



**USAID**  
FROM THE AMERICAN PEOPLE

## Social Media Toolkit

### International Youth Day - Land Matters for Youth

#### Background:

August 12, is International Youth Day, a UN day dedicated to raising awareness of the cultural and legal issues faced by youth around the world. This day provides an important opportunity to highlight why access to, ownership and use of land and other natural resources are important for youth.

Land matters to youth for a number of reasons: a) when youth have insecure land rights (as a result of being orphans, younger members of a household, or biased inheritance rules) they may face conflict and exploitation by more powerful actors; b) youth may be less able to access needed capital and inputs when their tenure rights are insecure, which may constrain their productivity; c) young women may face special challenges related to accessing and using land and inheriting property, which may limit economic growth and empowerment; and d) when rural land rights are insecure, youth may have incentives to migrate to urban centers, which can contribute to the growth of informal settlements.

#### Suggested Tweets:

(Images can be found here: <http://bit.ly/1DKyZal>)

- Join @USAID on #YouthDay and share your story of why #YouthLandMatters <insert link> <embed image 1> @UNHABITAT
- Land tenure is not an "adult-only" issue. Tell us why #YouthLandMatters to you. <insert link> <embed image 2> #YouthDay @UN
- Why is land tenure a #YouthDay issue? Join the conversation using #YouthLandMatters <insert link> <embed image 3> @UN4Youth
- Youth often do not have secure #landrights. Tell us your story. #YouthLandMatters <insert link> <embed image 4> #YouthDay
- Youth in #Ethiopia face more land related conflict than the general population @Landesa\_Global <insert link> <embed image 3> #YouthDay
- Youth can play a key role in promoting transparency in the land sector @UNHabitat #YouthDay <insert link> <embed image 2>
- Insecure youth #landrights can lead to increased conflict. Tell us why #YouthLandMatters to you. <insert link> via @USAID #YouthDay
- Improving #youth's access to land can generate economic opportunities. #YouthLandMatters #YouthDay <insert link> @ILC
- Youth in #Ethiopia face more land related conflict than the general population #YouthDay @Landesa\_Global

- Securing #youth access to land today can help build a more peaceful & secure tomorrow. #YouthDay <insert link> <embed image 4>
- We're talking about how #landmatters for young women and men; share your ideas! #YouthDay <insert link> <embed image 1>
- #YouthLandMatters - it may be the key to a better future! #YouthDay Join the conversation! <insert link> <embed image 3>
- 1 in 5 people pay bribes for land services. Youth can help improve transparency #YouthDay <insert link> <embed image 2>
- Young women can contribute to their communities as farmers #YouthLandMatters. Do you agree? #YouthDay <insert link> @Landesa\_Global
- Watch: Harold Liverage discusses why #landrights matter for #YouthDay <insert link> @IFADnews #YouthLandMatters
- Why do #landrights matter for #YouthDay? Harold Liversage explains <insert link> @IFADnews #YouthLandMatters

### **Relevant Twitter Handles:**

- @USAID
- @UN
- @UN4Youth
- @ILC
- @UNHabitat
- @Landesa
- @UNICEF

### **Relevant Twitter Hashtags:**

- #YouthLandMatters
- #YouthDay
- #Landmatters
- #Landrights