Connecting with Youth – Know your Audience

28 March 2022
**EUROPEAN MOBILITY WEEK**

16-22 SEPTEMBER 2022

**ANNUAL WORKSHOPS**

28 March 2022

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**Instagram**

- **Launch**: October 2010
- **Users**: over 600 million
- **Likes**: 4.2 billion per day
- **Photos**: over 40 billion

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#MobilityWeek
ANNUAL WORKSHOPS
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#MobilityWeek

Children and young people who cycle and walk more are less likely to become obese and unhealthy.
Children are big fans of walking and cycling - it’s fun and free.
Kids who cycle or walk to school develop independence earlier.
Walking and cycling to school help students arrive to class alert and ready to learn.
Kids have more chance to grow up valuing the environment.

#SustainableMobility #UrbanMobility #Cycling #Walking #MobilityWeek #YouthOnTheMove
INTERACTIVE TOOLS

1. Polls
2. Quiz
3. Ask Me a Question
4. Link
5. Rating

#MobilityWeek
Insights Overview

You reached +540% more accounts compared to Mar 4 - Mar 10

Accounts reached 246K +540%
Accounts engaged 530 +440%
Total followers 2,399 +1.2%

Gender of your followers
- Women: 50.4%
- Men: 49.5%

Most Active Times
- Hours: 10am, 11am, 12pm
- Days: Fridays

Top Locations of your followers
- Istanbul: 3.2%
- Milan: 1.7%
- Madrid: 1.5%
- Berlin: 1.4%
- Lisbon: 1.4%

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Vanessa Nakate
Born again Christian, climate activist
@amillionactiviststories
@riseupmovement1
A BIGGER PICTURE autumn 2021... mais
lin.time.ajabiggerpicture

Luisa Neubauer
climate activist #fridays4future | student | writer | based in Berlin | born 364 ppm
contact.luisa.neubauer(at)gmail.com
open.spotify.com/episode/9KMAxjwNq4z2ZeBdQJ077s

#MobilityWeek
EXERCISE
Promoting an interview with an expert on mental health

Talking about a cycling event that took place in your city

#MobilityWeek
#DYK that moving sustainably can help your mental health? Walking and cycling have been shown to reduce depression, anxiety and more. We spoke with mental health expert Joan Müller about it and you can read everything in the link in our bio!!

Tag here who would you like us to interview next!

#BikeForPositivity saw more than 10,000 people in the streets of Berlin yesterday!! This was our highest number of participants so far and we are so happy you went along for the 30km route with us! It was A-MA-ZING!!

And you? Have you already registered for our next event?