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CTBTO Youth Group Communications Model

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The CTBTO Youth Group (CYG) was launched in 2016 and since then has around 1000 members. But this membership would not have been possible without effective and proper communication among members and with the CTBTO staff. The objective of the paper is to share successful communications model of the CTBTO Youth Group. The results suggest that this experience could be helpful for other youth organizations and further development of the CYG. Initially, the Group has a Coordination Team that represents the interests of the members and serves as the contact point between the CTBTO representatives (CYG Task Force) and all CYG members. Secondly, it has a CYG portal and social media accounts with the latest news and updates. Likewise, the CYG has a Newsletter that provides its members with information on recent and upcoming events and opportunities, as well as the articles on the CTBT-related topics. Next, Coordination Team members have a regular call with CTBTO staff to discuss strategies and events organization. Moreover, SnT and SDS serve as the platform for CYG members to meet in person and come up with the ideas on the CTBT's and CYG's promotion.

Promotional text

The paper highlights the CTBTO Youth Group's successful communication model thanks to which CYG successful grows and therefore broadens the engagement of young scientists in working in test ban monitoring as well as young diplomats promoting science diplomacy

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