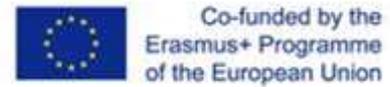


SOCIAL MEDIA SAVVY COUNTRY REPORT

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“Facebook, Instagram, Twitter? I use that everyday. Who needs to be trained in it?” Young Employee sentiment like this has quickly become the stuff of nightmares for companies and employers today. Why? Well, because somebody who grows up being a social media native, doesn’t make them an expert in using social media at work or getting a job. While businesses are racing head-on into the social media arena, the contemporary young workforce is still seriously ill-equipped to help unlock its value. And that value is simply enormous.

An estimated 75% of consumers now say social media influences their buying decisions. Nearly 90% of companies are currently using Twitter, Instagram, LinkedIn, Facebook, and other networks. So while social media races ahead, formal training and education programs for young people are lagging seriously behind or are completely lacking. The partnership Social Media Savvy (SMS) aims on ‘Finding a Job by ‘Being Socially Media Fabulous (Brand Savvy)’. This would be an exciting opportunity to build and upgrade your personal brand and your social media skills and experience. SMS will take young people on a interactive and challenging journey of social media creativity; enhance their digital skills, personal branding and presentation skills.

The idea is that this partnership will make it easier to progress into work. This SMS Country Report will give background information about social media use and statistics targeted on young people still in school (potentially to graduate within 2 years) and/or or recent graduates (age 14-24), entering the jobsmarket. The idea is that all those young people have a lack of work experience, but have a lot of smartphone experience. So the only thing they do have is their own personal brand. A professional digital identity is the first step to gain any kind of formal work experience which will lead to a substantial improvement of career development. In this country report we will help to give a in-depth social media view of the SMS partner countries Spain, the Netherlands and United Kingdom in connection with job search and the world of work.

We believe that opening up this method to synergies of SMS partners will lead to a attractive Social Media Savvy Programme, developing a transnational social media savvy identification and support programme targeted at young people aged 14-24 & possibly their teachers & trainers. This project addresses their experiences and their needs & provides early intervention starting at secondary schools, incl. dropouts & works with all appropriate agencies and will answer the following questions:

- How to spot, identify and support a Young Person (aged 14-24 and NEET 16-24) social media savvy?
- How can we identify & support the professional social media ‘mindset’?
- How can we provide all the support materials to young people, teachers & trainers?

To provide young people, teachers and trainers support in their “Social Media Savvy Journey” is complex & requires discipline & motivation from all actors involved. Successful practices have emerged from different places & examples. First we will make a country report with all social media information needed (Part 1). Then we will run, test and fine tune a Social Media Savvy Programme (based on good practices identified in part 2) with young people & for young people during the project period 1/3/2018 – 1/3/2020.





Co-funded by the
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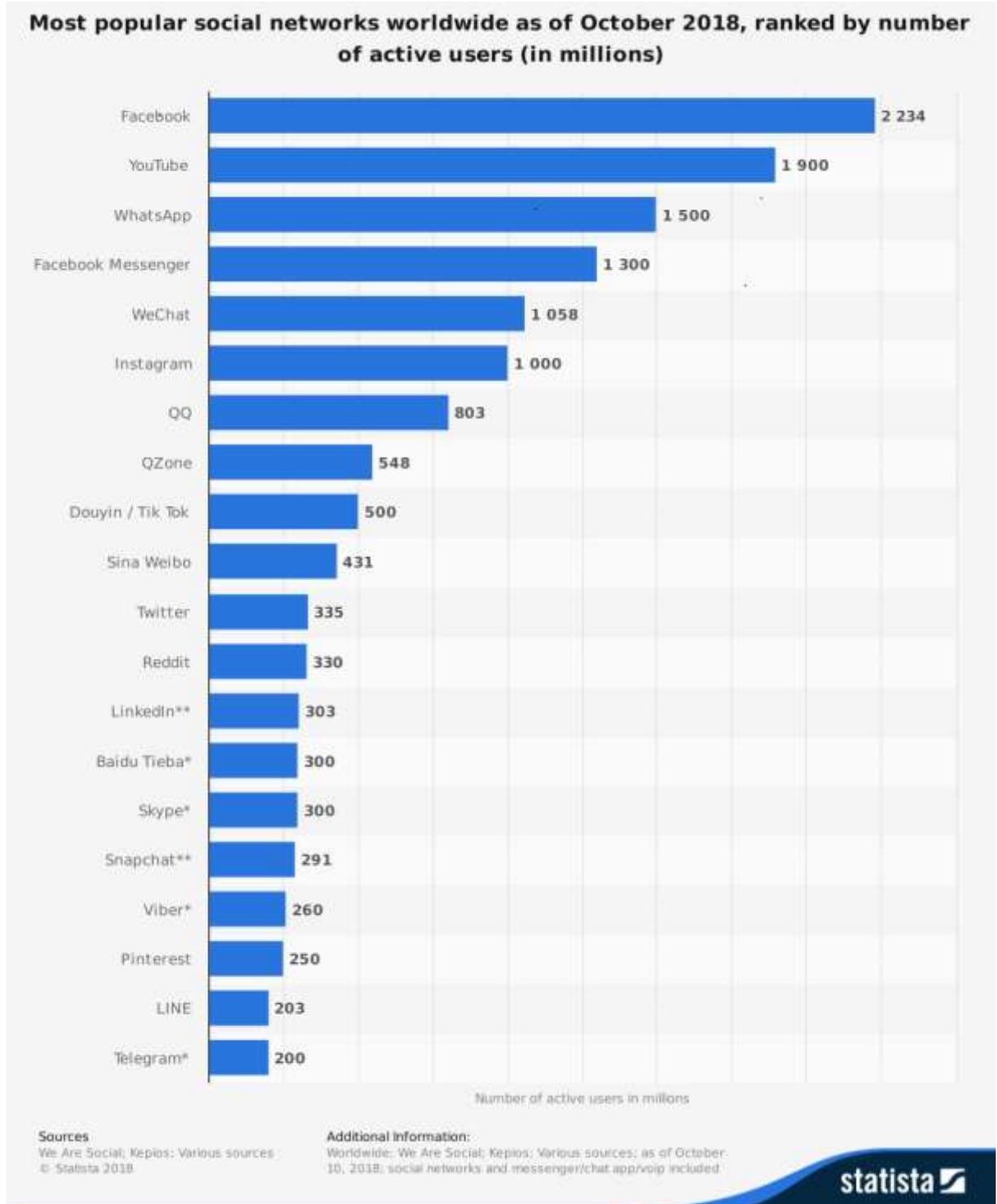
In 'part one' each partner can offer some 'facts & figures' and 'legal framework' which gives an idea about the context of the SMS partner country. The aim is not to be complete nor to compare with other countries, but to give relevant information in order to help the participants/visitors to better understand the 'social media savvy best practices' presented to them during the coming meetings. During the project, the SMS partner country can be asked to complete 'part two'. Best practices can be 'tools, programs, initiatives, methodologies...' which have proven to be effective in enhancing the employability of young people and in activating them through social media. During the meeting the presented 'best practices' can be discussed: what are the results? what are their strengths/weaknesses? Are there other opportunities? Are there new ideas/suggestions? What about the transferability to another country? Are there any recommendations to make towards policy makers?





PART I CONTEXT

FACTS & FIGURES



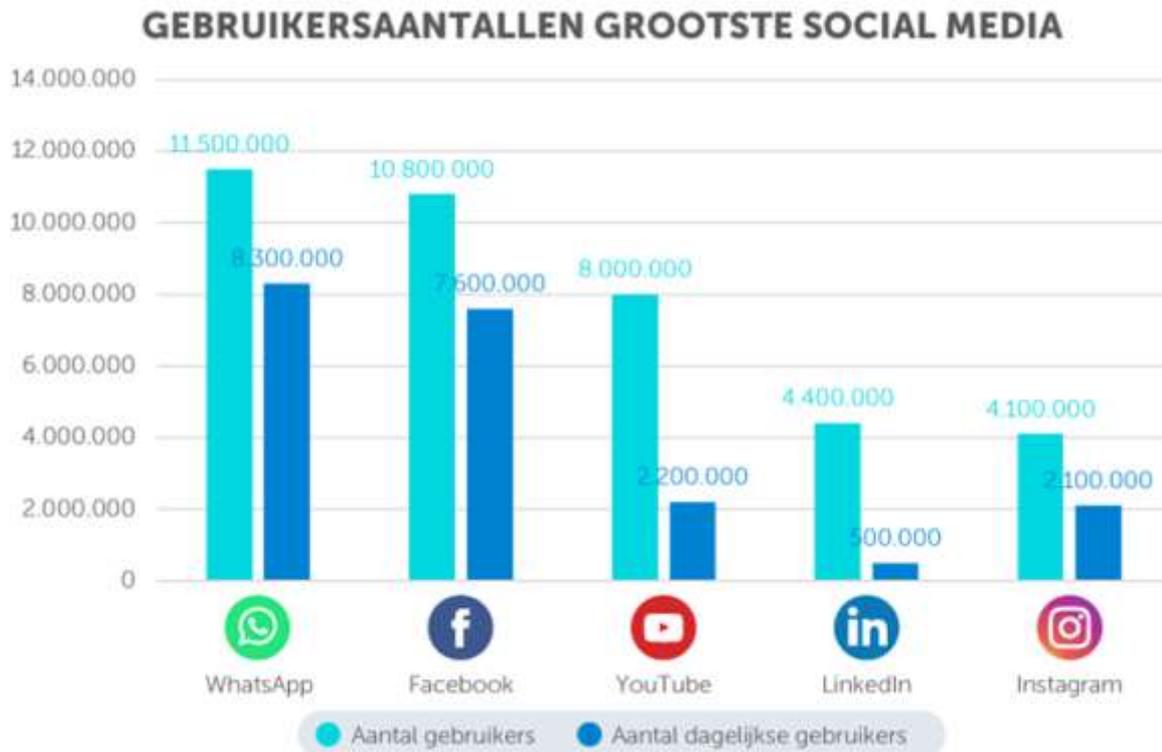
Above the most popular social media networks worldwide, October 2018 (source: Statista)
<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>



1. Social media statistics of your country: national, regional, local averages.

Please add statistics charts and data below:...

In this extensive report we actually find all the data we need for a global picture of the size of social media in the Netherlands. WhatsApp is the number 1, although it is debatable whether the messaging app actually falls within the definition of social media.

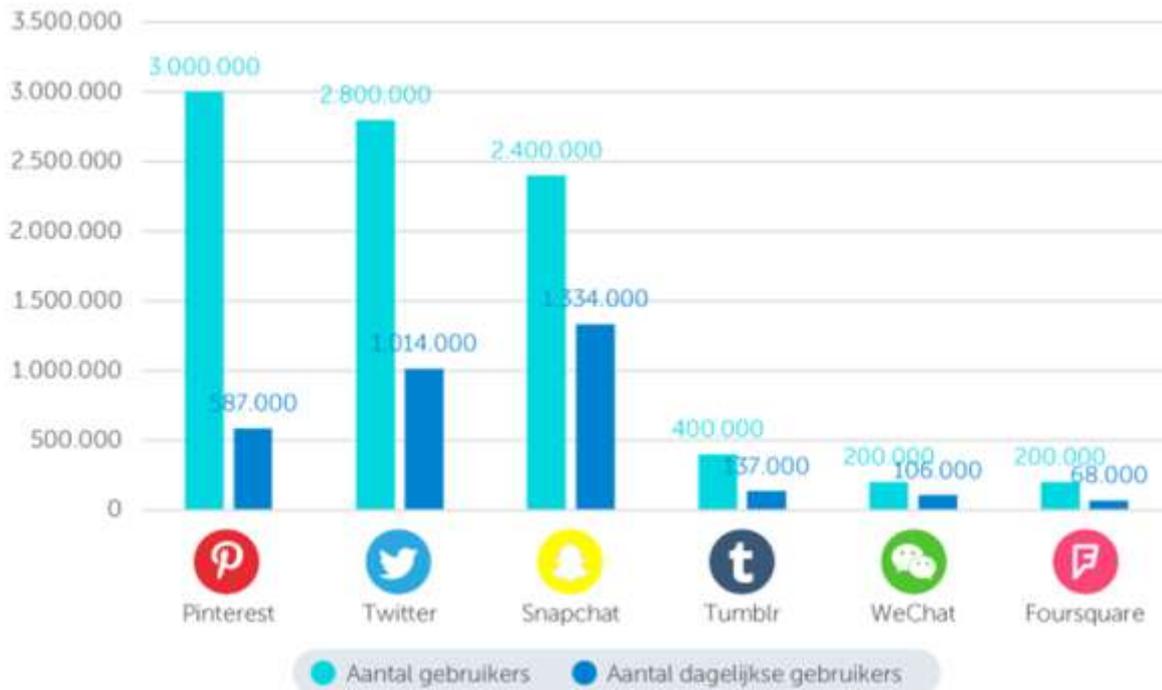


Source: <https://www.coosto.com/nl/blogs/de-belangrijkste-social-media-statistieken-van-2018>



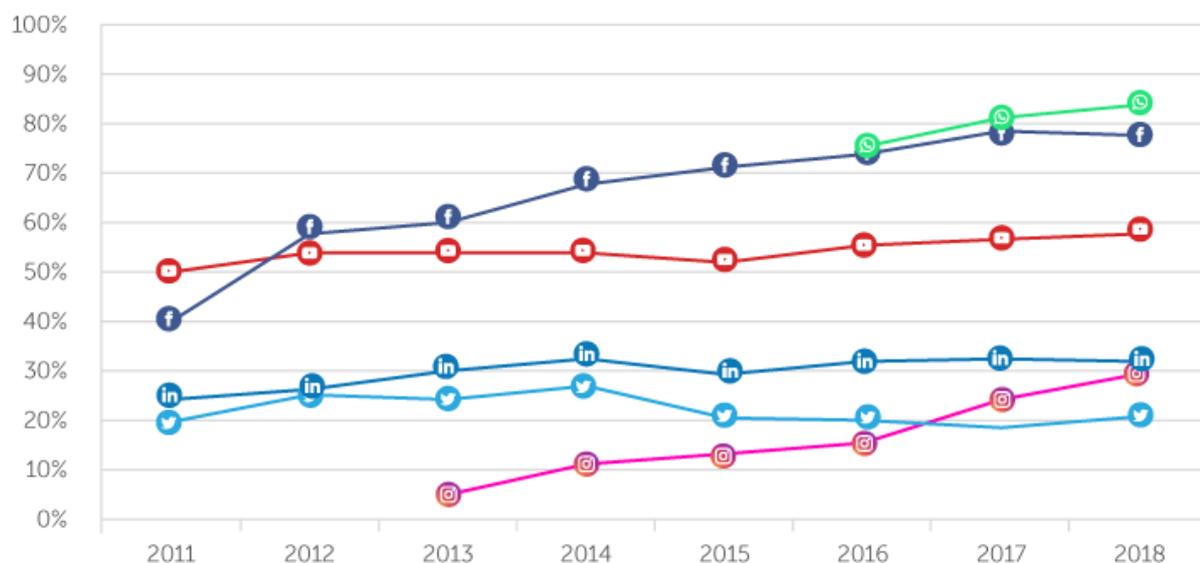


GEBRUIKERSAANTALLEN OVERIGE SOCIAL MEDIA



Source: <https://www.coosto.com/nl/blogs/de-belangrijkste-social-media-statistieken-van-2018>

To put the above data in context, it is good to compare the figures of some important platforms with those of the previous years. We then come to the next row of risers and fallers compared to 2017



Source: <https://www.coosto.com/nl/blogs/de-belangrijkste-social-media-statistieken-van-2018>





% GEBRUIK	15-19 JAAR	20-39 JAAR	40-64 JAAR	65 - 79 JAAR	80+
	97%	93%	86%	67%	38%
	72%	89%	77%	69%	58%
	86%	74%	54%	38%	21%
	12%	45%	36%	14%	7%
	73%	46%	22%	9%	6%
	23%	26%	21%	9%	9%
	19%	30%	21%	12%	8%
	72%	32%	7%	1%	1%

Source: <https://www.coosto.com/nl/blogs/de-belangrijkste-social-media-statistieken-van-2018>

The current social media penetration per age category is as follows, according to Newcom research (source: Bron: Newcom Research & Consultancy)

Some striking conclusions:

The use of WhatsApp & Instagram is growing in almost all age categories. Facebook is losing ground among young people up to 20 years. In daily use it is now the 5th platform for that group. Instagram, Snapchat and YouTube are used relatively often by young people aged 15 to 19 years. Facebook has a strong position among Dutch people older than 20. The use of Twitter dropped last year, but we now see a slight increase there.

2. Which social media is used most by young people (in relation to job search and employment)

Please add information of the most used social media in relation to job search in your country:...

Some striking conclusions:

The use of WhatsApp & Instagram is growing in almost all age categories. Facebook is losing ground among young people up to 20 years. In daily use it is now the 5th platform for that group. Instagram, Snapchat and YouTube are used relatively often by young people aged 15 to 19 years. Facebook has a strong position among Dutch people older than 20. The use of Twitter dropped last year, but we now see a slight increase there. Confidence in social media is still limited, the concerns about privacy remain high (Source: Newcom).





3. **Youth Unemployment (aged 15-24) rates of your country: national, regional, local averages**
Youth unemployment rates of your country: national, regional, local averages (please include figures for those not in the youth category so above 25 years as it would be a useful comparison)

Please add information below:...



Source: CBS

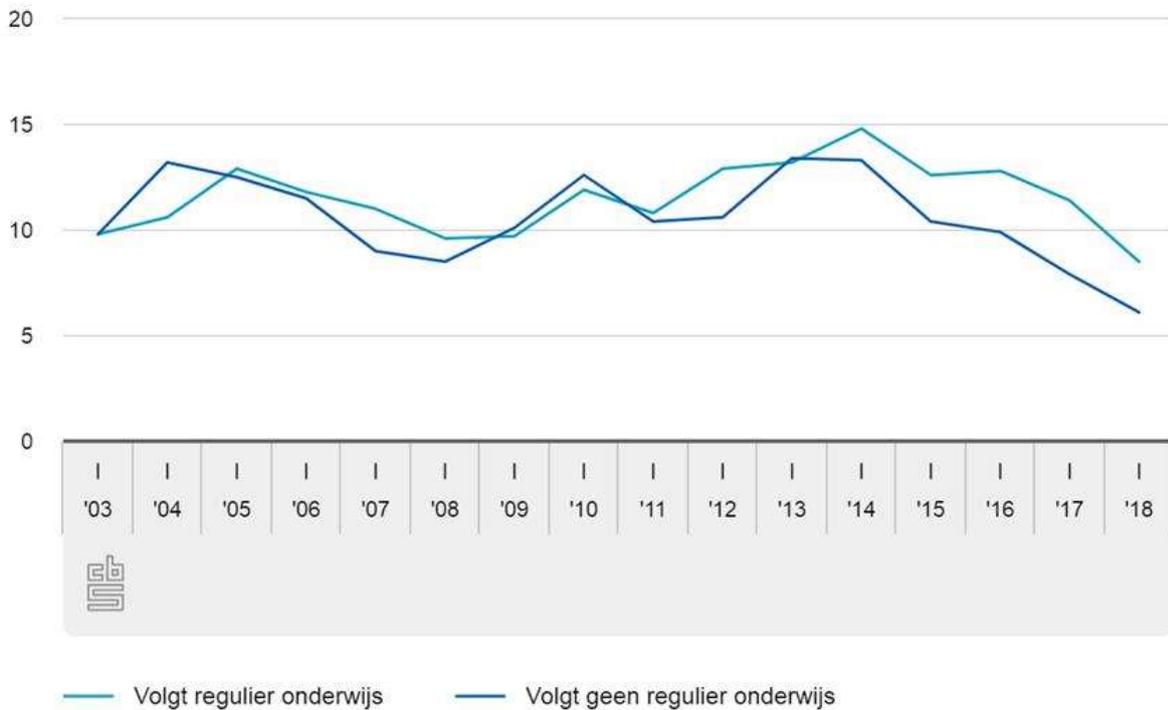
Youth unemployment 2005 – 2018.

As regards to the Dutch youth unemployment rates we can state that these are pretty low over a long period of time (2 decades). Certainly if you compare it with the rest of Europe. The highs and lows of the Dutch Youth unemployment have not been higher than 14% in the (aftermath of the) crisis years 2012 – 2016. And always usually below 10% and lower before and after the mentioned years.



Jeugdwerkloosheid, eerste kwartaal (niet-seizoengecorrigeerd)

% van de beroepsbevolking van 15 tot 25 jaar



Percentage jeugdwerkloosheid (2007 - 2017)



Youth unemployment in the Netherlands

In the first quarter of this year, 104,000 young people aged 15 to 25 were without a job at home. That is 7.2% of the total, and that percentage has not been that low since the beginning of the century. In the first three months of last year, youth unemployment was still 8.5%.

Three-quarters of unemployed young people are still in education, and are therefore looking for a small part-time job. 6.1% of the young people who have already finished school are unemployed. Youth unemployment is traditionally higher than total unemployment, but the Netherlands is doing well compared to other EU countries. Only in Germany and the Czech Republic is the percentage even lower.

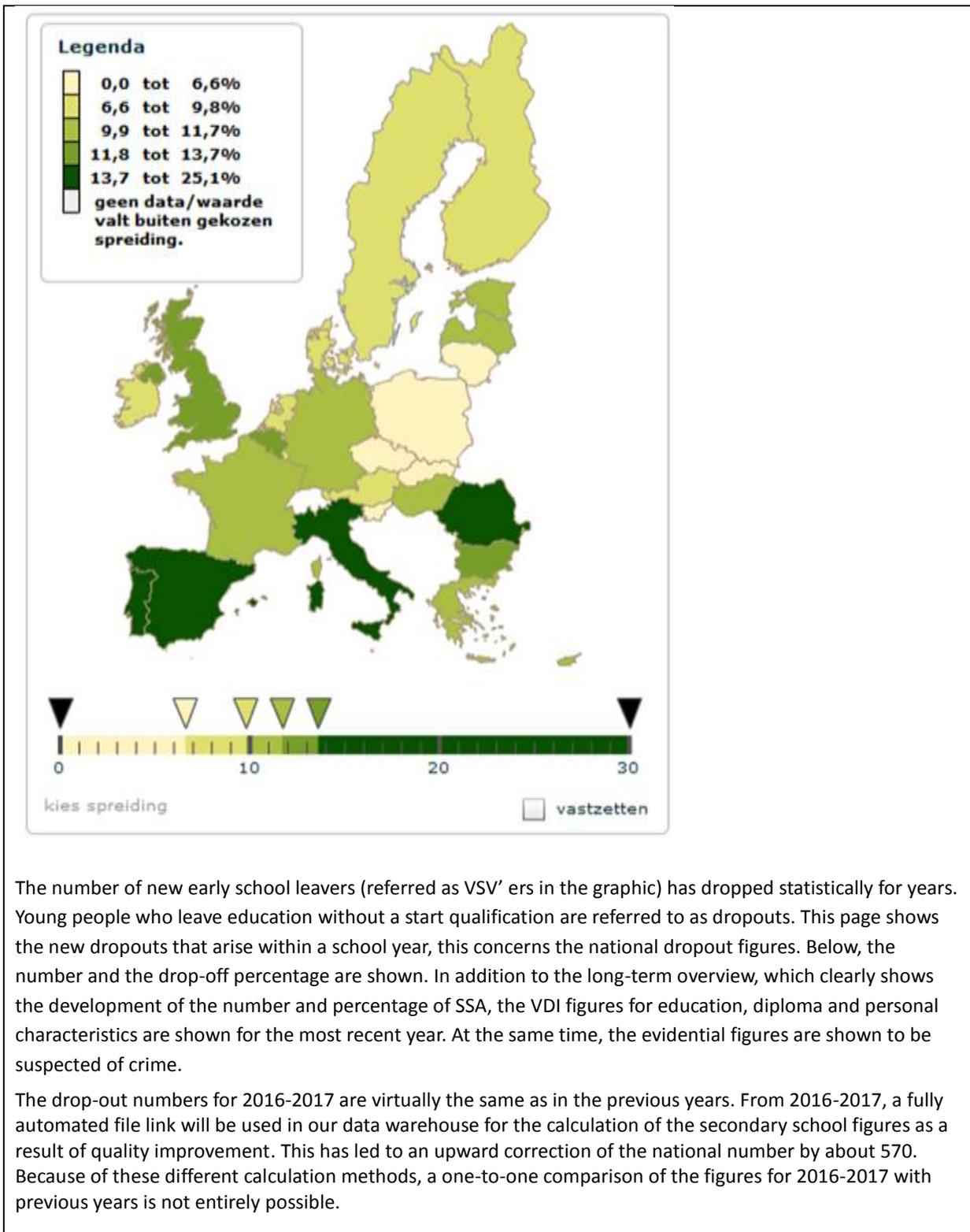




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of the European Union

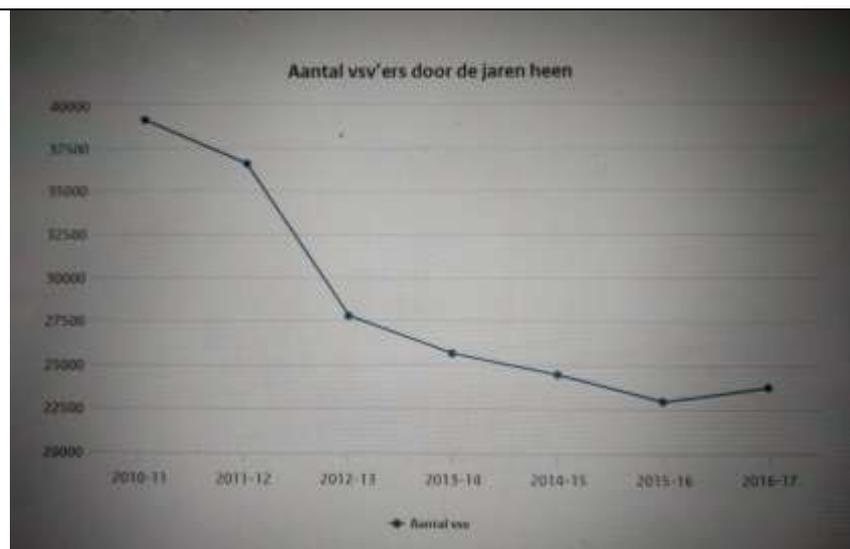


4. Statistics of Early School Leavers of your country



The number of new early school leavers (referred as VSV' ers in the graphic) has dropped statistically for years. Young people who leave education without a start qualification are referred to as dropouts. This page shows the new dropouts that arise within a school year, this concerns the national dropout figures. Below, the number and the drop-off percentage are shown. In addition to the long-term overview, which clearly shows the development of the number and percentage of SSA, the VDI figures for education, diploma and personal characteristics are shown for the most recent year. At the same time, the evidential figures are shown to be suspected of crime.

The drop-out numbers for 2016-2017 are virtually the same as in the previous years. From 2016-2017, a fully automated file link will be used in our data warehouse for the calculation of the secondary school figures as a result of quality improvement. This has led to an upward correction of the national number by about 570. Because of these different calculation methods, a one-to-one comparison of the figures for 2016-2017 with previous years is not entirely possible.



Dutch Early School Leavers

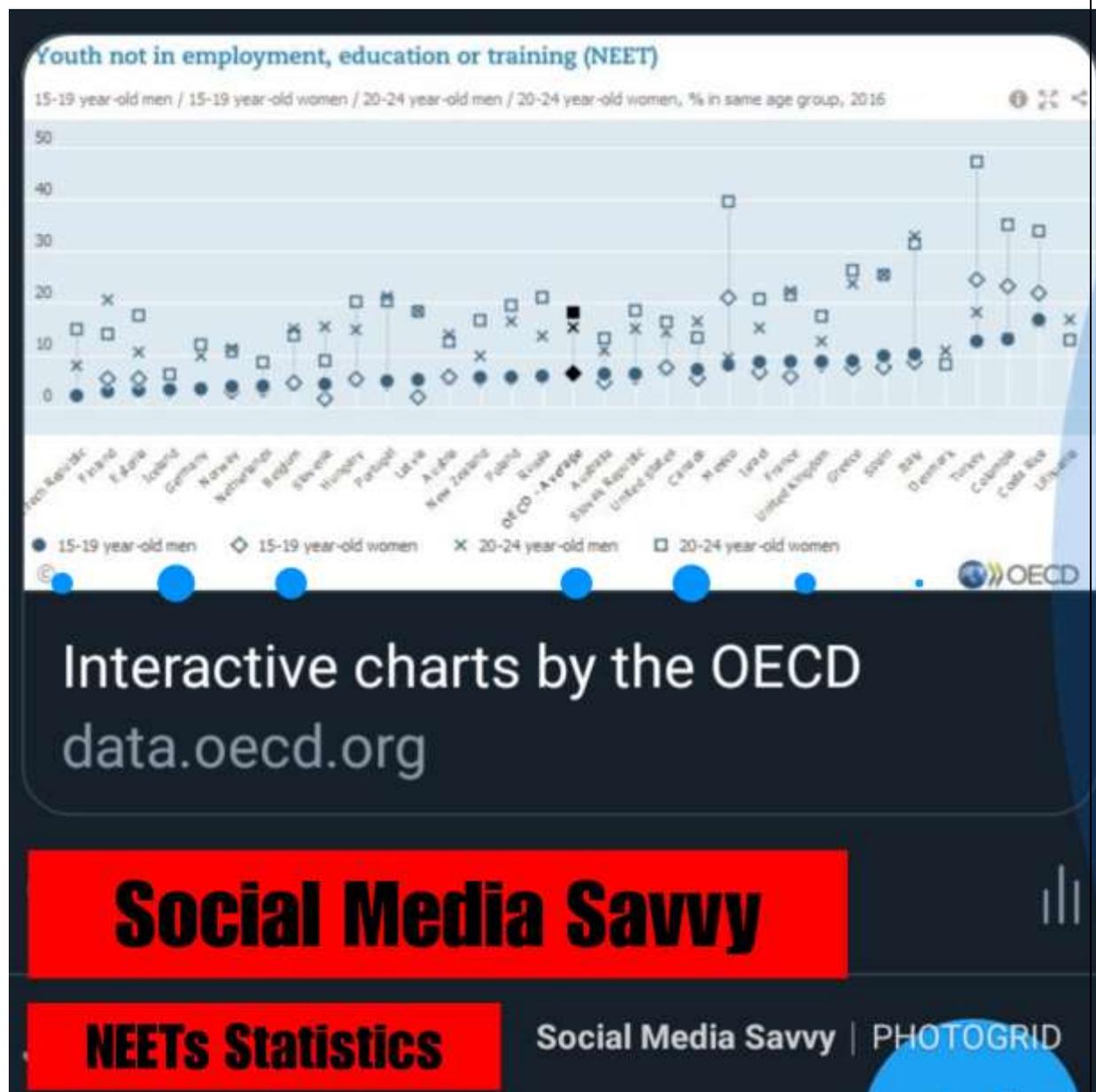
Statistics

SMS National Report

SMS | PHOTOGRID



5. NEETs (Not in Employment, Education or Training) Statistics



Source: <https://data.oecd.org/chart/5n7F>

Please add information regarding the NEETs in your country: Young people in the Netherlands are obliged to attend school until they are 18 years old, or have achieved a basic qualification. It may be in secondary vocational education (MBO level 2), senior general secondary education (HAVO) or pre-university education (VWO). The government is actively combating school dropout. There are regulations for under-18s who are working. Unemployed young people receive assistance from central government to find a job. The Dutch Youth not in employment, education or training (NEET) 15-19 year-old men / 15-19 year-old women / 20-24 year-old men / 20-24 year-old women, % in same age group, are , in relation to other countries, pretty low. The Netherlands is the only country (and Iceland) were all groups are very low. Reducing the number of school dropouts

The School Ex programme is designed to reduce school dropout, especially among students in secondary vocational education (MBO). MBO certificate-holders with moderate to poor job prospects are encouraged to enrol in further studies to increase their chances on the job market. Alternatively, they can get on-the-job



training, which should also boost their chances of finding work soon.

6. Existence of any kind of work agency, job center, ... to support 'activation of young people' (= getting a job) (name + private or public + short description of their (social media) services.

Please add requested information below:...

In the Netherlands special rules apply to employment of young people regarding the kind of work and their working hours and rest times. These rules differ per age category. Young people aged between 13 and 16 are allowed to work outside school hours and in the holidays, but conditions apply. From the age of 16, young people are free to work without restrictions. Minimum youth wage for employees to 23 years old is being phased out. Since 1 July 2017 employees older than 22 will receive regular minimum wage (WML); this will eventually become 21. Wages for 18, 19 and 20-year olds have also risen to prevent age playing a role in hiring.

The Dutch government supports the objective of the youth guarantee. The government regards the youth guarantee as a best efforts obligation for member states to take measures to tackle and prevent youth unemployment.

Dutch Approach

The Public Employment Service (UWV), together with social partners the government has made arrangements about labour market reforms and strengthening the economy (Social Agreement, 11 April 2013). These measures also benefit the position of young people.

The government focuses on a comprehensive approach to tackle youth unemployment, to be carried out with all the relevant stakeholders, on regional and sectoral level. The approach is based on the premise of shared responsibility of the stakeholders: young people themselves, public authorities (at all levels), social partners and educational institutions. These measures build on the positive experience gained with the 'Action Plan youth unemployment'

in 2009 and the methods and infrastructure developed by the regions at that time. Furthermore, policies are implemented to prevent youth unemployment, by further reducing the number of early school leavers and strengthening the links between education and the labour market. The government advocates a comprehensive approach in which disadvantages and problems among migrants are considered within the generic employment approach. Through the youth unemployment approach there is a commitment to also reach migrant youths and also align education more to the labour market for these young people. There is an extra focus on the problems which migrant youths encounter more (frequently), such as a poor job image, a limited network, insufficient soft skills and finding a work placement. Municipalities in different regions, started for example initiatives to reach young people with migrant background in an early stage of orientation on education, or to get acquainted with specific sectors, or to find apprenticeships, to improve their employers skills and their network. In these approaches the youngsters participate actively. It is also necessary to see to it that young people have a good chance on the labour market from the very start. This is why the quality of education is essential as a prevention of youth unemployment. The government make efforts to improve the quality of education and by providing education that meets the actual needs of the labour market. It gives also priority in providing information in time about the possible study choice and the study perspective makes young people more aware about their choices and the consequences of these choices.

Formulation of the Dutch initiatives to prevent and tackle youth unemployment.

The Netherlands considers the recommendation of the European Commission as an effort to give young people a good start on the labour market and to tackle the current youth unemployment through different measures. The Netherlands intends to give young people a fair start to participate in society and in the labour market. This starting point means good education and obtaining a basis qualification. As mentioned above, the government makes efforts to improve the quality of education and to take measures to improve the link





between education and the labour market. So it is focused on early career orientation on primary schools and better information about education choices. The Dutch government also focused on combating the problem of pupils leaving school early. The concrete activation and guidance of young people to further education or work find place in the regions. That is the level where municipalities and their stakeholders with knowledge of the local and regional situation can give youth an effective support. The activation policy is based on the principle of applying a tailor-made approach to an individual situation. For possible individual impediments to enter the labour market, such as inadequate education or personal issues, municipalities can offer assistance. The fact is that municipalities know the local players, such as employers or educational institutions to cooperate with.

This means that all young people will have the chance to participate at school, at work, in a work placement or at a work experience place. In order to give a boost to this approach, the government presented the 'Youth Unemployment Approach' in March 2013, in addition to the already existing generic policy, as an extra crisis measure against the further increase of youth unemployment.

Responsible Institutions for Youth Employment (UWV and municipalities)

The Ministry of Social Affairs and Employment (SZW) is responsible for the generic system concerning the reintegration of (young) unemployed people into the labour market, the social security and the policies of the labour market. In the Netherlands the reintegration policy is carried out in a decentralised way.

The government establishes the frameworks and makes funds available to municipalities and the Public Employment Service (UWV) to implement the policies concerning the reintegration into work and the unemployed benefits.

Municipalities are mainly responsible for labour market policies and the reintegration into the labour market of unemployed. On this level the responsibility is to support unemployed people, when needed, to find work or education or training with custom-made approaches. In this way the approaches link up well with the need of the people and the opportunities of the region. In the Netherlands we created 35 labour market regions across the country, from where the reintegration policies of the more than 400 municipalities are coordinate. The region is the place where municipalities and their local or regional partners (including employers, sectors, educational institutes, RMC's and the Public Employment Service / UWV), are well informed about local labour market circumstances and are able to provide, if necessary, custom-made support to (young) unemployed people. The Employee Insurance Agency including the Public Employment Service (UWV) is responsible for the provision of workers insurances (like WW, WIA (IVA en WGA),Wajong, WAO, WAZ, Wazo en Ziektewet), the reintegration into work of unemployed people with unemployment insurance, the registration of unemployed people and the digital services.

The UWV and municipalities work together concerning their responsibility to issues about the regional labour market. The Netherlands counts 30 UWV offices. The services given to the unemployed people and the employers by the UWV are primarily digital. For customers who aren't able to work with computers and jobseekers with a large distance to the labour market, like disability beneficiaries, face-to-face service is provided.

The government has made extra funds available for municipalities (labour market regions) to tackle youth unemployment on a local level. The municipalities provided therefore regional action plans. Part of the ESF resources will also be devoted to tackle youth unemployment.

The government also made arrangements with social partners in a social agreement. The social agreement consists of concrete measures that tackle unemployment in the short term and a broad range of reforms that reinforce the functioning of the labour market and hence also reinforce the Dutch economy in a structural way. In the social agreement it has been agreed that sectors make arrangements through sector plans to tackle specific labour market bottlenecks in sectors. The government co-finances this and has made € 600 million available during in total 2 years. In the budget agreements for 2014 it has been agreed that at least one third of the budget must be allocated to the sector plans in order to combat and prevent youth unemployment.

Finally, a national ambassador has been appointed for the youth unemployment approach for the period of





two years (April 2013-2015). The ambassador is responsible that the regional and sectoral approach of youth unemployment reinforce each other. It is also her task to see to it that youth unemployment is high on the agenda of all parties involved – education, authorities and the business sector. Hereby the ambassador gives special attention to young people who are hit relatively hard by unemployment, for example young people who are seeking a work placement or a work-study job, to young people without a basic qualification and young people with a non-western background.

Youth unemployment is therefore tackled comprehensively by departments of the Ministries of Education, Culture and Science and Social Affairs and Employment, together with the municipalities, employers, unions and educational institutes.

Source:

<http://www.garanzigiocvani.gov.it/Documentazione/Documents/piano%20di%20implementazione%20Paesi%20Bassi.pdf>

In 2013 youth unemployment in the Netherlands was an urgent problem. That is why the Dutch government appointed an ambassador, Mirjam Sterk (former member of the Dutch parlement), who stimulated actions on fighting youth unemployment. At the beginning of 2014 the unemployment rate of young people (15-25 years) was 13.6 percent (ILO-definition). Every year the rate dropped and at the beginning of 2017 it was 9.7 percent.

The Dutch government launched in 2013 a national action plan on youth unemployment. From spring 2013 until spring 2015 the government, local governments, social partners, education providers and young people themselves undertook several measures to ensure work or further education for young people. These measures include several actions on regional level, in which the social partners have been involved. In addition 'working agreements' have been made with employers, including some employers in the public sector. As a result 23.000 young people attained a job, internship or apprenticeship and 9.000 have been rendered ready for further education or work. In 2016 and 2017 the youth action plan was continued by the government with a focus on closing the skills gap between education and the labour market and pay special attention to certain vulnerable groups, such as young people without a degree, dependent on social benefits or with a migrant background.

In the Netherlands, the issue of youth unemployment is being tackled primarily at regional and local level. This is because the Dutch Ministry of Social Affairs and Employment (SZW) decided to route the financial and other support for these activities via the country's municipalities. This approach, which is still in effect, is supported at national level by SZW and the Dutch Ministry of Education. Furthermore, in the organisation SBB [Samenwerkingsorganisatie Beroepsonderwijs Bedrijfsleven], social partners and secondary vocational education discuss the themes, which are related to this form of education on the job, with the management responsible for vocational training. Social partners also try to influence schools to propose the programmes employers in the different regions need.

In 2013, parties such as employers organisations, trade unions, the national education system and regional government bodies signed the Technology Pact 2020 (<http://www.technikpact.nl/>). The pact follows three lines of action: encouraging young people to choose a technical education, providing them with a good-quality technical education and enabling them to find a good job in a technical field.

Nowadays we need a lot of youngsters who have studies technical programmes. There aren't enough of them. We are at the brink of renewing the Technology pact and convincing parents and their children to choose for a technical study because there will be a job for them and good wages, is more important than ever.

The main features and what is the impact on companies and workers of social partners' actions taken from 2013 to 2017 to address the TRANSITION dimension of youth employment is: The Ministry of Social Affairs and employment, municipalities, unemployment benefits institution developed 'matching on the job'. For 'matching on the job' is needed a preselection of candidates and a personal introduction to an employer or





organizing face to face meetings between young people and employers. By doing this in a stage before the formal job application, prejudices can be taken away. Furthermore, selection takes place on the basis of competences instead of vague impressions. The goal of 'Matching on the job' is to get 23.000 young people employed from 2015 till 2017. The plan was a success from the first year on that the goal was raised with an additional number of 5.500 young people to 28.500 young people.

Social partners dealt with the employment of young people via:

- The agreement made in the Social Agreement of 11 April 2013 – to provide a total of EUR 600 million in co-financing for the years 2014 and 2015 to sectors who promote sustainable employability in their sector via the Sectoral Plan Co-financing Scheme [Regeling cofinanciering sectorplannen] – is important to promoting opportunities to find sustainable work. The sectors and regions that submit a sectoral plan must finance at least the same amount. The grant is conditioned on at least one third of it being used for activities to benefit young people. This condition has been met in the plans approved up to now.

- The sectoral plans make frequent mention of mentoring projects in which older employees are allowed to devote some of their working hours to provide practical training to young people in their field. One example of this is the construction sector plan, which commits to arranging 2,500 mentorships (see www.stvda.nl).

- The aforementioned activities undertaken by SBB, the investments in the quality of education and the Technology Pact 2020 all promote opportunities for sustainable jobs. In order to get a successful performance of 'matching on the job', much attention was given to build a network of employers who have appropriate vacancies. The networks were built in co-operation with associations of employers in the various regions of the Netherlands. These associations have close contacts with their members. In certain labour market regions employers got vouchers to make it attractive for employers to offer a job or apprenticeships for young people.

Also the service to young people has been improved: custom made solutions, empowerment, creating perspective in which young people are in the driving seat. To get in touch with young people, the right communication is very important. Young people are not sensitive to planning and structuring to find a job. By showing them intermediate results and treating them with a positive attitude helps them to regain trust and self-confidence. Also role-models are used.

City Deals were made in 2016 and 2017 in five cities (Amsterdam, Den Haag, Eindhoven, Leeuwarden, Zaanstad) in order to prepare young people, still at school, on a job on the labour market. City Deals arrangements were with a focus on young people with a migration background, because they have a higher chance of being unemployed and ask therefore for suitable measures.

Youth unemployment in the Netherlands has been – also in comparison with other EU Member States – very low. Attention has been given to drop outs (young people without qualifications) to prevent division on the labour market and create chances to find a job.

Despite recent economic growth, young employees are still finding it difficult to find (long-term) employment. While flexible or temporary contracts are offered more easily, some young groups are still finding it hard to find a job at all. 10% of the unemployed youth aged 15-25 remains unemployed for a longer period of time, mainly consisting of young people on benefits, young people without a basic educational qualification and migrant youth. Especially those who left school without the basic 'starting qualification', necessary to compete within the current labour market, pose a challenge. Their unemployment rate is double that of the youth unemployment rate. When they acquire a job it is often flexible or temporary employment and they will also find it harder to gain and remain in employment in the future. Also the relatively high enrolment in studies for which the current economy has little vacancies poses a challenge, this can be seen at all educational levels. Another worrisome group is those who are not in employment, education or training (NEET) and have withdrawn themselves from actively looking for a job, they are not represented in the current unemployment statistics. This group, without the skills to improve their economic situation and with an income below the poverty-line, are at risk of becoming socially excluded.





The Dutch of course also address the ENTREPRENEURSHIP dimension of youth employment?

The Labour Foundation consults regularly with vocational education providers regarding the importance of including entrepreneurial skills in the programmes they offer. There have also been specific projects established in tandem with the social partners. For example, with their nation - wide Hot Peppers [Hete Pepers] project, the youth trade unions - FNV Jong and CNV Jongeren – and the National Youth Council [Nationale Jeugdraad] are supporting young job seekers in utilising their potential and bolstering their position on the labour market.

The Dutch are culturally very entrepreneurial anyways... but not a lot is arranged in a centralized way.

Jargon busters

- **Participation Act (*Participatiewet*):** a Dutch law that guarantees a minimum income for everyone who is living legally in the Netherlands and has insufficient means to maintain themselves.
- **Young Disabled Persons Act (*Wet arbeidsongeschiktheidsvoorziening jonggehandicapten, Wajong*):** scheme for children and young people who have a long-term illness or disability on their 17th birthday or during their study.
- The **Employee Insurance Agency (*Uitvoeringsinstituut werknemersverzekeringen, UWV*)** is a Dutch welfare agency responsible for implementing the employee insurance schemes (unemployment, illness, incapacity for work).

7. Quantitative Data Social Media Services (what kind of social media do they use, and the frequency (e.g. 7 tweets a day or only 1 tweet a week, 2 posts on Facebook a week? Etc.)

Dutch ministry of Social Affairs & Employment:

<https://www.rijksoverheid.nl/ministeries/ministerie-van-sociale-zaken-en-werkgelegenheid>

Sociale media Ministerie SZW:

- [Twitter SZW](#)
- [Twitter Inspectie SZW](#)
- [Facebook SZW](#)
- [LinkedIn SZW](#)
- [YouTube SZW](#)
- [Instagram SZW](#)
- [Flickr SZW](#)

Interesting fact: No SnapChat account !

UWV (Uitvoeringsinstituut Werknemersverzekeringen - Institute for Employee Insurance):

<https://www.uwv.nl/particulieren>

Application youth unemployment benefit via Werk.nl: https://www.werk.nl/werk_nl/werknemer/home

Aanvragen bijstandsuitkering

It differs per municipality how you apply for a social assistance benefit. There are 2 ways, online via werk.nl or directly from your municipality. To see how you make your request, click on the blue button below. Then log in with DigiD. You request this via: www.digid.nl

Social media:

- UWV [Twitter](#)
- UWV [Facebook](#)
- UWV [LinkedIn](#)

UWV shares tips and information and answers questions on workdays between 08:00 and 17:00 via social





media.

Dutch Municipalities

List of Dutch municipalities:

https://nl.wikipedia.org/wiki/Nederlandse_gemeente

Each Dutch municipality has a social media account. Some Dutch municipalities collaborate with other municipalities to address young people, tackling youth unemployment via Intergemeentelijke Sociale Diensten (intermunicipal Social Service (ISD)). In the Netherlands, 107 municipalities with one or more neighboring municipalities work together in an intermunicipal social service (ISD). For more information about the organization, tasks and powers of the various ISDs, please refer to the websites of the 29 intermunicipal social services. Total number of regions: 28

https://www.regioatlas.nl/indelingen/indelingen_indeling/t/intergemeentelijke_sociale_diensten

Drechtsteden

A good example is the: Social Services of Drechtsteden (<https://www.socialedienstdrechtsteden.nl/>) which addresses the young people of the municipalities of [Alblasserdam](#), [Dordrecht](#), [Hardinxveld-Giessendam](#), [Hendrik-Ido-Ambacht](#), [Papendrecht](#), [Sliedrecht](#) en [Zwijndrecht](#).

Sociale Dienst Drechtsteden: <https://www.socialedienstdrechtsteden.nl/zoek>

Facebook: <https://www.facebook.com/socialedienstdrechtsteden>

Twitter: <https://twitter.com/SDDrechtsteden>

Very few social media accounts

Den Haag

The Hague: Sociale Zaken en Werkgelegenheidsprojecten Den Haag does not have any social media accounts. After contacting <https://www.denhaag.nl/nl/algemeen/contact-met-szw.htm> we were directed to Sociale Media Den Haag: <https://formulier.denhaag.nl/Tripleforms/formulier/nl-NL/DefaultEnvironment/scvraagaandegemeente.aspx/fSuccessForm>. Only the municipality has social media accounts.

Amsterdam

Sociale Dienst Werk en Inkomen Amsterdam: <https://www.amsterdam.nl/werk-inkomen/>

Facebook:

https://www.facebook.com/login.php?skip_api_login=1&api_key=966242223397117&signed_next=1&next=https%3A%2F%2Fwww.facebook.com%2Fshare.php%3Fu%3Dhttps%253A%252F%252Fwww.amsterdam.nl%252Fwerk-inkomen%252F&cancel_url=https%3A%2F%2Fwww.facebook.com%2Fdialog%2Fclose_window%2F%3Fapp_id%3D966242223397117%26connect%3D0%23%3D%20&display=popup&locale=nl_NL

Twitter: Werk en Inkomen 020 (@werkinkomen020) <https://twitter.com/werkinkomen020?s=03>

LinkedIn: <https://www.linkedin.com/company/dienst-werk-en-inkomen-gemeente-amsterdam/about/>

Not a lot of traffic on these accounts at all..

Dutch Youth ambassador social media:

https://www.facebook.com/pg/YouthSRHR/community/?ref=page_internal



8. Qualitative Data: What can be said as regards to the quality of social media services provided (e.g. functionality, and privacy law and regulation)

The National Ombudsman ruled in 2011 that the way in which the UWV revoked the privacy of job-seekers was not good (it concerned the WORK Company). He suggested to the UWV that the processes surrounding enrollment www.werk.nl and the Briefcase should be adjusted in such a way that the privacy of job-seekers is better guaranteed than was the case. The UWV was also advised to improve the provision of information in such a way that it is clear to every job-seeker what happens to his data.

<https://www.autoriteitpersoonsgegevens.nl/nl/nieuws/europese-privacytoezichthouders-trekken-samen-op-aanpak-social-media#subtopic-4415>

New European privacy legislation

On 25 May 2018, a new European privacy law will enter into force, the General Data Protection Regulation. This law gives people stronger privacy rights and organizations more responsibilities. For example, organizations are obliged to show which personal data they collect and how they use and secure them. People have the right to have data deleted if they no longer want an organization to process personal data about them.

From 25 May 2018, the Article 29 working group, which includes the social media working group, will be followed up by the European Data Protection Board (EDPB).

file:///fs01/214003-profiles/pvs1/Downloads/20180411_PressreleaseonFacebook_FINALpdf.pdf

Dutch local governments

A number of organizations in the Netherlands have in the past period undertaken to draw up guidelines, codes or protocols about what is and is not allowed on social media. A number of these organizations are mentioned in the Social Media section (social media code examples). The guidelines are often very different depending on the type of organization. We attempt to name a number of guidelines that often occur:

- employees are not forbidden to write about the organization where they work in social media, there are many ifs;
- employees have their own responsibility, in certain cases they appeal to the good taste of employees;
- employees should be aware of their position in the organization; in social media a view of a manager may weigh more heavily than that of an employee;
- it is not permitted to publish / write about items that are harmful to the organization;
- in cases where the confidentiality of or damage to the company may be at issue, prior permission from a responsible manager is required;
- avoid writing about colleagues, other employees and executives;
- avoid writing about or discussing with customers or suppliers in social media.

Government lacks control social media

Less than 30% of Dutch government agencies currently show a social media policy, while social media is already frequently used. This is shown by Ernst & Young's research.

Despite the fact that social media, such as Facebook and Twitter, can no longer be thought of from our society, the research shows that the use of social media in the government is still in its infancy. A majority of government agencies are still in the phase in which pilots (trials) are running. Up to now, minimal attention has been paid to risk management. (Source: PwC) and o

9. Social Media Training available to reintegrate, educate, train an unemployed young person (on state/municipal level)

Social media contribute to better service provision, but municipalities often do not take advantage of this opportunity. Research from the municipality of Nijmegen shows that the use of municipal social media remains limited. In the meantime, Amsterdam research makes it clear that residents value interactive contact.

LEGAL FRAMEWORK IN RELATION TO SOCIAL MEDIA

PRIVACY LAW AND REGULATIONS: POLICY TO SUPPORT INDIVIDUAL KNOWLEDGE

- **10. Give a review of the privacy law and regulations in your country as regards to social media**

The European GDPR is in each country framework of reference. Please add below the privacy law and regulations of your country as regards to social media:...

The Ministry of Justice and Security has published a detailed document explaining all changes to the new GDPR / AVG legislation, which will take effect in May of this year. The document runs from a legal point of view through the complete list of all requirements associated with the introduction of the new privacy legislation, and provides clarity on what companies and their staff all need to do to be fully compliant.

From 25 May 2018, the European General Data Protection Regulation (GDPR) will enter into force. Within the Netherlands, the new law is being introduced under the name General Data Protection Regulation (AVG). This means that the regulation is the successor of the Personal Data Protection Act in our country. The purpose of the GDPR is to safeguard two interests: the protection of individuals with regard to the processing of their data, and the free movement of personal data within the EU.

The European GDPR has come about as a reaction to the many and major changes that have taken place in the (online) digital world in recent years. Due to the emergence of all kinds of new technologies, we now have countless new opportunities that offer many benefits, both for organizations and their customers. At the same time, all these options are also accompanied by new risks, particularly in the area of privacy and cybercrime. The GDPR / AVG is also intended to better address such threats.

All sorts of personal data of customers is currently digitally stored at various companies and institutions, which of course involves the necessary (privacy) risks and entails. The AVG extends the rights for citizens regarding the processing and storage of their personal data. In addition, the rules concerning data leaks are tightened up, so these must now be accurately documented.

GDPR manual | General Data Protection Regulation (AVG)

Instructions

To help managers and entrepreneurs to be prepared in time for all changes, the Ministry of Justice and Security (JenV) has issued a 98-page manual that fully explains how the new law and the necessary measures must be implemented and monitored. The document, entitled 'Manual General Data Protection Regulation and Implementation Act General Data Protection Regulation', was compiled by consultancy Considerati under the auspices of the Ministry of JenV. In addition, an external sounding board group was also consulted during the preparation of the manual.

The comprehensive user guide runs step by step along the various points that are important for those who will have to deal with the AVG. This is also the first point that the document deals with: to whom does the AVG actually apply? In general, it can be said that the law applies to anyone who deals with the storage and processing of personal data of EU citizens. This may concern companies and institutions as well as people, such



as self-employed persons. There are, however, some exceptions. For example, the law does not apply if the processing is exclusively intended for purely personal or household activities that are not related to business activities. In addition, the processing of personal data by the police in detecting criminal offenses is exempt from the regulation. The separate Police Data Act applies to this.

The transition to the new legislation has, even now, a major impact on companies and institutions. In order to ensure that the organization is well organized in time to comply with the stricter rules, it is often necessary to make major adjustments with regard to processes, systems, working methods, culture, personnel and policy. Companies that do not have their affairs in order after 25 May run a high risk: in cases of non-compliance, large fines can be distributed, rising to as much as € 20 million, or even 4% of the worldwide annual turnover of a company if this is more than € 20 million.

Data Protection Officer

An important new duty for many of the companies and institutions that deal with the AVG is the appointment of a Data Protection Officer (DPO), whose job is to monitor compliance with the rules. In this way, the DPO must also keep in mind that the various elements within an organization are well-armed against the current cyber threats. This involves, for example, ensuring that employees handle data carefully and keep cyber criminals out of the (digital) door.

Guide regarding privacy la wand regulations: [de site van Rijksoverheid](#).



SOCIAL MEDIA POLICY TO ENHANCE (RE)EMPLOYMENT OF YOUTH

1. Does your country have a certain social media policy as regards to social media use and guidance to (re)employment of (young) people? And if so what does it look like?

"Anyone under the age of 16 is not allowed to use social media anywhere in Europe without the consent of his parents." The European Parliament has decided to do so in 2018. The Netherlands may deviate from the rules"

Guidelines in Europe

So far, the EC contribution on social media is meager. Directive 2010/13 / EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) is a general one and does not really on the issue of social media.

Guidelines in the Netherlands / Dutch Social Media Policy

Although the use of social media in the Netherlands is already well established, organizations are not at the forefront of drafting guidelines for employees. That is different in the United States. Many employees have to sign a contract in which they have to promise to stick to the so-called core values of the company on Twitter and Facebook. You are even expected to praise the company on social media. In the Netherlands we are traditionally less fond of this. Nevertheless, more and more companies see that it is important to make good agreements about this.

Current situation

At the moment it is already the case that the Dutch privacy legislation (Wbp) requires that children and young people under the age of 16 must have permission from their parents, to pass on their personal data to third parties, for example to a social media account. to make. (Article 5 of the Wbp)

For example, this has the consequence that Google can close your child's Gmail account if your child logs on to Google+ with too young an age. What can be very bad if your child uses his or her Gmail for school. (See also: Why did Google close my son's Gmail on our sister site Mediaopvoeding.nl)

What is not yet well arranged at the moment, but what gets better with the European regulation is who is actually 'the owner' of your child's personal data, especially in school situations. At the moment it seems to be the school. For example, the school can open social media accounts for students, or use Google Apps for Education (bypassing parents' consent).

New situation

In the new situation, from 2018, when the European regulation comes into force, 'our' (Dutch) age of 16 will be maintained. In the case of younger children, the parents first have to give permission for the delivery of personal data, or for the opening of social media accounts. (Article 8 of the new European Regulation (AVG)).

In that respect nothing new under the sun. But there are a few details.

Firstly, from 2018 the responsibility really lies with the parents. This means, for example, that schools will no longer be able to use Google Apps for Education from that moment on, because schools will no longer be the owner of the personal details of the students. That is really the parents.

Schools can no longer just open social media accounts for their students, if they think that is necessary for the lessons. There they must explicitly request permission from the parents. And if they do not do so carefully enough, they can be fined up to 20 million euros. (See: These 7 things you should know about the new European privacy law on the Kennisnet site, 'the organization that lets ICT work for education':

Sources

- [Onder de 16 geen Facebook, geen Twitter, geen Instagram](#). AD, 25 april 2016.
- [Algemene Verordening Gegevensbescherming \(AVG\)](#). EU Publicatieblad L 119, 4 mei 2016.
- [Wet Bescherming persoonsgegevens \(Wbp\)](#). Met name: de artikelen 5, 36 en 40
- [Deze 7 dingen moet je weten over de nieuwe Europese privacywet](#)
- <https://www.hr-kiosk.nl/hoofdstuk/gedrag-en-veiligheid/sociale-media/richtlijnen-voor-gedrag-sociale-media#3>

2. Specific social media programs (related to trainings, internships, and job placements,...)

Interesting is that if you type the above question in Google, or any other search site, you don't get any hits regarding social media courses for young people regarding job search...

<https://www.ces-educatie.nl/aanbod/social-media-in-de-begeleiding-van-jongeren.html>



SOCIAL MEDIA POLICY TO SUPPORT YOUNG PEOPLE

- **Which policy is there from the national authorities?**

We have seen that there is a lot of policy from European Union, in which the Netherlands.

OPPORTUNITIES

WHAT OPPORTUNITIES ARE THERE AS REGARDS TO SOCIAL MEDIA SUPPORT AND USE TO GUIDE YOUNG PEOPLE IN YOUR COUNTRY?

In relation to social media support from local governments we don't see a lot of activity...
There are therefore a lot of opportunities to fill this gap through the SMS project

PART II BEST PRACTICES & FUTURE

BEST SOCIAL MEDIA PRACTICES

Description/explanation of 'programs', 'tools', 'methodologies', 'Successful stories', 'initiatives public/private' ... to enhance the (re)employment or improve the employability of youngsters in the labor market, using social media as a support tool.

This part will cover the support for young people in their job search by use of social media, in your country in relation to the workshops which will be given and in relation to e.g.:

- *Understanding your SMS skills;
- *What SMS Skills do young people need for your job search?;
- *SMS Goal Setting;
- *SMS Job Search Methods & Techniques;
- *Selling your- self on Social Media

BEST PRACTICE:

1. Preconditions
2. Good practice
- 3.

FUTURE

IDEAS, SUGGESTIONS IN ORDER TO ACTIVATE YOUNG PEOPLE THROUGH SOCIAL MEDIA

First of all, we think that the workshops which we will develop and use, based on good practices in our SMS countries needs to be implemented further in each country

RECOMMENDATIONS TO POLICY MAKERS REGARDING SOCIAL MEDIA

Encourage municipalities, councils and social services to use social media more actively, orientated on job search and related to work placement.