

POLICY STUDY LAUNCH

From Posts to Polls

Lessons from the 2024 European Elections on Strengthening Young People's Engagement Through Effective Social Media Strategies

12 December, 12:00 – 14:10

@ 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 – 12:35	Welcome and introduction. Ania Skrzypek, Director for Research and Training, FEPS
12:35 – 13:00	Report Launch, From Posts to Polls: <i>Lessons from the 2024 European Elections on Strengthening Young People's Engagement Through Effective Social Media Strategies</i> Michael Jennewein Researcher for Democracy and Economics, Friedrich Ebert Foundation Matteo Dressler, Policy Analyst, Democracy & Participation, FEPS
13:00 – 14:00	Panel Discussion: From Campaigns to Action, insights for the EU's next Youth Agenda Biliana Sirakova, European Union Youth Coordinator

Time	Topic
	Lauren Mason, Policy and Advocacy Manager, European Youth Forum
	Neele Eilers, Research Fellow, d part - ThinkTank for political participation
	Francesca Giannaccini, Research Associate, Democracy Reporting International (DRI)
	Moderation: Matteo Dressler, Policy Analyst, Democracy & Participation, FEPS

14:00 – 14:10 **Conclusion & Summary**

Ania Skrzypek, Director for Research and Training, FEPS

The project was conducted in collaboration with Democracy Reporting International (DRI) and d|part - ThinkTank for political participation.



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