



Eastside People

HYPE SQUAD

youth-led marketing that
actually works

**YOUTH
INVESTMENT
FUND**

Hello.

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Eastside People

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Today's presentation...

- Why youth-led marketing is so important
- Building your HYPE SQUAD...
- Practical ideas to take away
- Questions and discussion

Why youth-led marketing is so important...

- Young people trust their peers much more than organisations
- Authenticity beats polish and professionalism...and builds trust
- Ownership, skills and sustainability



H is for...**Human**

- Use real stories and emotions
- Avoid jargon and corporate speak

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Y is for Youth-led

- Involve young people in decisions
- Give them ownership of campaigns
- Listen...to help them lead

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P is for Peer-to-Peer

- Young people listen to each other
- Ambassadors, TikTok duets, shareable content

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E is for Empowerment

- Move from tokenism to leadership
- Look for opportunities to give genuine responsibility
- Young Trustees/shadow board members

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S is for Social-first

- Go where young people are (TikTok, Insta, YouTube, Discord) – and if you're not sure...ask them!
- Encourage them to create native content...short, visual, playful

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Q is for Quick but with Quality...

- Keep content snappy, scroll-stopping
- Maintain clarity and good design with easy-to-use templates and low-cost tools: e.g. Canva, CapCut, InShot, other free editing apps

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U is for Understanding

- Listen before creating (polls, focus groups, DMs)
- Test ideas: try not to make assumptions

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A is for Authenticity

- Real voices, humour, individual styles
- Don't worry about overpolishing – imperfections make it more real
- Give young people space to tell their own story in their own way

HYPE SQUAD

D is for Diversity

- Young people are not all one group
- Reflect different backgrounds, interests and perspectives
- Give young people space to tell their own story in their own way

HYPE SQUAD

Putting it into practice

Start small: one youth-led experiment

Build your first squad...

Provide training and safeguarding support

Celebrate small successes



Q&A

– Any questions?

Remember:

The best marketing for young people is created WITH them not just FOR them.





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Thank You.