

Yuva Samvad-India@2047: Media Plan Pointers

- 1. Using the Hashtags-** #YuvaSamvad #YouthProgram #YuvaShakti
- 2. Tagging Twitter** - @Nyksindia, @meetarajiv(YAS Secretary), @NITKM2021(DG NYKS), @YASMinistry, @PMOIndia, @ianuragthakur @NisithPramanik, Concerned State Office, Local MP and MLAs and CBOs.
- 3. Retweet Posts of NYKSIndia** – All posts of Yuva Samvad are to be mandatorily retweeted by State Offices, and District NYKs. All Participants of Yuva Samvad, Organizing CBOs and Members of Youth Clubs may also be requested to retweet the posts of NYKSIndia.
- 4. Pique interest with teaser posts** – All State Offices /District NYKs may create teaser posts about Yuva Samvad in form of short videos, creative, or short videos of local influencers with a message to youth to participate in Yuva Samvad.
- 5. Twitter posts by Participants** –All Participants of Yuva Samvad may be requested to post about the program with taglines such as “I am excited to participate in Yuva Samvad”, selfies of participants, and tag above mentioned Twitter accounts.
- 6. Buzz Creation**–District NYKs may support CBOs to involve local social media influencers, and public representatives to create buzz about the Yuva Samvad.
- 7. Creation of Social Media Accounts Profile Picture Frame**–A profile picture frame may be created for Facebook, Twitter, and Instagram and may be used to change the profile picture with the branding of Yuva Samvad.
- 8. Pre-Event Press Release and bytes to local TV Channels**
- 9. Preparation of Calendar and timeline for promoting the event through various media channels. (as elaborated in the SOP of Yuva Samvad-India@2047.)**
- 10. Post event press release in all leading newspaper and local media channels by CBOs**