

WORLD FOOD FORUM | GLOBAL YOUTH ACTION

World Food Forum (WFF) National Youth Chapters Communications Toolkit

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Background

WFF National Youth Chapters play a vital role as conveners, connectors, catalysts and trusted partners in their communities, bringing young people and stakeholders together to build relationships, foster collaboration and drive meaningful community action. Effective engagement helps National Youth Chapters build trust with communities, ensure relevance of their initiatives and strengthen visibility across digital and offline spaces.

Objectives

The Engagement Toolkit has been developed to strengthen the capacity of National Youth Chapters to communicate effectively, build and sustain community engagement and design impactful initiatives that respond to diverse local contexts and needs. Specifically, the toolkit provides practical guidance to help National Youth Chapters:

- Develop clear youth-centred messaging and audience-focused positioning that makes agrifood issues accessible and relevant to young people.
- Create and share compelling stories that amplify youth voices, experiences and impact.
- Plan and manage digital communications to strengthen connected communities, knowledge exchange and ongoing engagement.
- Use culture and creative expressions for advocacy, participation and community-building.
- Engage local media institutions, partners and communities to increase visibility and participation, foster collaboration and expand opportunities for youth participation.

Expected outcomes

National Youth Chapters will be better equipped to communicate their work effectively, engage diverse audiences, strengthen partnerships and increase the visibility and impact of youth-led initiatives.
By strengthening their communication and engagement capacities, National Youth Chapters can amplify young people's voices, ideas and solutions and contribute to more inclusive, resilient and sustainable agrifood systems at local, national and global levels.

Module 1 - Messaging and positioning

Effective communication is not just about sharing information, it is about connecting with people, building trust and inspiring action. For National Youth Chapters, this means ensuring that messages are not only delivered, but also understood, trusted and acted upon.
This requires clarity in three key areas:

- Who is being addressed
- What is being communicated
- How the message is delivered

This module supports National Youth Chapters in shifting from general communication to strategic, audience-centred communication that drives engagement and change.

1. BUILDING YOUR COMMUNICATIONS CAPACITY

Build your communications team

- Start with a designated communications lead
- Engage National Youth Chapter members and other volunteers who can support content creation and digital communications

Effective communication starts with a dedicated capacity to support communications activities. While some National Youth Chapters may eventually develop a communications team, many begin with a single focal point responsible for coordinating communications efforts. When identifying communications support, consider individuals with an interest in content creation, social media management, photography, videography, storytelling or graphic design. These skills may already exist among National Youth Chapter members, volunteers or partners.

National Youth Chapters can also build capacity by reaching out to organizations, networks or community groups with a strong social media presence and effective communications practices. Experienced communications professionals, social media managers or content creators may be willing to provide guidance, mentorship, training or volunteer support to help establish and strengthen the National Youth Chapter's communications channels. Building these relationships can introduce new ideas, strengthen skills and help create a sustainable communications function over time.

Social media accounts and other communications platforms should be created using an official National Youth Chapter email address.

For guidance on National Youth Chapter branding, social media accounts, handles and communication standards, please refer to the WFF National Chapters Communication Guidelines.

2. UNDERSTANDING YOUR AUDIENCE

Effective communication starts with understanding the audiences your Chapter seeks to reach and engage. Rather than communicating to a broad or undefined audience, National Youth Chapters should identify and prioritize the stakeholder groups most relevant to their specific objectives. Different initiatives may require engaging different audiences, and an audience that is central to one communication effort may play a supporting role in another.

What this means in practice is that National Youth Chapters should:
1.Identify and prioritize target audiences based on communication objectives
· Potential audiences may include young people, youth-led organizations and networks, stakeholders across agrifood systems, local communities, institutions, partners and other groups relevant to the communication objective.
·Consider which audiences are most important to engage in order to achieve the desired outcome, whether that is raising awareness, driving participation, influencing decision-making, building partnerships or mobilizing support.

2.Understand what matters to these groups and the behaviours you want to encourage.
·Consider their priorities, concerns and motivations, as well as what may enable or prevent them from taking action.
·Ask: What do we want this audience to do? What makes this behaviour difficult? What could make it easier? Who influences their decisions?

3.Use the communication channels and formats that are most relevant and accessible to each audience.
·Tailor content, language and communication approaches to meet audiences where they are and in ways that resonate with their interests, needs and preferences.

3. CLEAR MESSAGING

Key messages help transform complex topics into clear, memorable and actionable communication. Audiences will remember what is clear, relevant and repeated. Well-crafted messages ensure that audiences understand the main point, connect it to their own interests and know what action to take.

Practical guidance
Develop three to five key messages for each activity, campaign or initiative. Good messages are clear, concise, relevant, action-oriented and consistent. Tailor messages to the needs and interests of your audience, using language they can easily understand and relate to. Focus on the change you want to achieve by asking: What should the audience know, feel or do?

Whenever possible, the "Do" should be framed as a specific and observable action rather than a broad objective. Clear actions such as registering for an event, sharing a resource, adopting a new practice or joining a local initiative help audiences understand what is expected of them and make it easier to measure engagement and impact.

Example — Youth and sustainable agrifood systems: if your objective is to promote meaningful youth participation, your key messages could address what audiences should know, feel and do.

- Know: Young people are already contributing to more sustainable and resilient agrifood systems in their communities.
- Feel: Young people's ideas and leadership can contribute to meaningful change.
- Do: Join or support local youth-led initiatives that promote sustainable food production and consumption.

These key messages can then be reflected consistently across your communication materials:

Communication element	Less clear	Clear
Key message	Sustainable agrifood systems require action from everyone.	Young people can help build more sustainable and resilient agrifood systems in their communities.
Caption	We held an event to discuss sustainable agrifood systems.	How are young people helping build more sustainable agrifood systems in your community?
Visual text	Sustainable agrifood systems	Young people are shaping the future of our agrifood systems.

Whenever possible, make messages tangible and motivating. Use simple language, real examples or short stories that bring agrifood systems issues to life, whether related to food security, nutrition, fisheries, forestry, aquaculture, climate change, plant health or young women's empowerment.

Making messages more likely to lead to action

Communications are most effective when the desired action is easy, specific, timely and personally relevant. Where possible, highlight immediate benefits, use trusted messengers and provide a clear next step.

Before publishing a message, ask:

- Is the action we want people to take clear and specific?
- Is it easy to understand how and where to take it?
- Does the message connect to something the audience already cares about?
- Is it delivered at a moment when people can realistically act?
- Is the messenger someone the audience knows or trusts?
- Can we show that people like them are already taking this action?

4. CHOOSE THE RIGHT CHANNELS

Selecting the right communication channels helps ensure that messages reach the intended audience and generate meaningful engagement. Different audiences use and trust different sources of information, so National Youth Chapters should focus on the channels that are most relevant in their context, rather than trying to be present everywhere.

When choosing channels, consider:

- Which channels are most used by your target audience.
- Which platforms are trusted and accessible.
- Where engagement is most likely to happen.

For example, some National Youth Chapters reach youth audiences most effectively through Instagram, LinkedIn or Facebook, while others rely on community radio, farmer or fisher associations, schools, universities, local media or partnerships with youth organizations.

For example, in the Asia and the Pacific region, National Youth Chapters such as Australia prioritize Instagram and LinkedIn, in line with audience preferences, while others, such as Bhutan, rely more heavily on Facebook as a primary communication channel. Across Africa, National Youth Chapters often maintain a focused presence on a limited number of platforms, commonly combining Instagram and Facebook, with a comparatively stronger use of X (formerly Twitter) than in other regions. These variations reflect differences in digital access, audience behaviour and operational capacity across contexts.

5. COMMUNICATE INCLUSIVELY AND RESPECTFULLY

National Youth Chapters operate in diverse cultural, social, linguistic, political and socioeconomic contexts and may communicate about sensitive issues such as food insecurity, livelihoods, gender inequalities, displacement or climate-related impacts. Communication should therefore be inclusive, respectful and appropriate for local audiences.

Inclusive communication ensures that no group is unintentionally excluded, misrepresented or marginalized and that messaging is appropriate for different audiences and contexts.

Dimension	Consideration	Practical guidance
Language sensitivity	Avoid exclusionary or stigmatizing language	Use neutral, respectful and non-judgmental language. Communicate through an agrifood systems lens, focus on evidence-based information and avoid assumptions about people, communities or issues.
Cultural relevance	Respect local norms and values	Adapt examples and visuals to local context
Gender inclusivity	Ensure equal representation and visibility	Use gender-balanced language and imagery
Socioeconomic sensitivity	Avoid assumptions about access or privilege	Be mindful of accessibility and lived realities
Political neutrality	Maintain non-partisan communication	Focus on solutions rather than political positions
Representation	Avoid stereotyping individuals or communities	Ensure diversity in stories, images and examples

Practical tips

- Use people-first language, for example, "young people experiencing food insecurity" rather than "the hungry" and "people with disabilities" rather than "the disabled".
- Ensure images and stories reflect diversity in gender, geography, ethnicity and ability where possible, showcase a range of individuals, communities and perspectives.
- Avoid generalizations such as "all communities" or "everyone". Specify the audience or context where appropriate, e.g. "young people in rural areas" or "participants in this programme".
- Be mindful that humour, idioms or cultural references may not translate across contexts.
- Use language that recognizes people's agency and contributions e.g. "support meaningful youth participation" rather than "give young people a voice".
- When in doubt, choose neutral, respectful and simple language e.g. "communities affected by a crisis" rather than "victims", focusing on people's experiences, capacities and contributions.

6. LANGUAGE ACCESSIBILITY AND LOCAL RELEVANCE

Whenever possible, communicate in the language of the community you are engaging. Using local languages helps build trust, improve understanding and encourage participation.

National Youth Chapters can strengthen accessibility by:

- Producing content in local language(s).
- Using bilingual communication (local language and English) where appropriate.
- Using clear and simple language that can be understood across diverse literacy levels.
- Ensuring that translations preserve meaning, tone and cultural relevance.

Accessible communication helps National Youth Chapters:

- Increase community trust.
- Reach more diverse audiences.
- Improve participation and engagement.
- Strengthen the local relevance of their work.

Module 2 — Impact storytelling

Storytelling is a powerful tool for communicating the work and impact of National Youth Chapters. While data provides context, stories make issues tangible, relatable and memorable. By highlighting personal experiences, local realities and positive change, storytelling helps translate complex topics into engaging narratives that can inspire understanding, participation and action. This module provides practical guidance on identifying and sharing stories in a way that is structured, audience-centred and impactful across different communication channels.

1. UNDERSTANDING THE VALUE OF STORYTELLING

Strong stories highlight the human side of change. They show how agrifood systems challenges and solutions affect people's everyday lives and how youth are contributing to responses at the local level. Stories should aim to demonstrate progress and change, even on a small scale, and clearly communicate why this change matters. Where appropriate, they should also guide audiences towards concrete actions or engagement.

Key elements to highlight include:

- The human impact of agrifood systems challenges and solutions.
- Youth voices, lived experiences and local initiatives.
- Examples of progress, change and opportunities for action across agrifood systems.

A good story usually includes:

- People and lived experiences.
- A challenge or opportunity.
- An action or response.
- A change or result.
- Why it matters.

Stories do not need to focus only on large achievements. Small, local changes can also be powerful when clearly communicated.

2. IDENTIFYING STORIES

Stories are often found in everyday work and community engagement activities. Look for:

- Community members whose lives have been influenced by an initiative (e.g. young women gaining new opportunities through an agricultural or agribusiness initiative).
- Youth actively contributing to change in their communities (e.g. young people working on sustainable fisheries, aquaculture, forestry or climate-resilient agriculture).
- Local innovations, traditional practices or grassroots solutions (e.g. traditional food practices, innovative farming approaches or local solutions for reducing food loss and waste).
- Experiences of challenges and resilience (e.g. communities adapting to drought, climate impacts or challenges affecting food production and livelihoods).

The focus should be on identifying moments where there is a clear connection between people, actions and outcomes. The WFF Ecuador Youth Chapter often highlights the experiences of young people involved in its activities, demonstrating how individual stories can help communicate the impact of youth-led action in a clear and relatable way.

3. BUILDING YOUR STORY

Effective storytelling combines written narratives, visuals, videos, and captions to communicate the work and impact of National Youth Chapters in a clear, engaging and relatable way. By bringing together people's experiences, local realities, actions and results, National Youth Chapters can showcase the impact of youth-led initiatives, amplify youth voices and strengthen engagement with communities, partners and wider audiences.

Use this simple structure:

- Who is the story about?
- What was the situation or challenge?
- What action was taken?
- What changed as a result?
- Why is it important?

Example: a young farmer introduces a climate-resilient farming practice, explains the challenge that led them to adopt it, what they changed, what results they observed, and why the experience could be useful to other young farmers.

4. VISUAL STORYTELLING

Visual content plays an important role in communicating impact, strengthening audience engagement and supporting clear and compelling storytelling.

Use	Avoid
Clear, well-lit and sharp images	Blurry, pixelated, or poorly lit images
Images that show agency and dignity	Images that portray people as victims
Locally relevant visual context	Visuals taken out of context
Short, well-lit video content	Shaky, poorly lit, or overly long videos
Subtitles and captions for accessibility	Text-heavy visuals that are hard to read on mobile

Take inspiration from the WFF Indonesia Youth Chapter, as this post demonstrates the effective use of clear, well-composed visuals that reflect local context while maintaining a strong and consistent brand identity. It shows how globally aligned visual elements can be thoughtfully adapted to convey authentic, engaging, and community-centred narratives.

Please note that this example includes the World Food Forum logo. Please refer to the branding guidelines for guidance on the correct use of the WFF Global logo.

5. VIDEO CONTENT

Video can be a highly effective storytelling tool, helping National Youth Chapters communicate impact, highlight youth voices and bring stories to life in a dynamic and engaging format.

When developing video content, National Youth Chapters should:

- Keep videos concise, ideally 60–90 seconds, for social media platforms.
- Communicate key messages early to capture audience attention.
- Use captions or subtitles to improve accessibility and inclusivity.
- Ensure any music used is licensed or royalty-free.
- Conclude with a clear message, call to action or opportunity for further engagement.
- Ensure that videos, images and other content accurately represent real people, events and activities.

Any use of AI-assisted tools should be transparent, reviewed for accuracy, and aligned with applicable organizational policies and guidelines.

An illustrative example can be found in this video by the WFF Australia Youth Chapter (Instagram). The video demonstrates the effective use of concise storytelling, engaging visuals and structured pacing to communicate a clear and impactful message.

6. WEBSITE MANAGEMENT

A website can serve as the central digital hub for a National Youth Chapter, providing a permanent space to share information, showcase impact, promote opportunities and connect with audiences. Unlike social media content, which may have a shorter lifespan, websites allow National Youth Chapters to maintain an accessible and organized record of their work, activities and resources.

When managing a website, National Youth Chapters should:

- Ensure information is accurate, up to date and easy to find.
- Clearly communicate the National Youth Chapter's mission, activities and opportunities for engagement.
- Regularly publish news, event updates, resources and impact stories.
- Use clear headings, concise text and accessible language to improve readability.

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- Include clear calls to action, such as event registration, membership applications or contact forms.
- Ensure the website is mobile-friendly and accessible across different devices.
- Where possible, provide content in at least one UN official language (e.g. English, French or Spanish) to help reach wider audiences and strengthen engagement across networks and regions.
- Provide links to official social media channels and relevant partner resources.
- Apply the same standards of accuracy, transparency and responsible content creation used across all communication channels.

Practical tip

A website should answer three key questions for visitors:

- Who are we?
- What do we do?
- How can you get involved?

7. WRITING EFFECTIVE CAPTIONS

Captions provide context, reinforce key messages, and encourage audience engagement. Well-written captions help audiences better understand stories and motivate them to learn more, participate or take action.

- Start with a question, bold statement or compelling fact.
- Keep messages clear and concise.
- Keep hashtag use focused and purposeful, including campaign-related hashtags when relevant.
- Include a call to action, such as inviting audiences to share, comment, participate or learn more.

Use emojis thoughtfully and only when they add value to the message. Examples of effective caption writing across different platforms include the LinkedIn post by the WFF Kenya Youth Chapter, the X post by the official World Food Forum account and the Instagram post by the WFF Spain Youth Chapter. Together, these examples illustrate how captions can be adapted to different platforms while maintaining clear messaging, appropriate hashtag use and audience engagement.

Module 3 —Digital communications

Digital communication helps National Youth Chapters connect with communities, amplify youth voices, increase the visibility of their work and build lasting relationships with local and global audiences. This module provides practical guidance on managing digital platforms, planning content and developing a simple communication strategy.

1. SOCIAL MEDIA PLATFORM MANAGEMENT

Different platforms serve different audiences and purposes. Choose platforms strategically based on where your target audience is most active.

Instagram	Visual storytelling, youth engagement	Photos, reels, stories, carousel posts
Facebook	Community building, events, older demographics	Posts, videos, groups, events
X (Twitter)	Real-time updates, media, advocacy	Posts, threads, links, media content
TikTok	Short-form video, youth audiences	Short-form videos, trends, challenges
LinkedIn	Professional audiences, institutional partners	Articles, updates, networking content
YouTube	Long-form content, tutorials, documentaries	Videos, series, tutorials, webinars
WhatsApp	Community engagement, group coordination, event reminders and follow-up	Group chats, broadcast messages, voice notes, polls, documents, event updates
Website	Information sharing, showcasing impact, resources, opportunities and partner engagement	News articles, impact stories, event information, resources, reports, contact forms

2. CONTENT CALENDARS

A content calendar is a practical planning tool that helps National Youth Chapters organize content, maintain consistency and align communications with key activities, campaigns and events.

- Plan content at least 2 to 4 weeks in advance.
- Align content with National Youth Chapter priorities, key dates, campaigns and events.
- Maintain a balanced mix of educational content, inspirational stories, community highlights, event promotion, calls to action and partner recognition.
- Leave flexibility within the calendar to accommodate timely and reactive content when relevant.
- Use platform analytics and audience insights to identify optimal posting times and maximize engagement.
- Review content performance regularly and adjust content plans and posting schedules based on audience engagement and insights.

National Youth Chapters may use a range of content planning and management tools to support their communications efforts. Examples include Meta Business Suite, which allows users to schedule and publish content on Facebook and Instagram; Trello, which supports content planning and workflow management; and Rella, a social media management platform that enables content planning, scheduling and publishing. While many of these tools offer free versions, certain features and functionalities may require a paid subscription.

3. CONSISTENCY IN POSTING

- Post regularly and consistently (e.g. once to three times per week, depending on your capacity).
- Use a consistent visual identity, including colours, templates and branding.
- Maintain a clear and authentic voice that reflects your National Youth Chapter's values.
- The WFF social media pages are a good example, as they maintain a consistent visual identity and tone, making the content easily recognizable and cohesive across platforms. Consistency does not require a large team or a high volume of content, it can also be achieved at the National Youth Chapter level. For example, the WFF Kazakhstan Youth Chapter uses similar visual styles, layouts and branding elements across its Instagram content, creating a recognizable identity while adapting WFF branding to reflect its local context, audience and activities.

4. INCREASING ENGAGEMENT

Effective digital communication is not only about sharing information, it also involves creating opportunities for interaction, dialogue and participation. National Youth Chapters can strengthen engagement by:

Encouraging interaction

- Ask questions and invite audiences to share their ideas, experiences and perspectives.
- Use interactive features such as polls, quizzes, live sessions and story interactions to create opportunities for dialogue.

Creating opportunities for participation

- Encourage audiences to take small, achievable actions, such as joining a challenge, making a pledge, sharing an intended action or reporting back on their progress.
- Use campaign-specific hashtags to encourage participation, amplify user-generated content and build a sense of community around a shared initiative.

Building community

- Highlight stories of how other young people, National Youth Chapters and community members are taking action.
- Recognize and share community contributions, experiences and achievements to strengthen a sense of belonging and collective action.

Improving and expanding engagement

- Collaborate with partners, youth leaders, influencers and allied organizations to broaden reach and engagement.
- Monitor content performance and audience feedback to identify what resonates most and inform future communications.

5. BUILDING A BASIC DIGITAL STRATEGY

A simple digital strategy helps National Youth Chapters communicate more effectively and measure progress over time. It provides a structured approach for deciding who to communicate with, what messages to share, which channels to use and how success will be assessed.

A basic strategy should include:

- Clear communication objectives (e.g. increase engagement by 1% each quarter, raise awareness for a campaign).
- Defined target audiences for each platform, based on the objectives and desired outcomes.
- Core messages and thematic pillars (e.g. food security, youth leadership, sustainability or youth participation).
- A content calendar with consistent posting schedule and key dates, events and campaigns.
- Basic metrics to track progress (reach, engagement rate, follower growth).

When developing a measurement plan, consider the type of change the communication is intended to achieve. While metrics such as reach, engagement and follower growth can provide useful information about visibility and audience interaction, they may not be sufficient to demonstrate whether communication has contributed to the desired outcome. Where possible, Chapters are encouraged to measure communication results at different levels:

Level	Key question	Example
Reach	Did audiences see the communication?	Reach, impressions, views, website visits
Engagement	Did audiences interact with the communication?	Likes, comments, shares, saves, event participation
Perception/ Intention	Did understanding, awareness or interest increase?	Poll responses, survey results, audience feedback
Action	Did audiences take the desired action?	Registrations, applications, sign-ups, commitments, partnerships formed

National Youth Chapters do not need complex monitoring systems to measure results. Depending on the objective, simple methods such as platform analytics, registration data, link clicks, short surveys, polls, attendance records and participant feedback can provide valuable insights into the effectiveness of communication efforts.

Practical tip: Before launching a campaign or activity, identify the outcome you want to achieve and the indicators that will demonstrate progress. This helps ensure that communication efforts are guided not only by visibility and engagement metrics, but also by meaningful outcomes and actions.

6. MANAGING THE ONLINE COMMUNITY

To create a positive online environment, National Youth Chapters should:

- Acknowledge and address feedback.
- Moderate inappropriate or harmful content when necessary.
- Encourage constructive discussions and community participation.
- Recognize and thank contributors, partners and community members.

Regularly monitoring comments, messages and mentions helps ensure community members feel heard, valued and connected. See further guidance, including recommended Terms of Reference (TORs) for the Communication Lead role.

Module 4—Culture and Heritage for advocacy and community engagement

Most people connect with stories before they connect with facts.

Culture and heritage can strengthen young people's sense of identity, purpose and belonging by connecting them to food, agriculture, culture, landscapes and local communities. Through food heritage, gastronomy, storytelling, music, art and dance, Chapters can make agrifood systems more relatable and meaningful.

For Chapters, culture is not a separate activity. It can be woven into existing programmes, campaigns and events to create opportunities for participation, connection and community engagement, while bringing local knowledge, traditions and diverse voices into the conversation.

1. INTEGRATING CULTURE INTO YOUR ACTIVITIES

Think about the activities you want to organize.
·Could a local artist use storytelling, music or art to explore an agrifood issue?
·Could a chef share food heritage or traditional knowledge?
·Could farmers, fishers or young food entrepreneurs share their experiences?
·Could local traditions and knowledge create new ways for people to participate and connect?

The goal is to connect agrifood systems to the culture, heritage and experiences that already matter to people.

The Bhutan and Cameroon Chapters used Sustainable Gastronomy Week activities to engage local communities through food heritage, culture and dialogue. These initiatives demonstrate how gastronomy can serve as a platform for community engagement, participation, learning and awareness-raising around sustainable agrifood systems.

2. COLLABORATION CREATES IMPACT

Every community already has people using creativity to inspire change. Artists, musicians, chefs, storytellers, youth groups and community leaders can become valuable partners in your work. By being a connector and working together, National Youth Chapters can reach new audiences, amplify messages and create a stronger sense of ownership within communities. Remember: movements grow when more voices are included.

3. THE GOAL IS TO ACTIVELY ENGAGE YOUR AUDIENCE

Successful engagement is not only about how many people attend an event, online or in person. It is also about how involved people feel and the connections created beyond the activity itself.
Create opportunities for people to contribute their ideas, experiences and knowledge. When communities see themselves reflected in an initiative, they are more likely to support and champion its message.

4. PLANNING CHECKLIST

Before planning a culturally driven activity, ask:

- What message or issue are we trying to communicate?
- Which cultural approach would best engage our audience?
- Who could we collaborate with?
- How can community members actively participate?
- Is the activity inclusive, accessible and respectful of local traditions?
- How will we document and share the activity?
- What do you want the participants to do differently after the activity?
- How will we know if this happened?

Module 5—Media engagement and community outreach

The media, local and national newspapers, radio and television, can help National Youth Chapters raise awareness, build credibility, amplify youth perspectives, spotlight youth-led solutions and influence public discussions on agrifood systems.

1. WHAT MAKES A STORY NEWSWORTHY

Many Chapter activities can become strong media stories when they demonstrate action, impact or collaboration. Consider sharing your story with local media when your Chapter:

- Launches a new initiative, such as a Local Youth Food Lab or youth-led agrifood initiative.
- Organizes a community event, campaign, workshop or dialogue.
- Participates in major events, such as the WFF flagship event.
- Speaks or presents at conferences, schools, universities or other public events.
- Establishes a new partnership with an organization, institution, local government or community group.
- Shares stories highlighting youth leadership, community impact or innovative solutions related to agrifood systems.

2. BUILDING RELATIONSHIPS WITH MEDIA

Before reaching out to the media, consider why your story matters to the wider community and what value it offers to their audience.

Media engagement is most effective when it is built on long-term relationships, not one-time requests. Introduce your Chapter and its work to relevant journalists, invite them to events and share occasional updates throughout the year, not only when you need coverage.

Chapters can also identify credible local spokespeople or role models who are trusted by their intended audience. These could be young people, farmers, fishers, teachers, community leaders, technical experts, creators or other respected figures. The most effective messenger is not always the most senior or well-known person, but someone the audience sees as credible, relevant and relatable.

3. PRACTICAL MEDIA TIPS

- Identify journalists and media outlets that cover topics relevant to your Chapter and build relationships before you need coverage.
- Share stories that are relevant to the wider community and meaningful to the audience.
- Pitch a clear story using the communication channel most appropriate to your context (e.g. email, LinkedIn, Facebook, Instagram or phone).

- When speaking with journalists, provide accurate information covering the 5Ws and 1H: Who, What, When, Where, Why and How, supported by key facts, good-quality images and quotes where appropriate
- When engaging with radio, use simple language, share local stories and end with a clear call to action.

National Youth Chapter spotlight: Media engagement

- Local news article: Bhutanese youth drive local action for SDGs on International Youth Day
- Local news article: FAO Launches Youth Food Lab to Empower Nepal's Young Agripreneurs
- Ontario Youth Chapter on the news for their launch: UN launches World Food Forum chapter in Ontario

3. COMMUNICATING RESPONSIBLY

When speaking to the media, always ensure that information is accurate, respectful and aligned with WFF values.

Messages should be clear, inclusive and easy to understand. Avoid overly technical language where possible and focus on communicating real stories and practical solutions. Remember that every interview, article or public statement represents both your Chapter and the wider WFF network.

When sharing personal stories, photographs or videos, ensure that appropriate consent has been obtained and that people's privacy and dignity are respected.

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4. BRINGING STORIES CLOSER TO COMMUNITIES

Some of the most powerful communication happens locally. A radio discussion in a local language, a conversation with farmers or a community storytelling event can sometimes have a greater impact than a national media feature.

Community outreach can also help your Chapters build relationships and expand participation. Chapters can engage with schools, universities, youth and community organizations, local governments, NGOs, farmer and fisher groups and other relevant local stakeholders to share their work, reach new audiences and create opportunities for collaboration.

The goal is not simply to reach more people. It is to reach the right people in ways that are meaningful and accessible.