How to reach rural young people?

Joona Hellman
Youtuber
22 years
Salo, Finland
Over 73,000 subscribers in Youtube
Key to a success is: always, always be yourself!
I receive good feedback because my videos aren’t all about cities
(The season for cross country skiing is over and I miss it already)
Choose the right channels

1. Youtube
2. WhatsApp
3. Snapchat
4. Instagram
From one youngster to another.

Young people listen to someone they can easily relate to.
Don’t tell the youngsters how to do things.

Encourage them to follow their own visions – even if they are different.

That is the only way to change things.