



## Twitter's #Pledge2Youth

During 2020, BiK Youth Ambassadors were involved in the #Pledge2Youth campaign working alongside industry members of the Alliance to better protect minors online to consider and run a design challenge, focusing on an aspect of age-appropriate design or data privacy, exploring innovative ways to give children and young people a space to express their views and ensure their voice is listened to and acted upon. The protocols for the challenge were derived from Lundy's Model of Participation and guidance from the TTC Labs Design Jam Toolkit. This enabled a decentralised but coordinated programme of work where industry members were free to shape the co-design consultations as they deemed appropriate while complying with the protocols.

Six Alliance industry members took part in the #Pledge2Youth challenge: Facebook/TTC Labs, the LEGO Group, Samsung, Sulake, SUPER RTL and Twitter. This information sheet describes the specific activities of Twitter.

Further information is available in the [best-practice guideline on age-appropriate design with youth](#).

See also the [Better Internet for Kids \(BiK\) portal for the latest information on the Youth Pledge initiative](#).

### Focus of the challenge

In their challenge, Twitter focused on developing media literacy and digital empathy in Twitter users, including young people. Their aims were to design and run campaigns to raise awareness around media literacy and digital empathy and to empower young people to develop critical thinking skills and digital resilience. These areas were explored through training sessions and monthly online discussions with BiK Youth Ambassadors and awareness sessions with young people.

## What happened?

As an established social media platform, Twitter's policies have historically been developed with its Trust and Safety Council and experts but, in 2018, they asked for public feedback on a policy on hateful content before launching it on the platform. Twitter have also expressed a keen interest in hearing from young people on how Twitter could do better.

Twitter has highlighted media and information literacy as a key challenge on the platform, especially for young people. Twitter wants people to use its service and the wider internet in a healthy and positive way.

Twitter have been working with BIK Youth Ambassadors on a media literacy campaign to be rolled out on the platform at a later date. They also ran webinars with the BIK Youth Ambassadors on best practices on the safety and security of young people. The BIK Youth Ambassadors were presented with different scenarios involving online content and were asked how they would approach such situations online, and what the best course of action would be to resolve the issue. Topics included filter bubbles and algorithms, disinformation and the positive use of social media.

Twitter have committed to ongoing engagement with BIK Youth Ambassadors through monthly discussions based on topics identified by the young people.