

# Htech

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## YouthWork

**Tools, suggestions and recommendations  
about the use of ICT in youth work**

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**ASSOCIAZIONE  
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**Partners:**  
**ACTIVEYOUTH (Lithuania)**  
**VISMEDNET (Malta)**  
**CREATORII (Moldova)**

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 **CREATORII**  
HOW TO CREATE

 **Active  
Youth**  
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## **Introduction**

It is necessary to go out the institutional settings and discover new lands: not waiting for young people to come and find you, but going in search of them, observing and catching their attention. Young people's lifestyle is so entrenched in technology, that is not an option as to whether the youth service should use social and digital media, because of the impending risk is to become outdated to young people.

This publication contains tools, suggestions and recommendations about the use of ICT in youth work collected during our 2 years strategic partnership in the field of youth "Hi-tech Youth Work" (March 2017 - February 2019): it created a field of sharing of competences and tools, validated by youth organizations based in 4 different countries (Italy, Malta, Moldova and Lithuania), in order to increase the abilities of the involved youth workers to act also as media educators, able to use social media and digital competences not only for the purpose of communication but also as part of the key content of youth work, even able to make inclusive the youth work.

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## First step: Get to know youth and ICT

Take into consideration that Adults (like you) can be considered migrants while younger people as are natives, speaking of ICT: their understanding of technology may be different.

Accordingly to Eurostat, in 2016, 91 % of young people in the EU made daily use of the internet, compared with 71 % for the whole EU population. The most common online social activities for young people in the EU-28 in the 3-month period prior to the 2016 survey included sending and receiving e-mails (86 %) and participating on social networking sites (83 %), while half of all young people telephoned or made video calls and 47 % uploaded self-created content, such as photos, videos or text to the internet.

### What do young people do on internet?

- Connect with, comment on and discuss things with others, through social networking, emailing and online messaging;
- Find, create or share interesting photos, videos and articles;
- Join or follow interest groups;
- Play online games;
- Learn more about topics that interest them
- As a study tool for school.

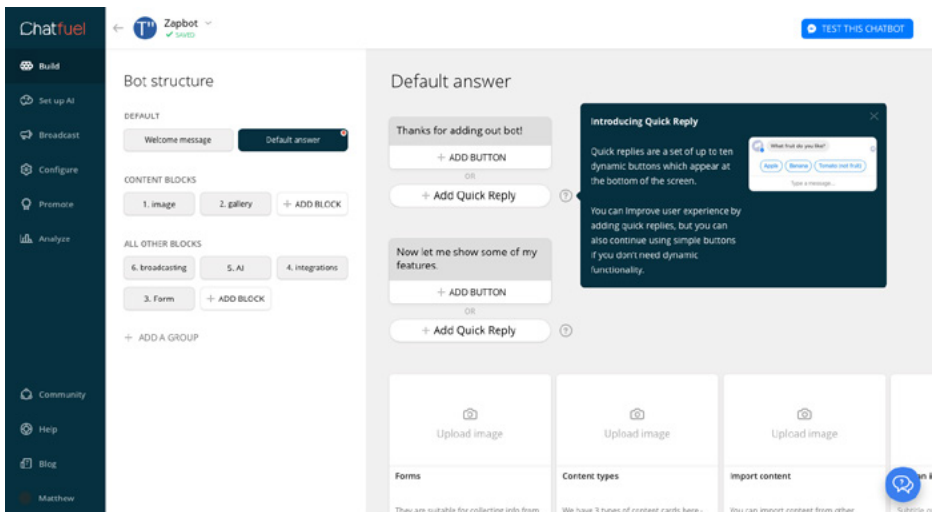


# Enhance your organization communication and visibility

Some tips to improve the communication strategies of your organization using free on-line tools:

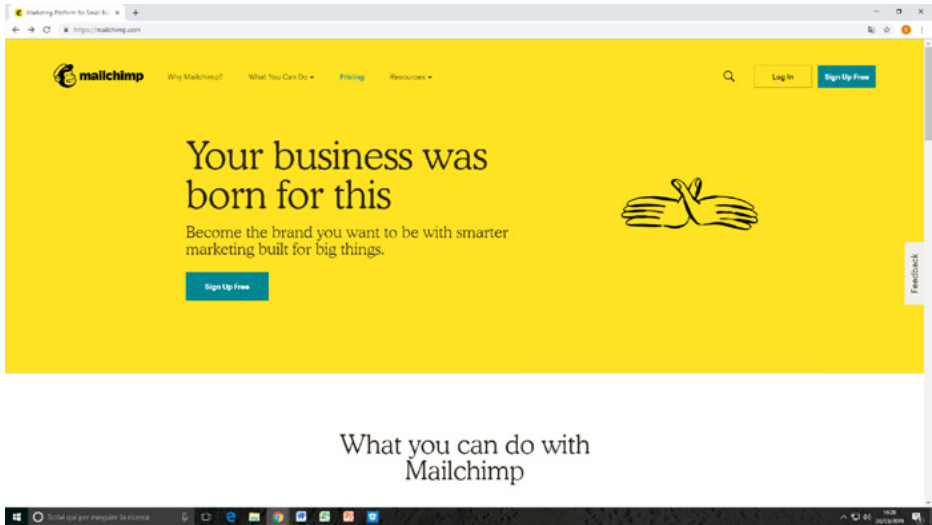
## - Chatfuel allows to create facebook messenger bots quickly and easily for your organization page

For example you can take the advantages of the creation of Welcome messages. The welcome message is a greeting sent to anyone who messages your page. It's like the homepage of a website — the very first thing a visitor will see, immediately, sending an automated greeting message, prompting me to engage and further the conversation. Chatfuel allows to automatically send not just plain-text responses (as the Facebook instant replies) but media, buttons, or other content too. So you can great the user, offer a value proposition and convince the user to take the action (es. visiting your website, scheduling a meeting, participating to a call or an event etc.). You have just to prepare the blocks on chatfuel website and... it will work for you!



## **- Mailchimp is a newsletter software for automatic email solutions**

It allows you to create nice looking emails that help you reach your audience with a drag-and-drop email designer, a place where to store all your images and files, edit photos and work collaboratively. You have to create your mailing list and your recipients will be reached with a click and you can Keep track of open rates, clicks, and segment data with our built-in analytics tool.



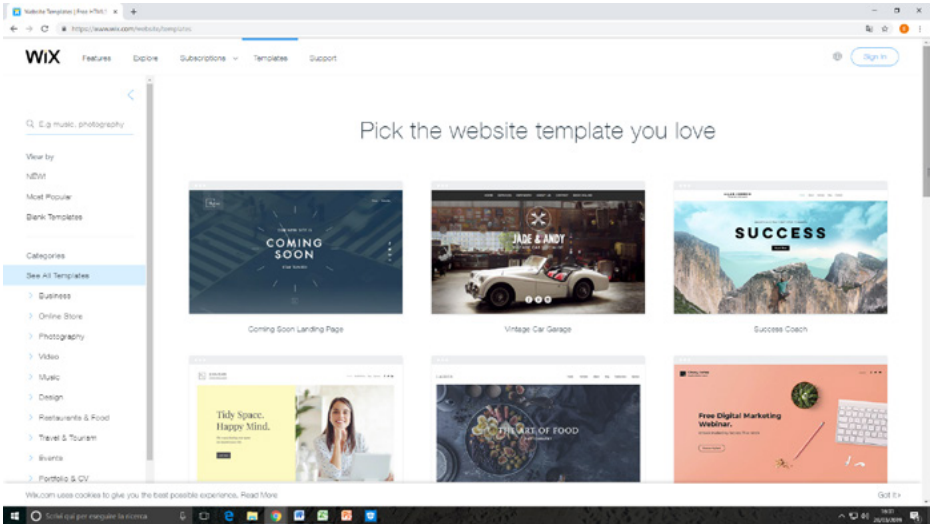
## **- Free web-providers**

Do you need to quickly and easily create a free web-site for your project? [Wix](#) is a cloud-based web development platform. It allows users to create HTML5 web sites and mobile sites through the use of online drag and drop tools. So it is extremely easy to use, even for a person who never created a website before!

Users may add functionality such as social plug-ins, contact forms and community forums to their web sites using a variety of Wix-developed and third-party applications. The result is good looking and if you follow the instruction for SEO, in a few weeks your free web-site will be easily found also on Google.



Create a dedicated e-mail for your web-site and register with it on wix: the link of your web site will be more appropriate.



- **Multi authors blogs** are blogs that can be up-dated by several people who has the role of authors: for example the volunteers of a long term project can update a common blog with their experiences or all the partner in a Strategic partnership can cooperate to the updating of the blog. The most common free blogging platforms, as [Wordpress](#) and [Blogger](#), allow to invite other authors to create posts.



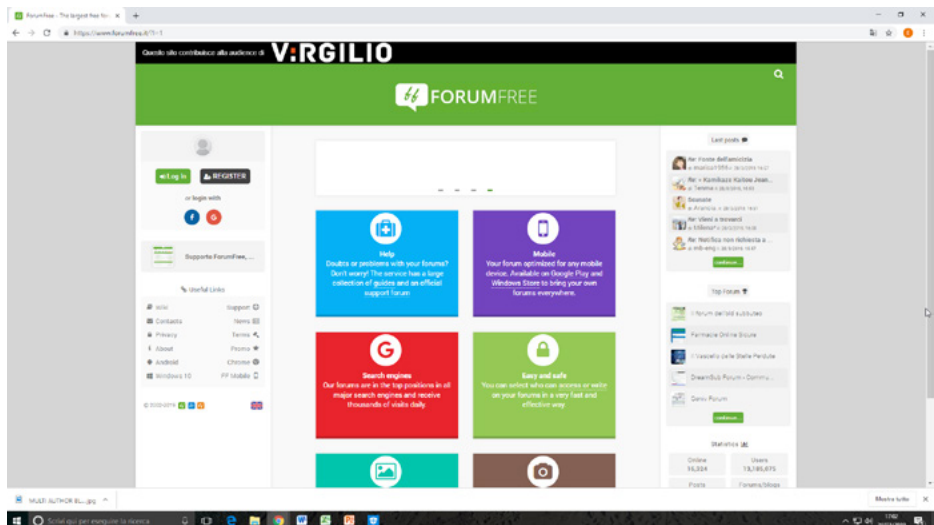


**On blogger**, after log in the blog you created, you have to click on the menu Settings and choose basic. In the page that will open, at the session Permissions you can see the list of the blog authors and just under it you will find +Add Authors. If you click here you will have the possibility to add the other authors e-mail and to invite them.

**On Wordpress**, log into your Wordpress blog. Click on “My Account” on the left side of the tool bar at the top of the page. Scroll down your dashboard (on the left side of the page) and click on the word “Users.” Press on the arrow to see options under the “Users” section. Click on Invite new and fill the form that pops up with first name, last name, email address and a personal message and just click on Send invitation. After you will be able to change the parson role from contributor to author by clicking on User.

## - Internet forum

You could create the organization’s internet forum where your volunteers and users can write and talk to each other. You can also create more specific forum about a project and the participants, even from different Countries, can use it as a virtual meeting place. A good free platform for your forum is [Forumfree](https://www.forumfree.it/).





# Enhance your organization project management and team management

- **Cloud services and file sharing:** [Dropbox](#), [Google Drive](#) (useful both for file sharing and to cooperate in the creation of texts through the sharing of google documents), [WeTransfer](#) (good specially for heavy files es. movies).



Dropbox



Google Drive



we  
transfer

- [monday.com](#) one visual collaborative space where plan, organize, track

A new way to manage your work, team, roadmap, content, HR. You can easily use it for project management (to manage your projects & tasks in an easy visual way keeping track on project and tasks without effort, Staying up to date with your projects to make sure you will meet your deadlines, sharing files, ideas, comments, and more to get work done as a team) and team management (to organize your team's tasks, get a clear overview of where things stand, and accomplish more together by planning ahead, prioritizing, and getting everyone on the same page, Identifying bottlenecks and see where things stand in seconds and celebrating successes).

The screenshot shows the monday.com website interface. The main heading is "A new way to manage your HR" with the subtext "Plan. Organize. Track. In one visual, collaborative space." Below this is a "Get Started" button. The interface is divided into several sections:

- HR Management:** A table listing employees and their application timelines.
- Project Management:** A section on the right showing project tasks and status.
- Team Management:** A section on the left showing team tasks and status.

Candidate Engineer	Source	Application Timeline	Status	Screened	Phone Interview
Jessica Piana	Talent.com	Jul 1 - 12	Offer letter	Done	Done
Emmy Sanchez	Job Portal	Jul 1 - 11	No offer	Done	Done
Shaina Rubin	Job Portal	Jul 1 - 1	Offer letter	Done	Done

Senior Executive	Source	Application Timeline	Status	Screened	Phone Interview
Wesley Galante	Job Portal	Jul 1 - 12	Application Rejected	Done	Done
Frank Ray	Talent.com	Jul 1 - 12	No offer	Done	Done
William McLeod	Job Portal	Jul 1 - 12	No offer	Failed	Done

**[- Google Forms](#) to collect information from participants, colleagues and partner**

Google Forms is used to manage event registrations, create a quick opinion poll, and much more. With Google Forms, you can create and analyze surveys right in your mobile or web browser - no special software required. The information is then collected and automatically connected to a spreadsheet. You get instant results as they come in. And, you can summarize survey results at a glance with charts and graphs. The [video-tutorial](#) contains some examples and a step by step tutorial for the creation of google forms to collect information, to create short surveys and to create evaluation sheets.



**[- Toluna Quick Surveys](#) to create free on-line surveys**

Toluna QuickSurveys is an innovative online tool that allows you to create and launch surveys easily and cost-effectively. Create quantitative surveys, build your own research repository and analyze results in real-time directly online. The [video-tutorial](#) contains some examples and a step by step tutorial for the creation of on-line surveys using Toluna Quick Surveys using filters to build the survey logic.



## Enhance the online identity of your organization: photography and video

High quality photography is an important asset that will contribute to the overall success of your communication strategies. There are so many benefits to having professional photos of your organization and the services you offer:

- **A Picture is Worth A Thousand Words:** photos enable you to show young people what you have to offer rather than tell them, they like to see things for themselves before making a decision: photos and videos of your calls and offerings are more valuable than ever.

- **Your photos represent your business:** low quality, unprofessional photos will communicate the same about your organization. Your photos on website and social media are hugely important when it comes to making a first impression on youth. Don't skimp on them!

- Stock photos are certainly helpful for some purposes, they are not the best way to showcase your business because they are not photos of your business: **when young people visit your website/social profiles they want to get to know you!**

Follow [this presentation](#) to get some tips that will help you to take better photos of your organizations, services and activities.

A great free tool for online photo editing is [Pxlr](#): an easily accessible comprehensive suite of editing tools to obtain the best levels of interaction from your online posts ;)



Anyway if you have no enough time to take real photos and you need to quickly find good pictures, a good and free option is [pixabay](#): Pixabay is a vibrant community of creatives, sharing copyright free images and videos; all contents are released under the Pixabay License, which makes them safe to use without asking for permission or giving credit to the artist - even for commercial purposes.

Here something more about the [ABC for Amateur Filmmakers](#)

## Digital tools usage practice in youth organisations

### **Workshop: creation of short movies/video spots on social issues**

*Movie making is a very interesting tool for young people and it is able to stimulate their cooperation to achieve the best final results.*

If you use it with the purpose to create a video spot to raise social awareness on a specific topic, it became also a tool to facilitate discussion among the youth on that specific topic (what they think about, what they want to communicate, to whom the video will be addressed).

We used this kind of workshop several times both during local workshops and during international youth exchanges with inclusive groups made of young people and young people with disability with very good results, because it foresees several different roles so that everyone can be actively involved.

**AIM:** to stimulate the discussion on social topics, to stimulate cooperation among young people, to stimulate young people to play an active role in the society.

**N. OF PARTICIPANTS:** +5 - accordingly to your resources you can create subgroups of participants and each group can work on his own project (each group should be composed at least by 5 people).

**TIME:** it depends on your needs and aims and the final result you are looking for - it could be done in one day (8 hours workshop), or you can make some smaller sessions of 3 hours per day, so probably you may need at least 3-4 days.

**MATERIALS:** print out of the different phases of video-making (each phase on a different paper - [like these ones](#)), a laptop for each group of participants, a projector, a flipchart paper, a camera or a smartphone for each group and if possible a tripod.

**PREPARATION:** collect 3/4 examples of popular and touching social video-spot from the web, write on a flipchart paper the suggestions to create the script.



## Development

**1 - Introduce to the participants the topic of the workshop:** what is a video-spot and brainstorm which are the advantages of using videos as a means of communication; complete the info obtained with some data (es. 4 billion videos are watched on YouTube every day; People share video with their followers on social media: more than 700 videos are shared by Twitter users every minute; video is an excellent format for informing and educating because it incorporates audio and visual elements that appeal to multiple senses: a video conveys huge amounts of information in a short time, a video is more engaging to the senses, so it can convey more information by showing and telling at the same time; the emotional impact of video ads is significant).

Show them the examples you collected on the web and ask for their feedback: what impact they had on themselves? Which one was the most powerful? Were they effective?

**2 - Theoretical input:** distribute to the participants the 8 phases for vi-

deo-making and ask them to discuss them in group and to put them in the right order. Ask them to read them in the created sequence, stimulating them to explain each phase, and correct the sequence if it is not right and giving explanations. Show them the main phases to create the script and give them a topic on which start to brainstorm ideas for the creation of the movie.

**3** - Give them 30 minutes to discuss the idea in group and **write down the script**. Ask them to present you or to the other groups their plan for filming and give suggestions to make the idea more concrete (they should know exactly what to film, where, what the actors should say, who are the actors, who will take care of music, filming, editing, costumes etc.). If needed you can show them a youtube video about the most popular types of shooting, if in the group nobody is familiar with it, but usually in each group of young people there is somebody who likes video-making and is able to make nice videos and to edit them, even using very simple programmes.

**4 - It is now time to film!** Let the participants to do what they planned in autonomy, let them to go outside if needed, and give suggestions on how to ask permissions to bar owners, shoppers etc. if they need to film in private spaces. Just overview the general process, suggesting them to make more filming of the same scene and asking them what they filmed, which scenes are still missing etc. Be available for help, but you don't need to follow them around when filming.

**5 - editing:** stimulate the task division during the process of editing, so that there will be a sub-group looking for background music (preferably without copyright), another one that will create the text to add to movie (Title, subtitle, eventual slides with text, closing credits, logos etc...), another or two who will take care of editing itself and the last one who can write a presentation article for the video-spot. Allow the participants to join the group they prefer in relation to their abilities and interest.

The workshop may end with the organization of an Oscar night, were to show the videos and give the opportunity to the participants to explain their content and message and finally awarding the best one.

The best is to organize it in a pub, showing the short-films on a screen for the general customers - a very good dissemination ;).

Very important is to share the created video on social networks as Youtube and Facebook.

### **Long term activity: web-radio channel managed by youth**

It is an interesting activity in which to involve young people: they can manage a web-radio channel owned by your organization through weekly programmes or even more frequent - accordingly to the youth participation. they should be supported in the preparation of 30 min. programmes choosing music and topics to talk about or inviting guests. You could organize some introductory meetings about communication skills, social media advertising and management of the web-radio hosting platform.

A platform we used is [Spreaker](#): it is a great platform for all podcasters, from beginners to the more advanced. It provide plenty of audio storage space (which, depending on your choice of plan, is either free, or very cheap), unlimited bandwidth, allow you complete control over your RSS feed, plus offer lots of useful tools that help you: broadcast live/podcast, automatically export to Youtube and Soundcloud, and much more.

Follow the [tutorial](#) to discover how to start your free web-radio channel. What do you need? Just a laptop with webcam and internet connection, headphones and creativity!





## Tips to make youth work more interactive tanks to the use of ICT

Examples of activities that you can facilitate using [Google forms](#)



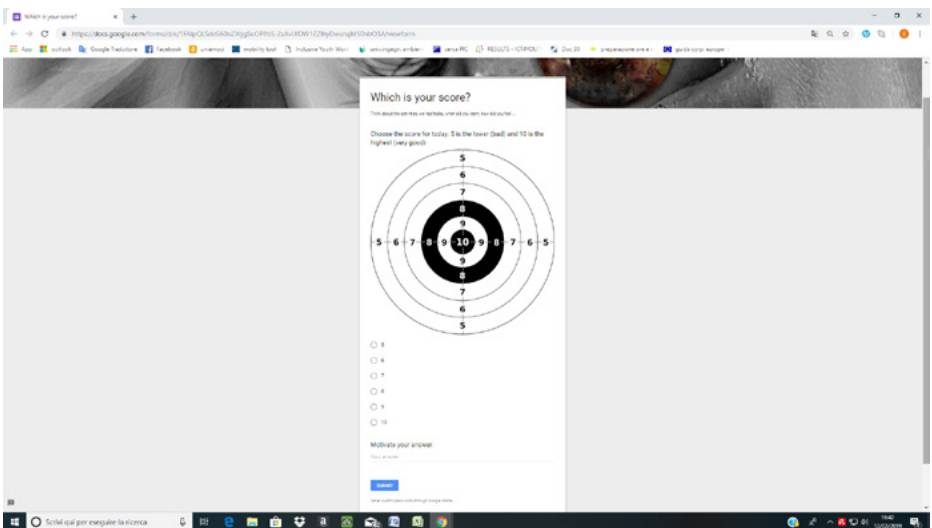
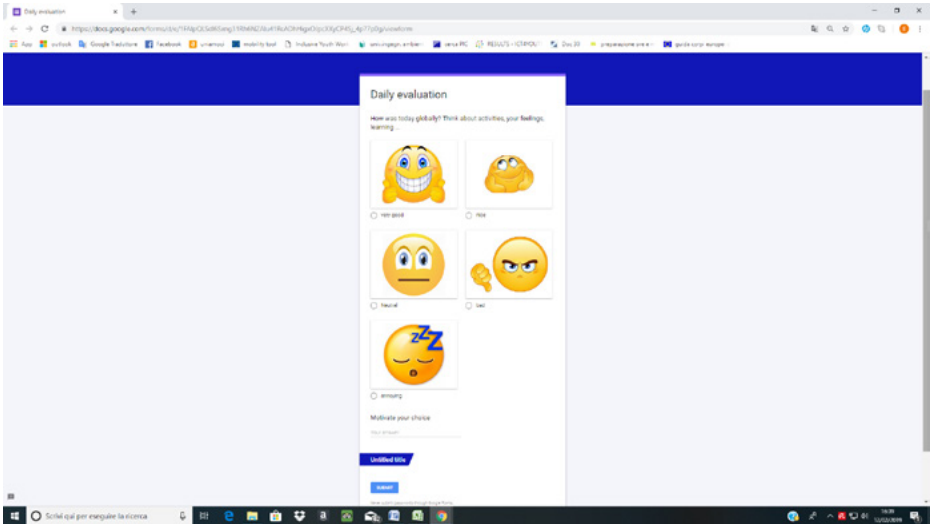
### - Free time activities:

[Gossip Box](#), where participants could write anonymous gossips of the project.

[Project's Nominations](#) where participants nominated each other.

### - Evaluations:

You can easily adapt traditional daily evaluations using a google form with the following advantages: better interactivity (in a given time all the participants are reflecting, then listening - no waiting), anonymity, instant report. Once created your form you can share it with your young participants programming a post with the link on the facebook group of the project. While they fill the evaluation form, connect your PC with projector and show the responses page (it will update itself automatically as soon as one more participant will fill the form). Read the graphics and texts to the group and comment.

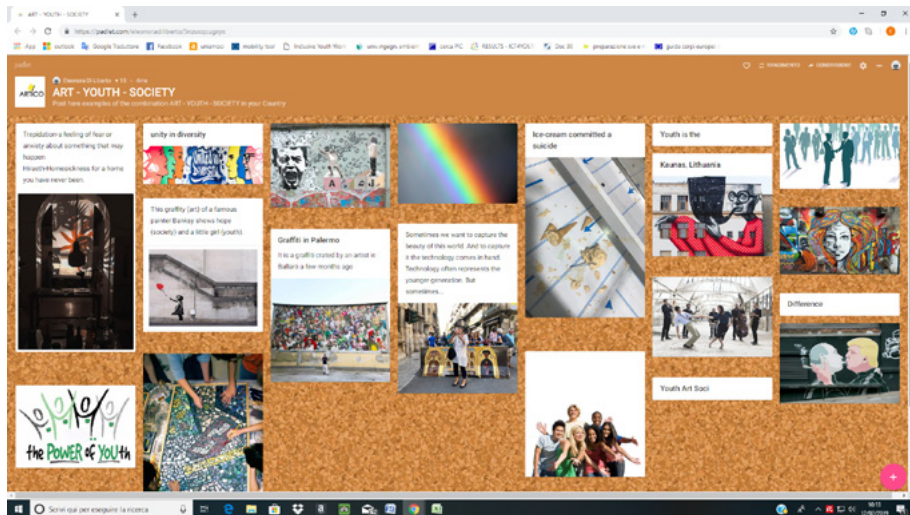


**- As a tool for the facilitators/moderators of a world cafe' or discussion in small groups:**

You need to create a form with just two fields: 1- name of the group/ topic; 2 - participants' contributions to the discussion. You have to share the form with the moderators/facilitators who have to fill it during the discussion. Once the form is sent by the facilitator/moderator, the youth worker who is managing the activity, will have the activity results available in an excel file for sharing, comment, create deliverables.

## What to use to brainstorm?

- You can use [padlet](#) for SHARING OF EXPECTATIONS, FEARS, PERSONAL CONTRIBUTIONS by the participants: it allows to create online boards easy to read and fun to contribute adding content, comment, like and make edits in real-time. If you use a projector to read the participants contributions, you have a nice and interactive activities with no waste of paper.



- [wordart.com](#) allows to create online word clouds with the shape and colours you like; it can be later shared on social media.



## What to use to create exciting group building activities/city games?

- [Actionbound](#) is an app for playing digitally interactive scavenger hunts to lead the learner on a path of discovery. You have to create the bound on your PC and share it with participants through qr-code; they will play using they phone.

- [kahoot.com](http://kahoot.com) makes it easy to create, share and play fun learning games or trivia quizzes in minutes. Create your quiz, share the game PIN, ask the participants to open kahoot.com webpage on their mobile phones and ... start to play! You need a projector, because the questions will be shown through the facilitator kahoot account.



## **Creative InternPrize: a platform to support young people's entrepreneurship**

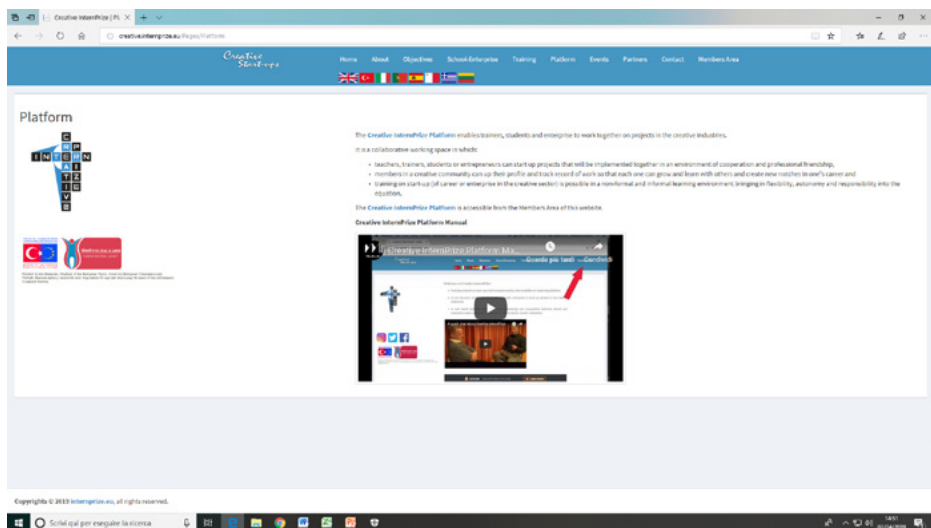
- [The Creative InternPrize platform](#) is a relationship management platform that was created in an Erasmus+ KA2 Strategic Partnership for VET.

- The platform requires registration and once registered every one can create a project using a template.

- There needs to be at least a member with the status of teacher / mentor in a group before any collaboration can start.

- The platform not only gives flexibility but also creates teamwork in one's own time, responsibility and accountability towards a team since the forums are a clear indicator of engagement by all members in a team.

- The platform leans and other technologies like GoogleDocs, Dropbox, Youtube can be used outside it to share resources created etc.



## For deepenings:

- Watch the video [How to make youthwork more interactive through ICT](#)
- Visit the page Methods and Tools of the [project website](#)
- Open a discussion on the online forum [Hi-tech youth work](#)



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