

#ASK (Augmenting Social Talk) is a **Twitter based exchange platform** created to foster young people's empowerment and active participation in democratic life within the European Union.

This project, developed in four pilot countries (United Kingdom, France, Bulgaria and Greece), aims to tackle the inherent challenges faced by earlier EU-funded eParticipation projects head-on by using Twitter; a popular, free-to-use and reliable social media platform.

Instead of expecting youth to search for and find pre-existing discussion platforms, **#ASK** goes directly to the conversations that young people and policymakers are already having on Twitter, which boasts more than 284 million users.

While a growing number of policymakers use Twitter, they rarely intersect and engage with young people. Stuck in the traditional top-down communication mode, they tend to 'push out' views - often in large and difficult to digest formats.

At the same time, while young people use Twitter, their discussions are often fleeting and unstructured, responding to issues as they arise rather than feeding into informing policy discourse.

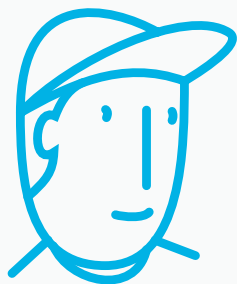
#ASK overcomes these obstacles by acting as a 'broker' between the formal content pushed out by policymakers and the more informal content spontaneously generated by European youth.

"**#ASK** acts as a data broker to exchange information between policymakers and young people"

"**#ASK** provides a high quality and easy to access eParticipation service to European young people"

"**#ASK** keeps European policymakers informed about the political topics young people are talking about"

"**#ASK** builds on Twitter's growing momentum as a tool for political engagement"



Engaged & connected youth

Engaging policy info

Formal structured policy content

#ASK

Informal unstructured discussions

Youth opinion



Informed & connected policy makers