2 Mins
Title
Brief job description
Previous experience
Past 2 years........Consultation 60 yp........Policy development and implementation
Change in communication channels; how, where, whom and when

UKYP film clip
UKYP film clip
61% of young people checked their Facebook profile daily

Chat to friends 76%
Find out information 74%
Check out what friends were doing 60%
It is useful to think about how these activities are similar to familiar offline activities that young people get involved in, and how they are different because they take place digitally.
90% of young people wanted SNS profiles to contain a link to council website.

57% of young people suggested a private message should be sent to a young person to invite them to set their profile from public to PRIVATE.

60% of young people felt a video introduction on the profile would help them to authenticate a profile/group - it needs to be engaging not boring zzzzz.
Digital Youth Outreach & eParticipation

Devon Youth Parliament group

Local Children's Group - Exeter

Don't judge us till you know us:
Positive images campaign

Young parents group
"Blended facilitation"
“I was well up for just setting up a Facebook group, but today I realised the need to think about the bigger picture and consider the possible risk(s).”

Young person

- Self Identity on SNS profiles
- Personal Boundaries
- Code of conduct
- Digital footprint

“Really useful to think about the risks but also the solutions – solve it!” Young person.
Practice  Policy
Code of conduct -
Face-to-face live session
Acceptable online behavior & interactions
Young People as online facilitators

Risk Assessment Policy
Anti Cyber Bullying Policy

eSafeguarding Policy
Confidentiality Policy

Verification of identities policy
Media Consent forms

Child Protection procedures
Data Protection Policy

Training induction programme for young people

eSafeguarding Policy
Risk Assessment Policy
“Amplifying”
Young people need support to develop the appropriate resources and resilience to navigate risk and to make the most of opportunities on SNS, and peer groups need opportunities to negotiate and develop positive norms for their interaction on SNS.
Protecting identities & keeping it safe?

Young people prepared to participate but not wanting to be identified in photo’s or film clips
Knowing your target audience: what will appeal? Engage?

Average uploads per day between 150,000-200,000

YouTube Statistics; Prof Wesch, 2008
Keep it simple!

Keep it local & Relevant
How Often do you visit these web sites?

- **Youtube**
  - Daily:约30%
  - Weekly:约70%
  - Monthly:约10%
  - Never:约10%

- **Facebook**
  - Daily:约50%
  - Weekly:约30%
  - Monthly:约15%
  - Never:约5%

- **Bebo**
  - Daily:约20%
  - Weekly:约40%
  - Monthly:约30%
  - Never:约10%

- **MySpace**
  - Daily:约10%
  - Weekly:约30%
  - Monthly:约40%
  - Never:约20%
Can you find advice & support online?

- Total: 34
- Drugs & Alcohol: 48
- Relationship Advice: 41
- Sexual Health: 43
- Depression; feeling lonely: 38
- Coping with Stress: 35
- Dealing with Anger: 31
- College/Careers: 26
- Exam Stress: 22
- Domestic Violence: 16
- Dealing With Cyber Bullying: 11

No | Yes | Maybe
---|-----|-----
3  | 7   | 6
2  | 6   | 0
3  | 3   | 0
2  | 9   | 0
2  | 6   | 2
2  | 7   | 1
2  | 4   | 0
3  | 4   | 0
3  | 3   | 0
2  | 4   | 0
0  | 0   | 0

Percentages: 0%, 20%, 40%, 60%, 80%, 100%
Young People's Views
More information available on my web page

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