



TECH SAVVY KIDS:

Engage, Teach and Treat

Social Media and Youth Engagement



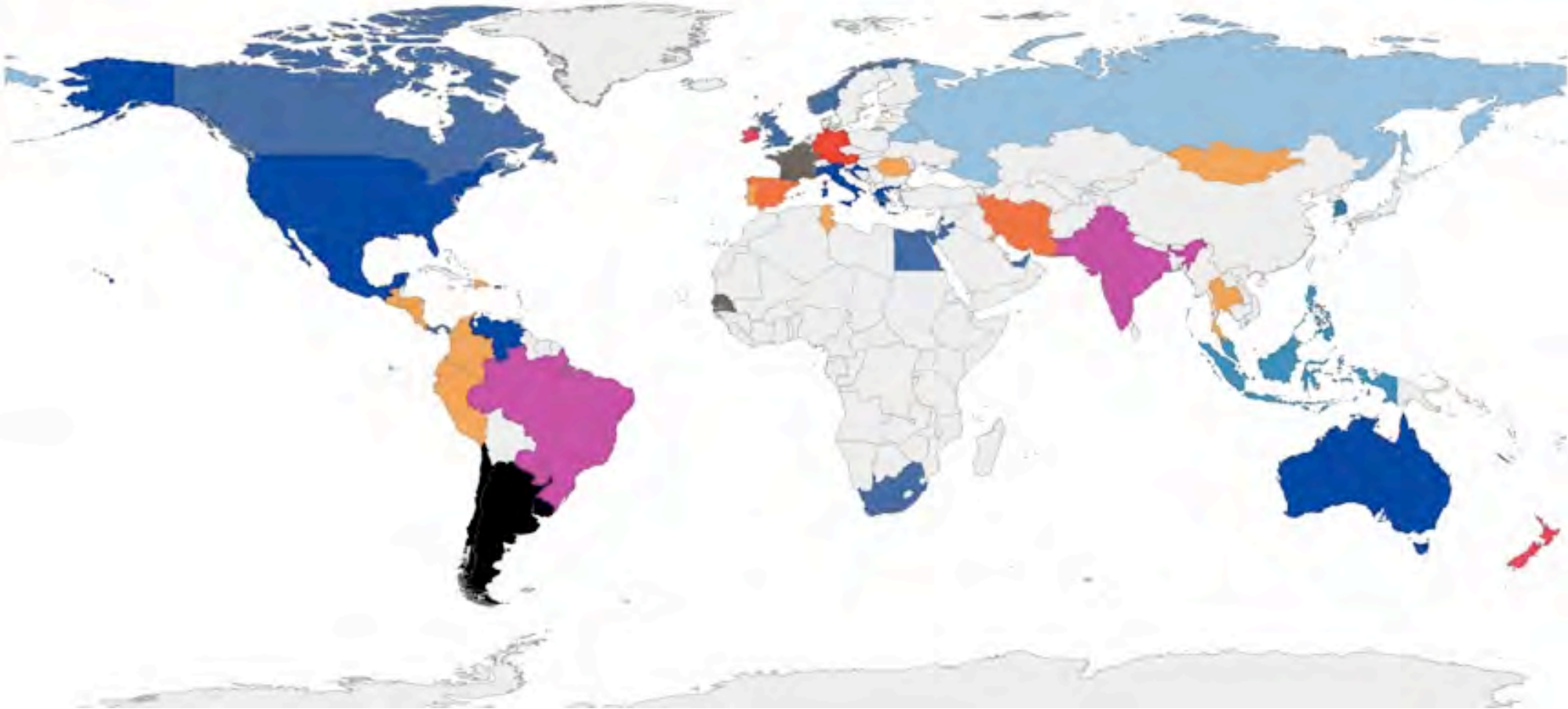
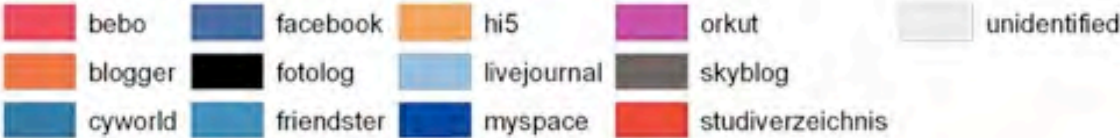
- What is social media?
- How are youth using social media?
- How can social media empower youth?
- How can we integrate social media into program delivery?

What is social media?

- Web 2.0
- Social Networks
- User-created content
- Citizen Media
- Mobile Phones



Social Networks World Wide



MTV Circuits of Cool Stats (2008)



- “Young people are generally aware of social networks – only 18% of those are yet to use them or have never heard of these sites.”
- “Globally, 80% of young people have visited sites like YouTube to watch online video clips.”
- “The mobile phone is ingrained into young people’s everyday lives with 42% claiming it’s the first thing they look at in the morning and they last thing they do at night.”

How are youth using social media?

- 80% of youths view some form of social media content;
- 61% are “contributors” – add comments to content;
- 60% are “forwarders” – they will share links with their friends;
- 40% are “creators” – keep a regular blog, upload videos or photos;
- 19% are “finders” – they will actively look for content to share with their friends.



Canadian Youth Mobile Phone Use

- **2002; 52% of youth ages 15-19**
Mobile Youth Report (W2F)
- **2008; 30% of youth ages 13-15, 65% of youth 16-17**
CWTA, 2008
- **2009; 71% of youth ages 12-19**
Solutions Research Group (Canada)



How can social media empower youth?



- Literacy skills
- Skillsharing
- Connecting to likeminded peers
- Support and empowerment
- Grassroots Organizing
- Imagination

Million Campaign

- 2,800 students in 7 NYC Public schools
- Partnership with Verizon Wireless and NYC Department of Education
- Free phones and credit for homework and good attendance!



Mindyourmind.ca

[HOME](#)

[HELP](#)

[PERSONAL STORIES](#)

[MUSIC & MORE](#)

[TOOLBOX](#)

[MYM COMMUNITY](#)

[ABOUT MYM](#)

search...



mindyourmind.ca

BETA

reach out get help give help



May 1-7 is National Youth Week! Check out
Melissa's blog for ideas!



Youngdiplomats.org



Youngdiplomats.org



ABOUT US

PROGRAMS

MEDIA

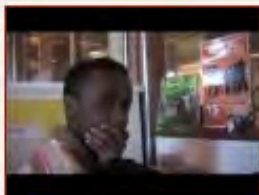
JOIN US!

CONTACT US



YD MEDIA.

YOUTUBE VIDEOS



YD Who?
4:31



YD Join a Committee. Be a Leader.
3:07



YD Summer Camp 2008 Debrief
9:48

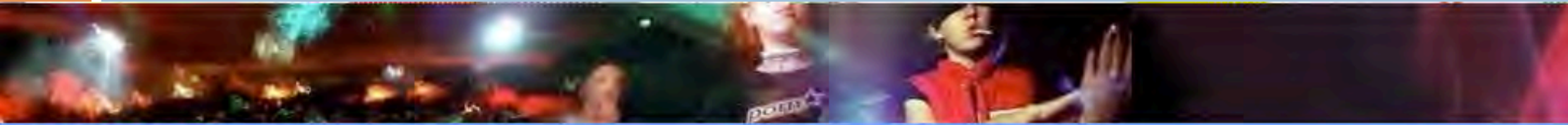


Heyab M.'s answer to The YD Question - poetry
1:58

YD NEWS



YD Take Over: Join a Committee. Be a Leader.



TRIP PROJECT TORONTO CANADA

[Home](#)

Drug Info

QUICK LINKS

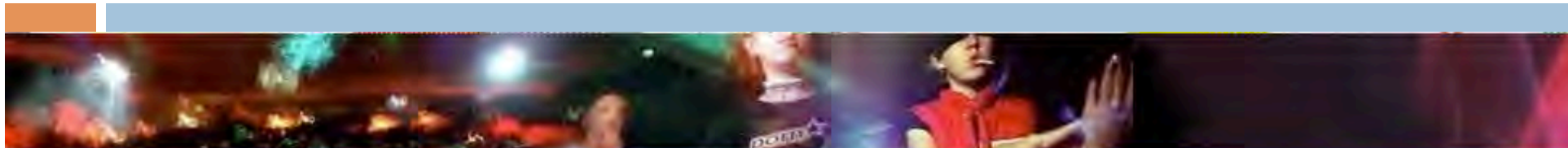
▶ [About Us](#)


▼ [Drug Info](#)

- [Alcohol](#)
- [Cannabis](#)
- [Cocaine](#)
- [Crystal](#)
- [DXM](#)
- [Ecstasy](#)
- [GHB](#)
- [Ketamine](#)
- [LSD](#)
- [Mephedrone](#)
- [Mushrooms](#)
- [PCP](#)
- [Tobacco](#)



TRIPproject.ca



 **TRIP! Project**
@trippproject

Message icons: speech bubble, @, star, info

3 days ago **TRIP! Project**
Watching presentations from the launch of The Lancet Series on #HIV in people who use drugs:
<http://bit.ly/c5sekK>
#harmreduction

3 days ago **TRIP! Project**
Listening to old old Mickey Finn videos on YouTube. RIP Stevie Hyper D.
<http://bit.ly/a9IWjh>

6 days ago **TRIP! Project**
RT @RobinsToyNest @DNRshow:
RIP Matthew Shepard Dec 1 1976- Oct. 12 1998. We will never forget
#dadrt

6 days ago **TRIP! Project**
Calling all peer sexual health educators!
<http://www.facebook.com/BRATPOO#!/event.php?id=156806747685167>



- Message All Members
- Promote Group with an Ad
- Edit Group Settings
- Edit Members
- Invite People to Join
- Create Group Event
- Leave Group

Providing health info to Toronto party people since 1995, TRIP provides safer sex and safer drug use info and supplies to party people in Toronto's electronic music communities.

Information

Category:
Common Interest - Beliefs & Causes

Description:
Safer sex, drugs and partying.

We set up booths at parties,

TRIP! Project

- Wall
- Info
- Photos
- Discussions
- +

Write something...

Attach:



Lisa Campbell Salazar <http://www.youtube.com/watch?v=Mc8XjRsLF0o>



After the War on Drugs (with English and Hungarian Subtitles)

www.youtube.com

We have to end the war on drugs - that's right, but what comes after? Do we have real alternatives of prohibition? We asked leading drug policy reformers about their concepts and ideas about legal regulation at the International Drug Policy Reform Conference in Albuquerque, New Mexico. ...

April 30 at 6:14pm · Comment · Like · Share

Marina Shevchuk likes this.

Write a comment...

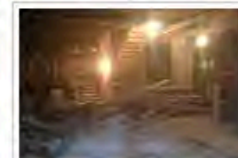
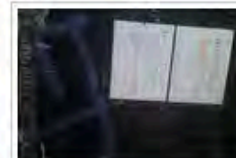


Jesse Ship tee hee! <http://store.feelyourboobies.com/frfeyobost.html>

April 30 at 5:43pm · Comment · Like · Report



Lisa Campbell Salazar



Delisle Youth Services




Texting, BBMing and MSN





Digital Storytelling and Youth Empowerment



DELISE YOUTH SERVICES

Hillsdale Tour




AGENCY IMPLICATIONS

Like most things there are positive and negative implications

Key things to consider

Three types of risk

1. Behavioural-privacy risks, crisis, obscenities, defamation, boundaries for service etc
2. Technology risks-viruses, access control, etc
3. Data risks-storage, processing, acquisition, etc

- 
- At Delisle our key concern for social media has been focused on the behavioural risks. We have been using social media tools internally with our staff for quite awhile but we were worried about the use of these tools with our clients
 - We were aware that our staff were using social media but there were no guide lines to direct this new form of interaction.

Challenges



What we did



- We had to hire outside expertise.
- We brought together those people in our agency who have a commitment to technology and wanted to use it to guide the process of establishing policy.
- We created it and now we are piloting it in one program to ensure it's functionality.

Suggestions



- Start small
- Engage youth and their social media skills
- Create opportunities for youth to use their skills...ie students do our staff newsletter
- Hire a media student through a summer program
- Host a media student placement

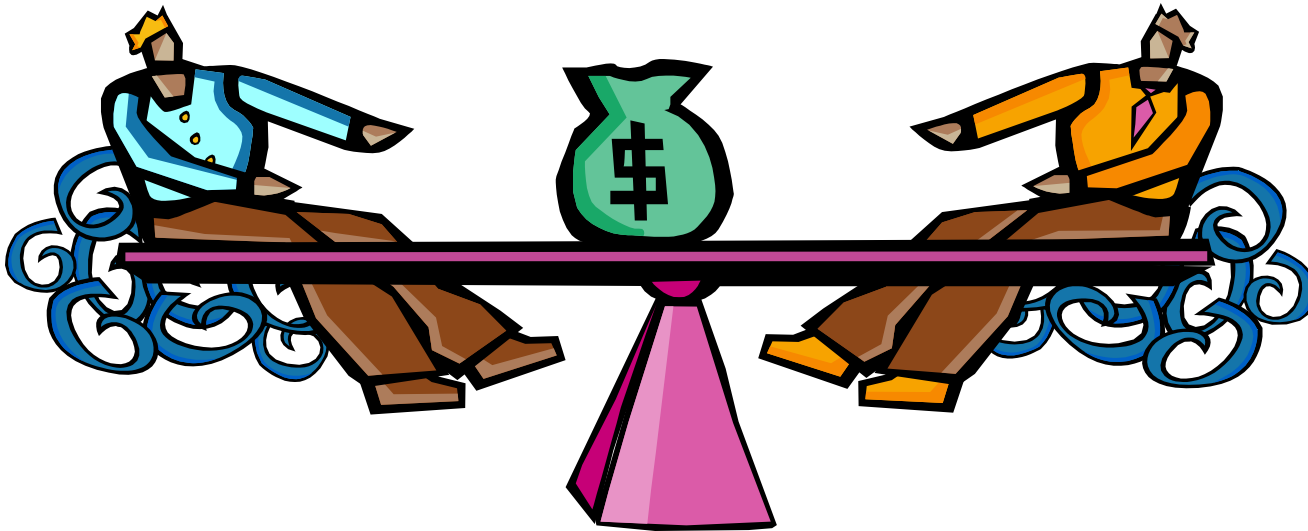
Last thoughts

- Temptation is say “forget it”



Balance the risk

- Can you afford to do nothing?



Thank you!



Any questions?

Ask our ED!

Marg Campbell

MCampbell@delisleyouth.org