

FOR IMMEDIATE RELEASE

## Youth Leading Youth: Ripple Foundation Announces “Social Media, Identity & Power” Youth-Led Conference to Empower Canadian Students

*National, virtual event for Grades 8–12 to explore digital culture, identity, algorithms, and online influence — Sunday, March 22, 2026 (Virtual)\**



**Toronto, ON (February 23, 2026)** — Ripple Foundation is proud to announce its upcoming **Social Media, Identity & Power Youth Conference**, a free, virtual, national event designed to spark conversation, creativity, and critical thinking among students in Grades 8-12.

Unlike traditional youth events shaped by adult organizers, this conference is **100% youth-led**. Students selected the theme. Students chose the discussions and keynote topics. Students organize the registration process, and event experience. **From concept to execution, young leaders are at the helm.**

Taking place on **Sunday, March 22, 2026 (12:00–4:00 p.m. EST)**, the conference will bring together students (Grades 8–12) from across Canada to explore how social media influences identity, power, culture, entrepreneurship, and digital wellbeing. Highlights of the conference program include:

- **Youth in Business:** How teens are using digital platforms to build brands, share ideas, and pursue entrepreneurship.
- **Navigating Negativity Online:** Strategies for handling pressure, comparison, and online hate with confidence.
- **Internet Culture & Identity:** Discussions on the role of trends, creators, and communities in shaping self-expression online.
- **Behind the Algorithm:** Insights into how social platforms decide what appears in users’ feeds — and why it matters.

*“This isn’t adults talking at youth about social media,” said **Christine Meng, Youth Team Lead (ON)** “This is youth shaping the conversation about the platforms we use every day. We’re not just attending the conference — we’re building it.”*

The conference is part of Ripple Foundation’s youth-led programming that supports creative literacy, leadership, and peer-to-peer learning. Students will have opportunities to connect with peers from across Canada, engage in critical dialogue about digital wellness, and gain tools to confidently navigate and influence online communities.

This youth-driven approach reflects Ripple Foundation’s core mission: **to empower young people not just as participants, but as leaders**. The Foundation was built on the belief that when youth are trusted with responsibility and given real platforms, they rise to the challenge — developing confidence, communication skills, and civic awareness in the process.

*“Technology is shaping every aspect of our lives, especially in the creative fields. It’s important we understand what this means for us today, and in our future as students and professionals,” said **Hanna Grover, Youth Team Lead (BC)***

By placing decision-making power in the hands of students, Ripple Foundation ensures the content is timely, relevant, and reflective of real youth experiences. The result is a conference that feels authentic, dynamic, and distinctly peer-led.

### **Event Details**

What: Social Media, Identity & Power Youth Conference

Who: Students in Grades 8–12 (free to attend)

When: Sunday, March 22, 2026 | 12:00–4:00 p.m. EST

Where: Virtual

Registration: [conference.ripplefoundation.ca](https://conference.ripplefoundation.ca)

### **Sponsorship Opportunities**

Organizations and community partners interested in supporting youth leadership and digital literacy are invited to sponsor the event. To learn more about sponsorship opportunities, please contact:

[Maddux@ripplefoundation.ca](mailto:Maddux@ripplefoundation.ca)

### **About Ripple Foundation**

Ripple Foundation is a volunteer-run Canadian educational charity dedicated to empowering youth through free, accessible programs that build creativity, leadership, and communication skills. Through writing initiatives, workshops, and national events, Ripple creates opportunities for young people to amplify their voices and lead meaningful conversations that shape their communities.

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