



Learning by Leaving Conference 2020 – Table Discussions

Table 8 Online youth information - tools and formats for connecting and informing (young) people online

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Participants:

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Outline:

Premise: The corona crisis again showed that, as information networks, we no longer can only rely on offline, face-to-face contact nor only on stable information websites, but also have to strengthen our online presence in Social Media and connect with people seeking information and counselling online. We will discuss Social Media and other online formats and information technologies.

Discussion Notes (1):

Inclusiveness?

- Digital natives demand digital information services
- Reach (new) audiences that do not come to your events or are operating within your usual channels
- Engage young people where they are online
- Low-threshold communication channels
- User-friendly and comprehensive information
- Create funnels: direct young people to stay in contact
- Do you facilitate your information in multiple formats and on multiple channels? Text, video, gifs, photos, illustrations, info-graphics, stickers etc.



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- Storytelling -> Social media work is relationship work ... do the people know what your organisation does and why they do it? Is there a personal connection to the services provided?

Accessibility for all?

Accessibility is a BIG WORD! Depending on the group of people you want to reach this could mean different things. You might want to consider the question of who exactly do you want to reach.

Checklist

- Is the language I use appropriate for this target group (adjust to easy language, adjust how formal the language used is)
- Are the visuals I use appropriate? (adjust style or read-ability of the content)
- Is the information I give employable for my target audience?
- Are the stories I tell relatable for the target audience?
- Is the added value of the offers presented visible to my target group?
- Does my target group recognize themselves as my target group?

Discussion Notes (2):

- Are online fairs the future?
- Is providing information online really inclusive?
- Bigger challenge to reach youngsters (approval of parents under 16 years old) - new ways ((live) Instagram, discord, zoom online counselling, podcasts)
- If things (getting to information or applying for example) are too bureaucratic it won't work-inhibition

Recommendations:

- Tailored content for and from young people that are already pros in creating "new content"
- Ask yourself who you want to reach! adjust tools, channels, language, imagery and encourage people to actively participate
- Step up your own game and get involved!
- It is a real time process - be part of it
- get help from media professionals and young people who met your target group and have expertise in media work

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