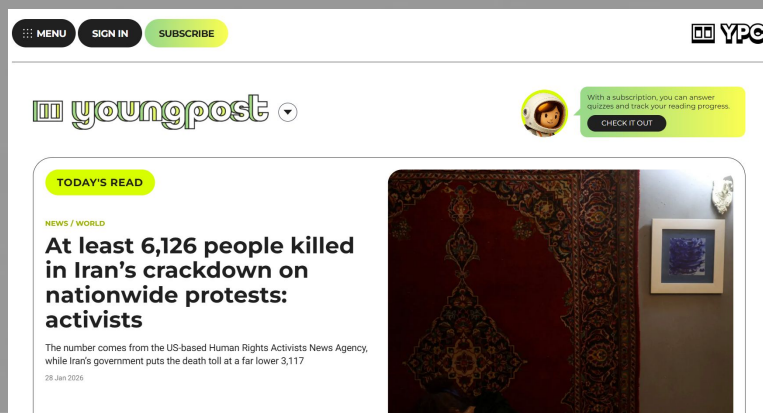


# Young Post Club - Best Initiative to Bolster Next-Generation Readership

Strategies and products that successfully connect news media with younger audiences. This category recognises initiatives designed to reach and engage Millennials, Gen Z, and Gen Alpha readers by meeting them on the platforms, apps, Web sites, videos, and social spaces where they discover content.

- Innovative products, services, or initiatives tailored to younger audiences.
- Authentic tone, style, and messaging that resonate with next-generation readers.
- Demonstrated ability to drive frequent and meaningful engagement.
- Clear evidence of how younger consumers are discovering and interacting with your content.





The screenshot shows the top navigation bar with 'MENU', 'SEARCH', 'NOTIFICATIONS', and 'MY JOURNEY' buttons, alongside the 'YPC' logo. Below is the 'youngpost' logo and a 'LEARNING STREAK 0 WEEKS' badge. The main article title is 'After surviving Tai Po fire, 7 domestic workers laid off, relying on NGOs'. The author is Kelly Fung, and the article was published on 19 Jan 2026. There are buttons for 'LISTEN TO THIS ARTICLE' and 'PRINT', and social media sharing icons for Facebook, LinkedIn, and Email. A pink banner image is partially visible at the bottom.

For decades, the South China Morning Post's youth paper, **Young Post**, has evolved with Hong Kong's children and teens. Responding to the shifting digital habits of Gen Z and Gen Alpha, **we launched a platform** that makes the news interactive and helps youth build meaningful reading habits.

[Young Post Club](#) is a website and app merging our three print publications: Young Post, Young Post Spark and Posties.

As a trusted product in Hong Kong's schools, we are setting a precedent for how educators and parents can harness innovation to help youth engage with current events and develop critical thinking skills.





# Objective 1

Building resilience in friendships also involves having a range of social outlets.

"Whether it's through volunteering and community work [or] dance lessons, having backup communities outside of school ensures you always have a supportive group to turn to," Leung said.

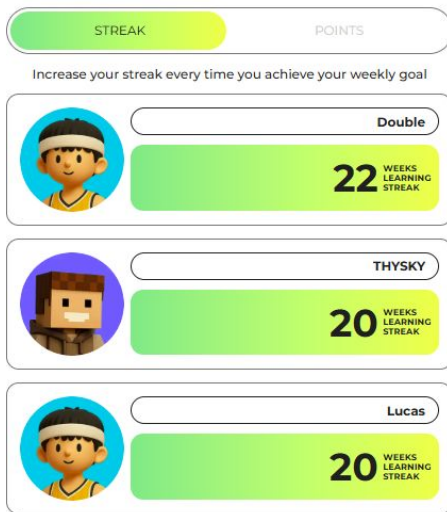
*\* Name changed at interviewee's request*

[Click here to collect points for reading this article](#)



2025-26 SCHOOL YEAR

TOP 10 LEADERS



**A gamified platform to help readers dive deeper**

Young Post Club's reading streaks, quizzes and badges incentivise deeper engagement with the news.

Users set a weekly article-reading goal; meeting it increases their streak and puts them on the leaderboard while building their habit of reading the news. To earn points, they can answer quizzes that ensure they do not just mindlessly scroll through our articles. Digital badges also reward students for completing quizzes and writing submissions that get published in our paper.





# Objective 2

Leo\* and his best friend attended the same primary and secondary schools. However, after Leo joined the school's football team, they began to spend less time together.

During a heated **confrontation**, his friend lashed out, accusing Leo ignoring him for end of their friend

This situation is leading to Katie Leung Pui-yan, a child a Partners in Hong Kong. She emph deloping **resilience** in friendships.

"It helps them navigate major life transitions. When someone whom we are used to in our life is suddenly gone, resilience helps us to stand on our own two feet and make new friendships," she said.

5 words to practise      6 words learned

Sort by Newest      Edit

- confrontation**  
a hostile situation between opposing parties
- interference**  
the act of getting involved in a situation that should not really involve you  
干擾
- encroaching**  
to slowly begin to cover more and more of an area  
蠶食
- conscientious**  
describes people who make the effort to do things carefully  
盡責的
- eroding**  
to gradually destroy something or make it weaker over time  
侵蝕
- precautions**  
something done in advance to prevent problems  
預防措施

Save to My Vocabulary

## Personalised learning

Our research highlighted wide disparities in English literacy among Hong Kong's students. By combining our three newspapers into the Young Post Club, we offer online users more freedom to choose the reading level that suits their proficiency. With our vocabulary tool, readers save words from feature stories into a bank for later review. Our team hand-picks and translates each term into Chinese to make our stories more accessible to those building their English fluency.





## Objective 3

*Disha Santhosh Kumar (middle) is a student at Sha Tin College.*

**Have something to say? Send us a letter using this [form](#).**

### Emotions of classical dance

**Disha Santhosh Kumar, Sha Tin College**

Bharatanatyam is a classical dance form that represents India's rich cultural legacy, particularly the southern state of Tamil Nadu.

This dance style is a distinctive fusion of melody (raga), rhythm (taala) and expression (abhinaya). Intricate footwork, expressive hand gestures (mudras) and a narrative style that conveys deep emotions and spiritual themes are characteristics of Bharatanatyam.

I was introduced to this art form at a very young age. Its grace and the story it told through the language of movement enthralled me.

**Which school do you go to?**  
Your school

**What is your phone number?**  
Your phone number

**What is your year or grade in school?**  
Your year or grade

**Please upload a clear photo of yourself.**  
Upload photo

**Submit your long letter here:**  
If you are writing in response to a specific article or story, please mention the title and date it was published.

Please input your answer...

remaining: 550

**SUBMIT**

Shana Your Feedback

**MOST POP**

**HONG KONG**  
Drink Without  
with Hong Kong  
new recycling  
initiative  
18 Dec 2020

**TOP 10**  
Top 10: If you c  
invent a new s  
subject, what v  
be?  
20 Sep 2025

**ENVIRONMENT**  
Super Typhoon  
Ragasa: Hong  
Observatory is  
signal Monday  
forecasts recei

### A community, not just a publication

A streamlined submission platform allows users to easily submit their work and notifies them when their writing is published. This makes it more accessible and engaging for readers to debate hot topics, respond to current events and answer creative prompts. This is key in transforming passive consumers into active community members.