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# Youth Development Index: Social Media Toolkit #YDI



The Commonwealth

## The Youth Development Index - Background

The Youth Development Index ([#YDI](#)), measures the status of young people in 183 countries around the world.

The index informs policy makers about young people's needs and opportunities, indicating success stories and where investment may be needed.

It also acts as a data advocacy tool, highlighting the importance of gathering statistics on key youth indicators.

The index is a comprehensive measure across five domains that are critical to youth development:

1. Education
2. Health and Well-being
3. Employment
4. Civic Participation
5. Political Participation

The [#YDI](#) scores range from 0-1, 0 being the lowest youth development and 1 the highest.

[View the #YDI online](#)

On 21 October 2016, the updated [#YDI](#) will be launched.

With your help, we hope to get as many people talking about the [#YDI](#) as possible.

To help make the launch a success, we have prepared:

- Sample posts
- Visuals
- 'Quote pics'
- Short video clips

Please feel free to download and share this toolkit with your networks, and to use it as a guide for your own social media efforts.



## Sample tweets

PRE-LAUNCH [10 - 20 Oct]

New [@commonwealthsec #YDI](#) report will offer useful info on the state of the world's #youthdevelopment. Stay tuned!

Imperative we leverage talent & energy of #youth to avoid latent risks of unemployment & social instability. [@commonwealthsec #YDI](#)

2016 [@commonwealthsec #YDI](#) report will examine #youth well-being in #employment #education #health & #participation

[@ComSecYouth](#) & [@commonwealthsec #YDI](#) report will highlight state of global #youthdevelopment. Follow them for important updates!

Empowering #youth w/ops to reach full potential is one of world's most important challenges [@commonwealthsec #YDI](#)

[@commonwealthsec #YDI](#) - Imperative we leverage talent & energy of #youth to create dramatically higher levels of prosperity & equality

Interested in #youthdevelopment? You should take a look [@commonwealthsec's](#) new [#YDI](#) report...coming soon on 21 Oct 2016!



## Sample tweets

### POST-LAUNCH [21 Oct onwards]

New [@commonwealthsec](#) #YDI launched TODAY! Be 1 of the 1st to check out the interesting #youthdevelopment data: <http://bit.ly/2djELob>

Why is the [@commonwealthsec](#) #youthdevelopment index (#YDI ) so important? [@ComSecKatherine](#) explains: [\[insert video 1\]](#)

What's the most interesting outcome of the #Commonwealth #YDI? Hear from Mell [@ComSecYouth](#): [\[insert video 2\]](#)

New [@commonwealthsec](#) #YDI report urges countries to accelerate investment in #youthdevelopment: <http://bit.ly/2djELob>

How can we achieve progress in #youthdevelopment? Check out [@commonwealthsec](#)'s new #YDI report: <http://bit.ly/2djELob>

[.@commonwealthsec](#) #YDI report highlights need to close development gap b/w #youth in diff regions: <http://bit.ly/2djELob>

[.@commonwealthsec](#) #YDI aims to raise public awareness about key opps & barriers to improving #youthdevelopment. Read: <http://bit.ly/2djELob>

What makes the #Commonwealth's #YDI so interesting? Hear from [@ComSecKatherine](#): [\[insert video 3\]](#)

#YDI - which #Commonwealth country ranks highest in [@commonwealthsec](#)'s #youthdevelopment report? <http://bit.ly/2djELob>

Find out the status of #youthdevelopment in your country by checking out the new [@commonwealthsec](#) #YDI: <http://bit.ly/2djELob>

#Youthdevelopment - are we giving young people the engagement & structures they need? #Commonwealth #YDI [\[insert video 4\]](#)



## Sample posts

### PRE-LAUNCH [10 - 20 Oct]

New report by the [Commonwealth](#) will provide a snapshot of the development and empowerment of young people across the world in areas such as education, health, and employment.

The 2016 Global Youth Development Report and Index will be launched on 21 October.

Follow the [Commonwealth](#) and [Commonwealth Youth Programme](#) for updates.

Join the conversation: #YDI

Young people are a greatly cherished asset, and it is therefore crucial that we have access to accurate data on young people to guide policy and projects on youth development.

The [Commonwealth's](#) Youth Development Index tracks the story of youth development in 183 countries across the globe and will be available from 21 October.

Make sure you don't miss the launch!

Join the conversation: #YDI

One of the primary objectives of the [Commonwealth's](#) Youth Development Index report is to provide an evidence-based overview of the condition of youth across the world, focusing on opportunities for their development.

The updated index is launching on the 21 October.

Join the conversation to ensure you don't miss out: #YDI

## Sample posts

### POST-LAUNCH [21 Oct onwards]

Although progress has been made, governments and other actors must do more to accelerate global youth development, according to the [Commonwealth's 2016 Global Youth Development Report and Index](#).

Read the newly launched report for an in-depth analysis of the situation for young people in 183 countries. <http://bit.ly/2djELob>

Join the conversation: [#YDI](#)

[insert video 2]

Do you know which [Commonwealth](#) country ranked highest in the Youth Development Index?

Find out here: <http://bit.ly/2djELob>

Join the conversation: [#YDI](#)

Do you know where your country ranks for youth development? Find out using the Commonwealth's Youth Development Index: <http://bit.ly/2djELob>

Join the conversation: [#YDI](#)

By compiling the available stock of data into one comprehensive and harmonised measure, the [Commonwealth's](#) YDI enables stakeholders to gain a better understanding of youth development in a single snapshot.

It allows for comparing the status and well-being of young people in different regions and countries.

See for yourself: <http://bit.ly/2djELob>

Join the conversation: [#YDI](#)

[insert video 1]

## Visuals

Help promote the #YDI by sharing our visual materials!

[Download all](#)



## Commonwealth Youth Programme

The Commonwealth Secretariat's youth development work is delivered through the Commonwealth Youth Programme, which has been supporting member countries for over 40 years.

[Find out more about the Commonwealth's Youth Programme](#)

Join the conversation with our youth team



[@ComSecYouth](#)



[/ComSecYouth](#)

[Commonwealth youth award winner earns United Nations accolade](#)

[Youth climate advocacy toolkit launched for small island developing states](#)

[Young entrepreneurs in Southern Africa to share experiences and amplify voice in new network](#)

[Young activists urge ministers to advance the role of young people in sport](#)

[Search on to find the Commonwealth young person of the year](#)

## Any questions?

Get in touch with the Commonwealth Secretariat's Communications Division

Tel: +44 (0) 20 7747 6380

Email: [media@commonwealth.int](mailto:media@commonwealth.int)

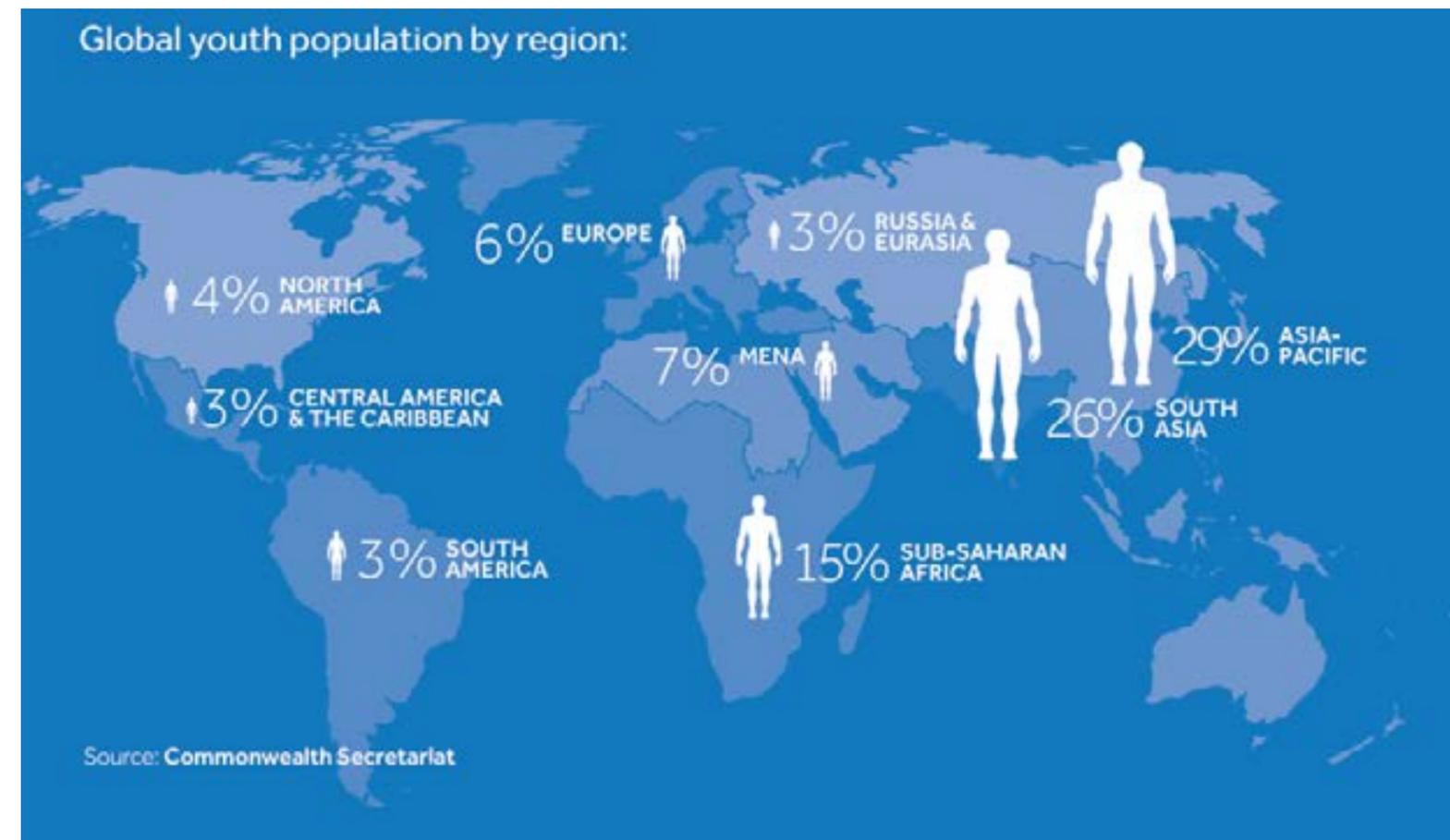
Join the conversation



[@commonwealthsec](#)

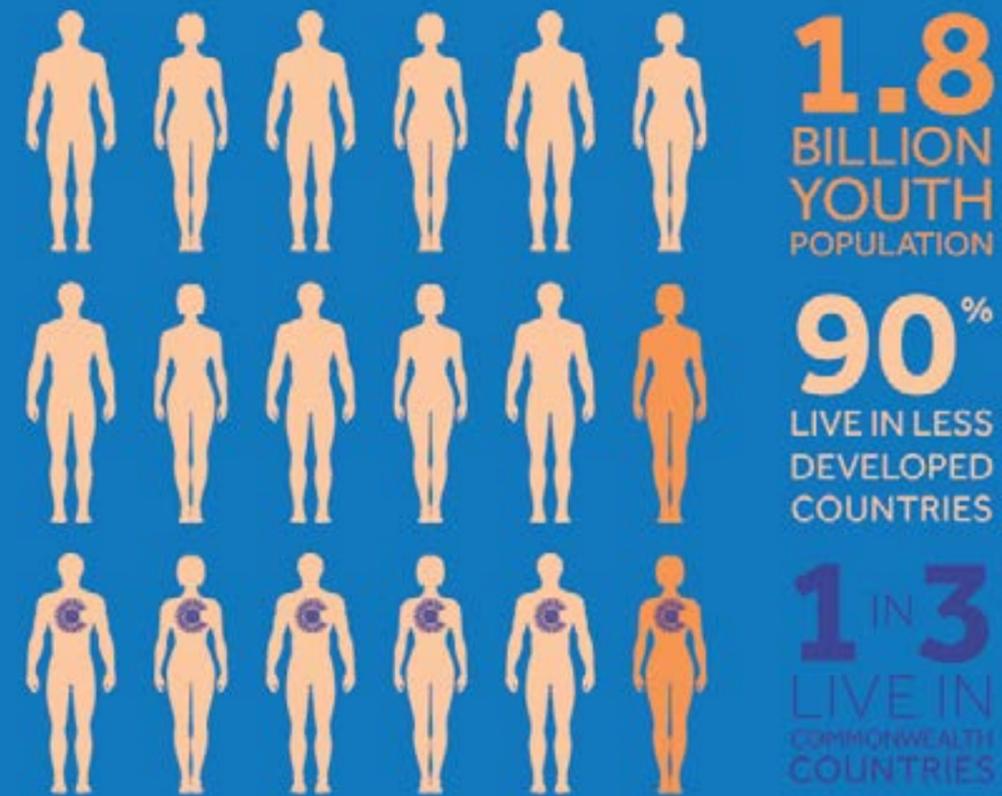


[/commonwealthsec](#)



## Global Youth Population Trends

Where do young people live?





The Commonwealth