



STRATEGIC PLANNING COMMITTEE POLITICAL SUBGROUP REPORT

GENERAL
ASSEMBLY
#FYEG30 UTRECHT
HOSTED BY DWARS

After the first SPC contact on the 13th of November, it took two failed meetings to get to work (one cancelled and one with two people), but immediately after we put ourselves to work.

Our first meeting, celebrated on the 21st of January was the most crowded with almost all of our members attending (six out of seven). In this first meeting, we established our coordinator and began to discuss our first task suggested by the EC: taking a look at the tone of FYEG Communication. Also, we discussed about the idea of planning towards the European elections, to see in which topics we should focus to try to make the campaign more effective communication wise.

In the following meetings, we decided to take a look at it by dividing FYEG's social media profiles in order to analyze them and see if the Communications Team could come up with some ideas to boost the elements and topics that worked for us, and improve the ones that seemingly not.¹

Also, we thought that some translation from time to time could be good to dynamize some profiles such as Facebook and Twitter and to gain more interaction with the MOs social profiles that have more activity than FYEG's. We supposed that that interaction could benefit FYEG's visibility among European youngsters.

When the analysis was done we wondered about the next steps to follow, because at that point, the tasks were being done and followed just by three members. Currently we try to develop a narrative about the relationship between the MOs and their mother parties, so the FYEG and all the members can have a bigger picture of what is going on in each country. But as said, our tasks is being difficult to complete in time and with depth because there is just 3 of us active (will be sent asap).

The feeling is that it was complicated to get things going, especially at the beginning because after a couple of meetings the working atmosphere was really nice and there was willingness and good ideas. But the reality during this working process is that everybody is short on time and so the schedules of the Subgroup could keep up with the rhythm that might have been needed.

¹ See the analysis in the Annexes.