

POLICY STUDY LAUNCH

From 'likes' to legislation: Analysing how political parties performed in appealing to young people on social media during the 2024 European election campaign and what we can learn from it for EU youth policy.

12 December, 12:00 – 14:00

@ Foundation for European Progressive Studies (FEPS)–Avenue des Arts 46, 1000,
Brussels

How did political parties target young voters on social media during the 2024 European Election campaign? What strategies worked, and what didn't? This two-hour lunch event explores these pressing questions by presenting findings from a comprehensive Policy Study on the subject. The study carefully analyzed young people's preferences, voting behaviours, and motivations during the European Elections and contrasted them with an analysis of political parties' social media campaigning efforts.

Join us for the presentation of this insightful policy study and an engaging panel discussion. We'll not only delve into what these findings mean for political parties' communication on European topics but also consider their implications for the upcoming mandate of the European Political Institutions.

Time	Topic
12:00-12:30	Arrival, registration & sandwiches
12:30 – 12:40	Welcome and introduction. Ania Skrzypek, Director for Research and Training, FEPS
12:40 – 13:10	Report Launch: More is not merrier: How political parties fared in reaching young voters on Facebook & Instagram during the European election campaign Elena Avramovska, Senior Researcher, Friedrich Ebert Foundation Matteo Dressler, Policy Analyst, Democracy & Participation, FEPS
13:10 – 14:00	Panel Discussion: From Campaigns to Action, insights for the EU's next Youth Agenda Alicia Homs Ginel, S&D Member of the European Parliament (tbc)



Time	Topic
	Neele Eilers, Research Fellow, d part - ThinkTank for political participation
	Lauren Mason, Policy and Advocacy Manager, European Youth Forum
	Biliana Sirakova, European Union Youth Coordinator
	Francesca Giannaccini, Research Associate, Democracy Reporting International (DRI)
	Moderation: Michael Jennewein Researcher for Democracy and Economics, Friedrich Ebert Foundation
14:00 – 14:10	Conclusion & Summary
	Ania Skrzypek, Director for Research and Training, FEPS



This event is organized with the financial support of the European Parliament. It does not represent the view of the European Parliament.