INCLUSO: Social media for social inclusion of youth at risk

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Yet not all of us are on board
Bliss
About INCLUSO

• Can ICT & Social Software support the social inclusion of marginalised youth?
• Role of the intermediary organisation?
• What works and what doesn’t?
• How to measure success?
• How to keep it sustainable?
• Are today’s tools up to the task?
Why Social Software?

• Intrinsic effect to support creating and sustaining social capital (hanging out)
• As a catalyst for growing youngsters’ ICT skills (geeking out)
• As a bridge between intermediary organisations and youngsters
Our approach

• Gathering the State of the Art through literature study & expert groups

• Reality check: focus groups with youngsters and social workers

• 4 pilot projects in Austria, Belgium, Poland and the UK

• Measuring success
  – Social inclusion
  - Within the organisation
Foster Social Inclusion

Social participation
- Social relations
  - Fostering friendships
  - Fostering weak ties
  - Fostering strong ties
- Promote active citizenship
  - Introduce community structures
  - Make contact with social services
- Community capacity
  - Join community group
  - Taking action in local community
- Facilitate digital inclusion
  - Training ICT skills
  - Training, security and privacy

Personal development
- Educational attainment
  - Homework
  - Resolving issues with school
- Employability skills
  - Making CV online
  - Using job sites
  - Interview skills
- Communication skills
  - Keep in touch with family
  - Keep in touch with peers
  - Train how to communicate
- Individuation
- Separation
- Practical skills
- Money management
- Time management
Our experiences

• Beneficial effects of social media confirmed
• But
  – Hits and misses
  – Need for sharing best and bad practices and analysing them in a structured way
  – Youngsters will tell you what to do
  – Organisational embedding is a (necessary) time investment
  – Need for better social software tools
  – Need for better measurement tools
  – Privacy and ethical issues cry out for modernised legislation
The output

• The INCLUSO Manual
  – www.incluso.org/manual
  – A quick start guide for your convenience
  – A ‘flash card’ for even greater convenience

• The INCLUSO Game

• Measurement methods

• Sustainability models