

Inclusive communication about international youth projects

Whether it is launching a new international youth exchange or informing about our daily activities, we are constantly trying to reach out to the young people we want to work with and inform them about the opportunities we have available for them. **But how can we do this in an inclusive and accessible way?**

Concrete tips and tricks on how to do that:

- **Ensure accessible communication channels**, for example by reviewing your website for accessibility and using alt text and captions in your social media communication.
- **Check your language:** Use simple language and avoid jargon and words in English - unless that's the language spoken in your local community.
- **Address inclusion explicitly:** For example, by clearly stating accessibility for different types of disabilities. Otherwise people who have these accessibility needs won't feel welcome and will not consider participating.
- **Make certain your communication materials**, such as social media posts or flyers, **represent your values** and showcase inclusivity: For instance, a pride flag can show that LGBTQIA+ youth are welcomed in your programmes, brief bios of your team members can highlight their diversity of backgrounds, etc. Just be cautious about using images that may misrepresent your reality, and avoid tokenism.

"Representation really matters and we are trying to show how diverse communities are. So this is one thing that we are doing, but it's also really important to use a simple language, a language that all the young people can understand."

Andra Camelia Cordos, European Rural Youth Village - Go Free Association, Romania



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Reach out to your national agency for support:

Find contact details on the [EU commission's webpage](#).

More resources about inclusion:

Consult the [Inclusion Meter](#) of SALTO I&D Resource Centre or read the [Guide on inclusive communication](#) from Eurodesk.

