

# Track 1 Field Talk Session

**WEDNESDAY, FEBRUARY 24, 2021**

## A-F/Making It Real

### **QUESTION 1: How does your program stay culturally relevant and engage teens through social media?**

- Instagram, Facebook, TikTok, Discord
- Social Media Monday
- Figure out what youth are engaging with and recreate that kind of content to connect with them.
- Incentivize participation.
  - If you submit this survey, you get this incentive where you are entered into a raffle, etc. They also used a lot of gaming strategies and fun collaborations on those different sites to join with each other, which is also beneficial in a time when we can't be with each other physically.
- Utilizing gift cards, e-gift cards, and utilizing programs like the spinner wheel to engage kids during the programming is good.
- Use reminder apps to engage with youth and utilize teens to create Instagram posts themselves.
- Use youth who have gone through the program to develop posts—utilize the teens in program as “peer-suaders.”
- When working with pregnant moms, do short TikTok videos of the presentation and send to them. Follow up with one-on-one check-ins.
- Kids are really into mood boards these days.
  - Make sure that it's aesthetically engaging.
- Peer clubs
- Awareness campaigns to provide social media presence
- Creating an agency card, similar to a business card and having youth be able to say, “I am a victor. I can do this. I have choices.”

- Teach youth about code switching.
  - When you speak to an adult or how you speak in a job interview is going to be different from how you speak to one of your friends.

 **QUESTION 2: What is the most innovative and effective way your program implements the required A-F topics?**

- Select a curriculum that would include the A-F topics.
- There is power in the presentation. A program can have all the content, but the presenter is going to be key.
- Activities are really critical.
- Bringing in special speakers