





# **INCLUSO: Social media for social inclusion of youth at risk**

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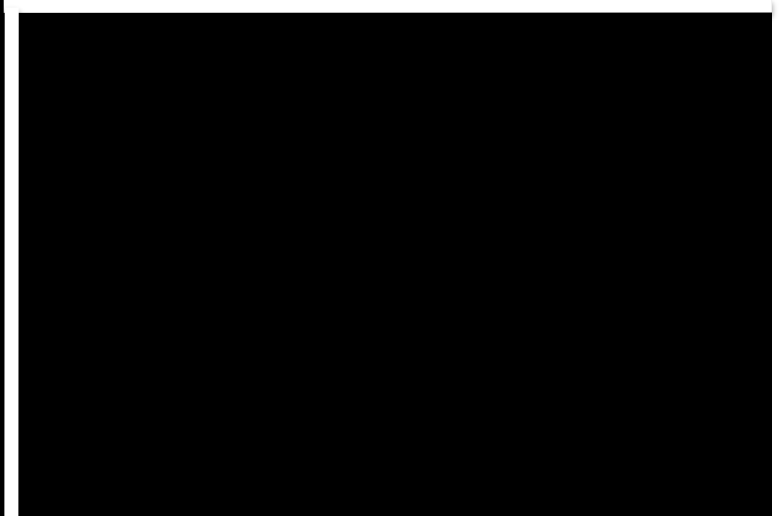
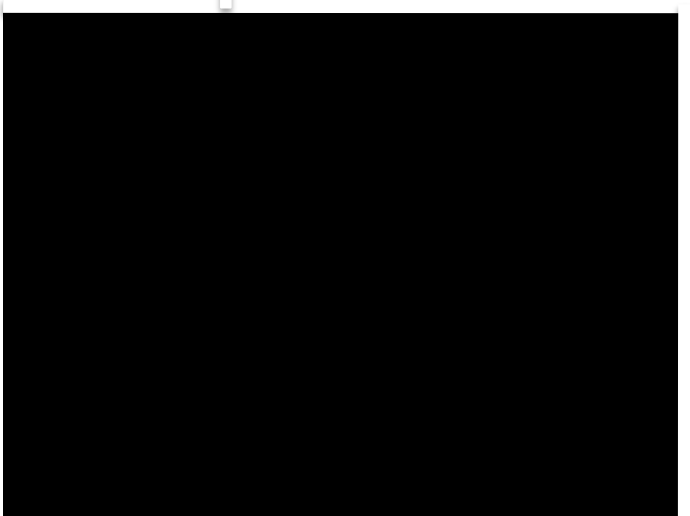








Yet not all of us are on board





—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

✓ Personal development

Facilitate digital inclusion

- Training ICT skills
- Training, security and privacy

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

Independent living

- 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](http://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



