communities submitted their videos. Vote for your favorite entries! https://www.youthlead.org/watchourimpact

- We need your help! Select the winners of the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest! Vote now! Click the link to take a look at these creative, powerful young leaders! https://www.youthlead.org/watchourimpact

- We are on the edges of our seats! Who will win? You can help us decide by voting for your favorite entries in the the #WatchOurImpact #GlobalLEAD Digital #Storytelling Contest! Click here to vote now! https://www.youthlead.org/watchourimpact

SAMPLE GRAPHICS

Please feel free to use the below image descriptions/alternate text when posting or create your own! You can find other graphics for Twitter here and for Instagram here.

TWITTER AND FACEBOOK GRAPHICS

Image Description/Alternate Text:
Dark gray background with design of a filmstrip in gray and blue on the left side, with text reading "Global LEAD Digital Storytelling Contest, a contest for the digital storytellers in all of us! Stay alert for updates and be the first to submit!" Includes hashtag #WatchOurImpact and logos of USAID, YouthPower2 Learning and Evaluation, and Generation Unlimited at the bottom.

Image Description/Alternate Text:
Blue background with background image of a person taking a photo with a film camera, with text reading "Global LEAD Digital Storytelling Contest, a contest for the digital storytellers in all of us! Enter your submission by July 23, 2021." Includes hashtag #WatchOurImpact and logos of USAID, YouthPower2 Learning and Evaluation, and Generation Unlimited at the bottom.

Image Description/Alternate Text:
Background image of someone holding a smartphone with the camera app open, with text reading "Global LEAD Digital Storytelling Contest; calling all changemakers! Enter your submission by July 23, 2021." Includes hashtag #WatchOurImpact and logos of USAID, YouthPower2 Learning and Evaluation, and Generation Unlimited at the bottom.

Image Description/Alternate Text:
Gray background with background image of a person taking a photo with a film camera, with text reading "Global LEAD Digital Storytelling Contest; calling all young changemakers! Enter your submission by July 23, 2021." Includes hashtag #WatchOurImpact and logos of USAID, YouthPower2 Learning and Evaluation, and Generation Unlimited at the bottom.

INSTAGRAM GRAPHICS

Alternate Text:
Black background with a filmstrip in gray and blue, with text reading "Global LEAD Digital Storytelling Contest; calling all young changemakers! Tell your story through a video or slideshow for your chance to win!" Includes hashtag #WatchOurImpact and logos of USAID, YouthPower2 Learning and Evaluation, and Generation Unlimited at the bottom.

Alternate Text:
Background image of a Latinx adolescent girl smiling and holding a camera, with text reading "Global LEAD Digital Storytelling Contest; calling all young changemakers! Enter your submissions by July 23, 2021." Includes hashtag #WatchOurImpact and logos of USAID, YouthPower2 Learning and Evaluation, and Generation Unlimited at the bottom.
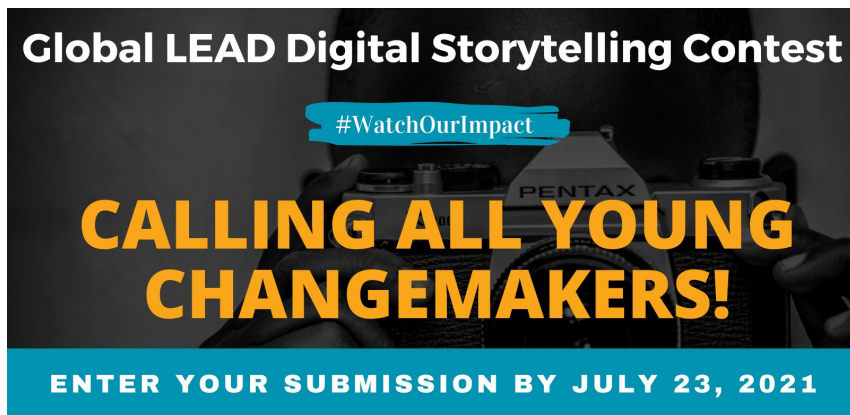

Alternate Text:
Background image of a young Black woman using a professional video camera, with text reading "Global LEAD Digital Storytelling Contest; calling all young changemakers! Enter your submissions by July 23, 2021." Includes hashtag #WatchOurImpact and logos of USAID, YouthPower2 Learning and Evaluation, and Generation Unlimited at the bottom.

INSTAGRAM STORIES GRAPHICS

Global LEAD Digital Storytelling Contest

Photo: Muhoza Liane Mutaganzwa

#WatchOurImpact

ENTER YOUR SUBMISSION BY JULY 23, 2021

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Global LEAD Digital Storytelling Contest

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Global LEAD Digital Storytelling Contest

Photo/Gloria Schultz

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