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SOCIAL MEDIA SAVVY COUNTRY REPORT

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INTRODUCTION

"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.

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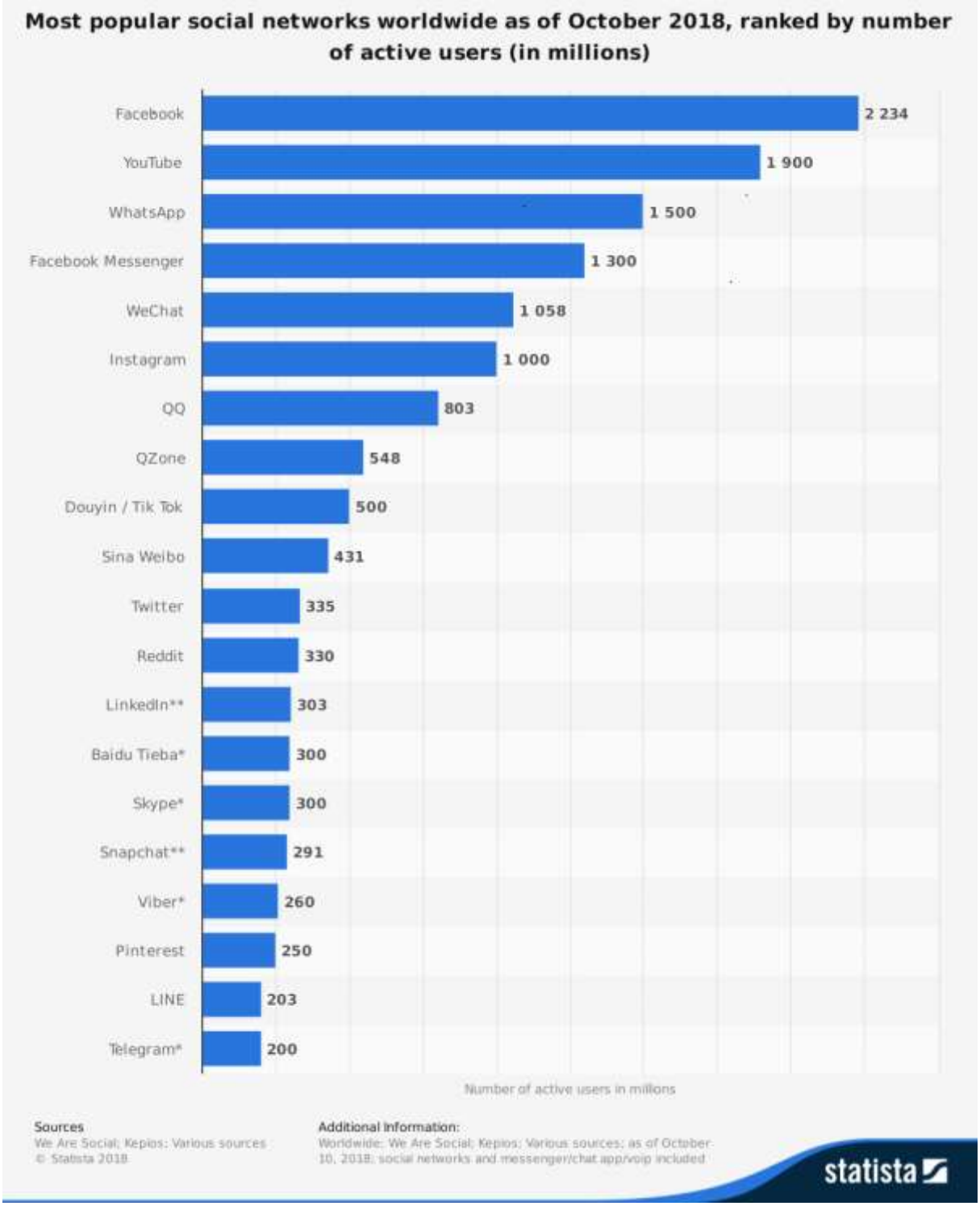
In ‘part one’ each partner can offer some ‘facts & figures’ and ‘legal framework’ which gives an idea about the context of the SMS partner country. The aim is not to be complete nor to compare with other countries, but to give relevant information in order to help the participants/visitors to better 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:…

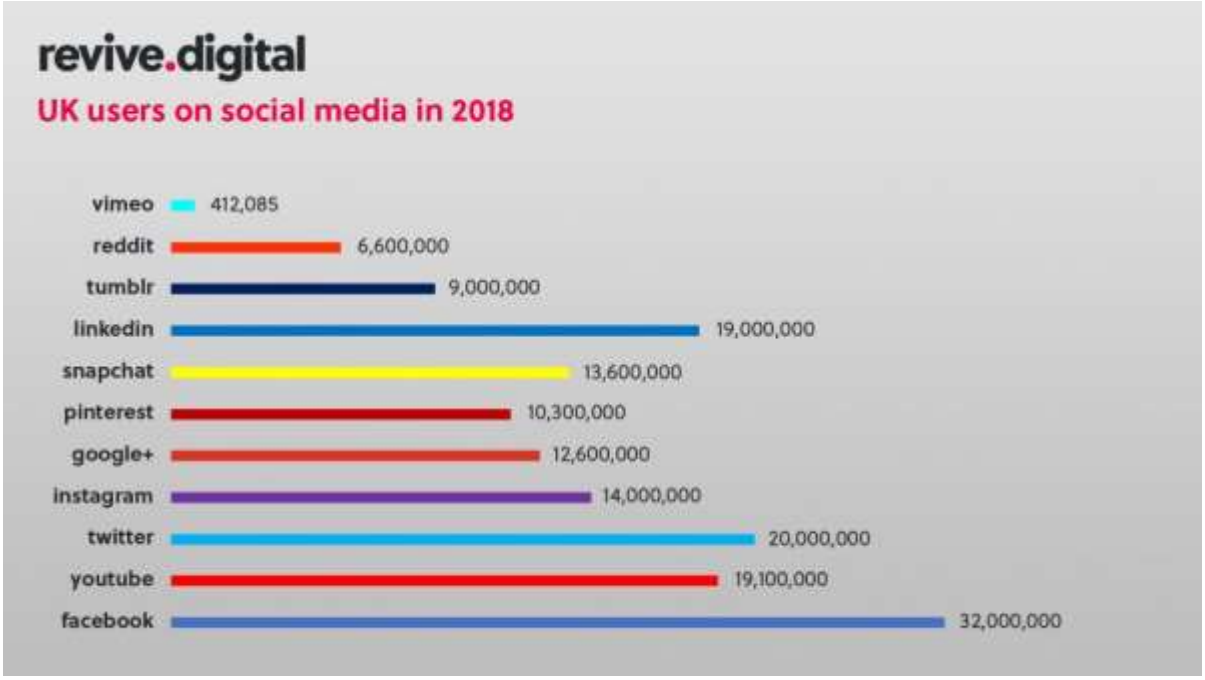
Please also mention Source / Link of Source: e.g.: https://www.coosto.com/nl/blogs/de-belangrijkste-social-media-statistieken-van-2018

Finally, also add some striking conclusions as regards to your country:

UK

https://revive.digital/blog/most-popular-social-media-2018/

The largest is Facebook, with over 32,000,000 users in the UK alone – worldwide, there are 1.65 billion. Closely followed by Twitter (20 million), YouTube and LinkedIn (19 million). Due to their compatibility, Instagram and Snapchat have considerably less than Twitter/LinkedIn – as they are mostly used and compatible on handheld devices (Instagram can be viewed via a web browser).



According to the data listed above, the most popular social media site is Facebook. With over 32 million users in the UK alone, it's one of the easiest platforms to manage and use.

In 2018, Clutch conducted another survey for small businesses, and how they use social media in 2018. It found that Facebook was still the most popular platform, with 86% of small businesses favouring it. However, it was found that other platforms weren't used as frequently by smaller businesses:

Instagram: 48%

YouTube: 46%

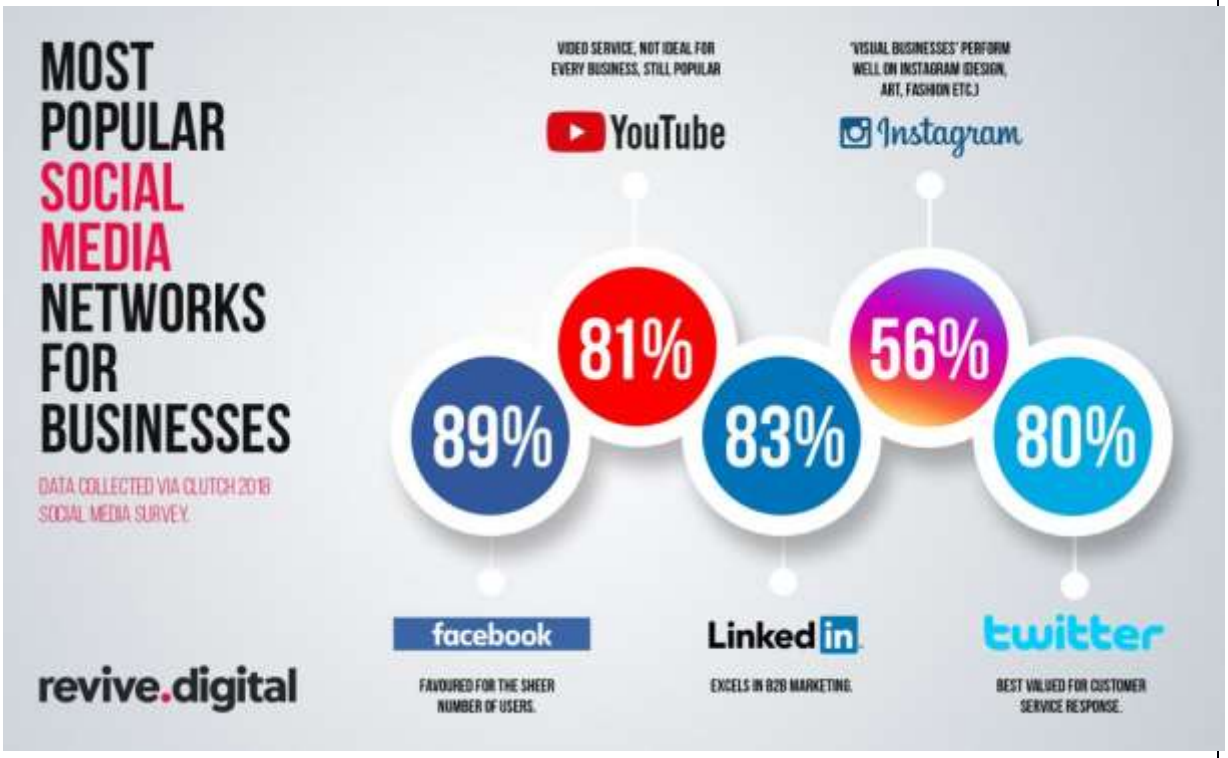
Twitter: 44%

LinkedIn: 31%

Snapchat: 25%

Whilst smaller businesses may not have the scale for some services, like using Twitter for customer response, it's surprising to see smaller businesses not taking advantage of LinkedIn. LinkedIn is a powerful tool for

networking, which is a known and proven aspect for smaller businesses to bring in more business.



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:…

Top 10 Social Sites for Finding a Job
https://mashable.com/2009/02/24/top-10-social-sites-for-finding-a-job/?europe=true#6edaQuNrLEqq

How do young people in the UK use social media to look for jobs?
https://eu.deloittedigital.com/en/blog/how-do-young-people-use-social-media-to-look-for-jobs

Currently, nearly 80% of young people aged 15 – 24 in the UK use social media. They visit social networking sites on a daily basis for various reasons including connecting with people and expressing their views. In particular, a number of young people we spoke to said that social media has become their primary source of up-to-date information including daily news and events. So, what does this mean when it comes to job seeking?

Reprezent is a youth engagement social enterprise with the main aim of empowering disadvantaged young people to have a stronger voice in society; whether that's discussing youth issues with policy makers, developing communication and interview skills get a job or promoting the latest musical talents.

We run London's only youth-led radio station, Reprezent 107.3FM, which has a London-wide reach and an audience of over 120,000 young people. Alongside the station we deliver a youth media training programme

to up to 400 young people a year, teaching speaking, listening, literacy, numeracy and employability skills.

In 2012 Reprezent was chosen to become a Deloitte Social Innovation Pioneer. The Pioneer Programme supported us with a dedicated team who helped develop new business models, improve branding and communication and helped demonstrate our social impact more effectively. Deloitte also offered us invaluable support and advice on positioning ourselves in the corporate and technology sector.

Last December we ran a project with young people to explore what their experiences were when finding a job. We identified some of the difficulties young people faced and created a radio show where industry experts and young people had the opportunity to share their views on youth unemployment. From this initial consultation, we found out that not much study has been carried out on how young people use different platforms including social media to look for work.

Reprezent spoke with 110 young people to find out how much young people were making use of social media to look for employment opportunities. We found that:

80% of 18 – 24 year olds have used social media to look for work.

1 in 6 visited social media first when searching for employment opportunities.

Twitter was the most popular form of social media for this purpose.

Nick (17) from Greenwich, describing social media's user-friendliness as one of its strengths for job searching, said:

"The way hashtags are used...it makes it easier to navigate and find a wider range of opportunities. Twitter is in some sense better than Google in terms of searching. Your search results are more local like #InternshipLondon."

Like Nick, a number of young people in the study felt that it was easier and more convenient to use social media to look for work as it was an integral part of their daily life. In addition, due to built-in sharing features like Twitter's retweet and Facebook's share, job vacancies on social networking sites travel further and young people have more chances of hearing about them.

We also discovered a new strategy developed by some young people to optimise their job search. Sonia (22) from Brixton explained how she uses Twitter:

"I don't have a LinkedIn account yet because I don't feel like I have enough experience to create one…but I use Twitter a lot to look for jobs. There is an area on Twitter where you can set up private lists which can only be accessed by yourself. I created a couple of lists and one of them is used to follow job vacancies. On that list, I included all the Twitter accounts that tweet about jobs I'm interested in. I get notifications on my mobile when new opportunities are tweeted on the list. Beyond its social aspect, Twitter is a very good device for constant updates."

This strategy helps young people in two ways: firstly, they can amalgamate opportunities advertised by different recruitment agencies and companies, and secondly, by creating separate lists, they can avoid job opportunities getting lost among other information.

These are only a few examples of how young people have created new ways of looking for opportunities using

social media. A few young people in the study mentioned that social media was also offering an interactive space where they could directly engage and get advice from industry experts.

"When using social media, it's easy to find a direct link to the field you would like to get into. There is always helpful advice on hand from experienced professionals or people who have been in the same situation as you. You can get a piece of advice from miles away."(Natalie, 16, Lambeth)

Our study shows that for its connectivity, immediacy and a plethora of up-to-date opportunities, social media is creating a unique platform for young people to embark on their journey into employment.

About Reprezent

Reprezent is a youth engagement social enterprise that offers broadcast, consultation and training services. Reprezent works with organisations, companies and the government to reach out and engage with young Londoners. We run London's only youth-led radio station,Reprezent 107.3FM, which gives us access to large groups of young people from across the capital. Reprezent was one of the Deloitte Social Innovation Pioneers in 2012.

About the report

This report provides an insight into the challenges young people face in searching for jobs and the way they use social media to look for work. 110 young people from South East and East London contributed their views through focus groups, interviews and surveys. Based on the findings, we make recommendations to schools, career advisers, online job sites and companies in order to help young people's successful transition into employment. To find out more about the report, click here.

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)**

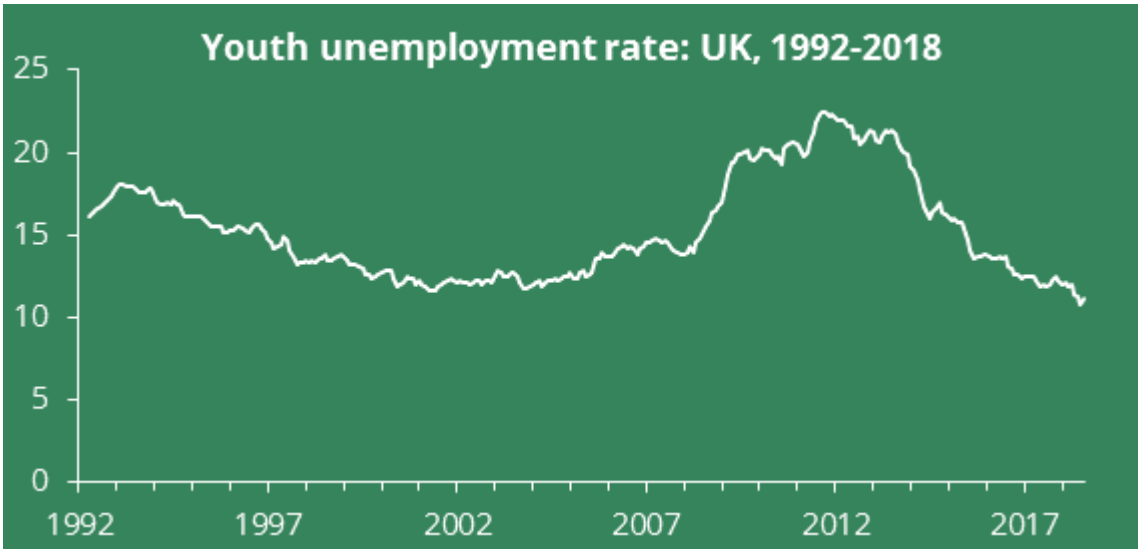
Please add information below:…

Youth unemployment 2005 – 2018.

Also tell us your conclusions
499,000 young people aged 16-24 were unemployed in August-October 2018, down 10,000 from the previous quarter and down 24,000 from the year before. By historic standards, unemployment levels for young people are low.

The fall in unemployment occurred alongside a decrease in the total population aged 16-24, which was 22,000 lower than the previous quarter and 92,000 lower than a year ago. The number of young people in employment increased over the past year by 10,000. The number who are economically inactive (not in or looking for work) decreased.

The unemployment rate (the proportion of the economically active population who are unemployed) for 16-24 year olds was 11.5% in August-October 2018. This was down from 12.0% a year ago.



https://researchbriefings.parliament.uk/ResearchBriefing/Summary/SN05871

The inactivity rate for young people is 37.8%. Around three quarters of young people who are economically inactive are in full-time education.

The UK's youth unemployment rate of 11.0% in April-June 2018 compared to a rate of 15.2% for the European Union as a whole

This statistic shows the unemployment rate in the United Kingdom (UK) from March 2018 to May 2018, by region/country. London had the highest rate of unemployment, which, at 5.1 percent, was 0.9 percent higher than the UK average.

https://www.statista.com/statistics/297167/unemployment-rate-in-great-britain-by-region/

This statistic shows the monthly unemployment rate (16 years old and over) in the United Kingdom (UK) from January 2015 to April 2018. At the start of 2015 unemployment was at 5.6 percent, the latest figure for April 2018 was 4.2 percent. The overall trend shows that national unemployment had been decreasing.

https://www.statista.com/statistics/279990/monthly-unemployment-rate-in-the-united-kingdom-uk/

This statistic shows the unemployment rate in the United Kingdom (UK) from 2000 to 2017. In 2000, unemployment in the UK was at 5.4 percent. Throughout this 18 year period, unemployment remained stable, peaking at 8.1 percent in 2011. In 2016 there was a noticeable difference in the unemployment rate between the genders, the rate of unemployment in the UK. Unemployment forecasts predicted a total unemployment rate to remain fairly stable in the coming years.

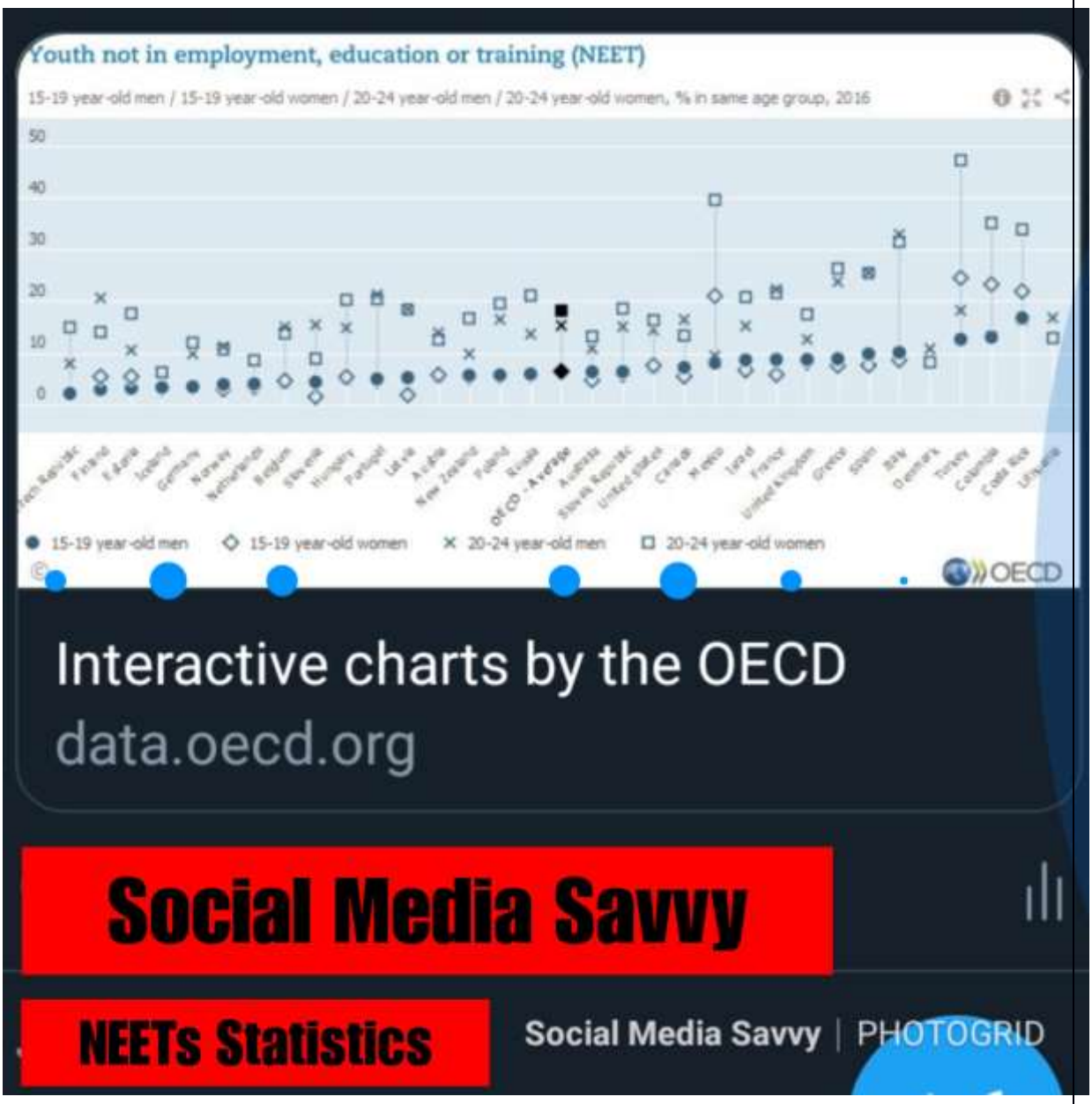
https://www.statista.com/statistics/279898/unemployment-rate-in-the-united-kingdom-uk/

4. Statistics of Early School Leavers of your country

Please add information / charts, plus sources and links…

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/657821/SFR64_2017_Text.pdf

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



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

Above chart also mentions statistiscs of the SMS countries.

Please add information regarding the NEETs in your country:…
16 to 24 year olds Not in Education, Employment or Training (NEET) by age (Table 2.5)

Figure 2.4 shows a fall in the percentage of 16-24 year-olds Not in Education, Employment or Training (NEET) in the UK between 2012 and 2016, from 14.8% in 2012 to 11.6% in 2016. The NEET rate for 18-24 year olds has fallen each year between 2012 and 2016, from 17.4% in 2012 to 13.4% in 2016, including a 0.7 percentage point (ppt) fall between 2015 and 2016. At age 16-17, the NEET rate fell each year between 2012 and 2015, but between 2015 and 2016 there was a rise of 0.9ppts, leaving the NEET rate in 2016 (4.3%) only slightly lower than in 2012 (4.6%). (Table 2.5).

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:…

The **Department for Work and Pensions** (**DWP**) is the largest government department in the United Kingdom, and is responsible for welfare and pension policy.
The department has four operational organisations: Jobcentre Plus administers working age benefits such as Jobseeker's Allowance, and decides which claimants receive Employment and Support Allowance;[6] the Pension Service which pays the Basic State Pension and Pension Credit and provides information on related issues; Disability and Carers Service which provides financial support to disabled people and their carers; and the Child Maintenance Group which provides the statutory Child Support Schemes, operating as the Child Support Agency and the Child Maintenance Service.

Jobcentre Plus

If you want to contact your nearest office, you can find their details using the local office search.

You can write to your nearest office by using their address from the local office search. Their address will also be on any letters you've been sent

https://www.gov.uk/browse/working/finding-job

https://www.gov.uk/employment-agencies-and-businesses

Employment and welfare policies are reserved matters for the UK Government. The Scottish Government works within the scope of its power to ensure policies and interventions designed to support young people in to work complement the services on offer from UK Departments.

The Work Programme is the Uk Government approach to tackling long term unemployment. This is a welfare to work programme which mandates individuals to undertake work to receive their benefits. Individuals may be mandated to take part in the Work Programme if they are in receipt of jobseekers Allowance:

- after three months if not in education, employment or training
- after nine months - if aged 18 to 24
- after 12 months - if 25 or over

COMMUNITY JOBS SCOTLAND (CJS)

Community Jobs Scotland (CJS) is delivered by the Scottish Council for Voluntary Organisations (SCVO) in partnership with the Scottish government and is a programme aimed at helping long-term unemployed young people aged 16-24 into employment.

Since 2011, the Scottish Government has invested over £35 million to deliver the CJS programme, which supports Scotland's young unemployed people into employment through third sector employers across all 32 Local Authorities. CJS recently achieved its 4550th placement.

In 2011-12, Phase one of CJS provided more than 1800 young people with work experience in the third sector and focussed on young people aged between 16-24 with those age 25+ also being eligible in areas of high unemployment. In 2012-13 phase 2 provided up to 1400 jobs for 16-19 year olds with an additional 100 part-time jobs for young people aged between 16-24 who are disabled or who have long-term health conditions. The age criteria was also extended to 16-24 for vulnerable young people.

A third phase of CJS in 2013-14 provides up to 1,000 jobs for 16-19 year olds, with a proportion ring-fenced for young people aged between 16-24 who were vulnerable or who have a disability or long-term health complaint. The fourth phase in 2014-15 delivered up to 1,200 job opportunities for young people, across all 32 local authority areas in Scotland, including pilot programmes for care leavers and young offenders. In 2014/15 a 1,400 jobs were created for young people, including pilot programmes for 100 ex-offenders and 100 care leavers and a proposal to include 20 specific CJS placements for women aged 16-29 from ethnic minority communities. A futher funding package from Scottish Government of £6.1 million will create 1000 places in 2015/16). This phase will include 300 places for care leavers and other vulnerable groups with extended support for up 12 months. The funding will also support CJS employers to introduce the Living Wage where they already pay this to existing staff for similar work and for those wish to implement it and where it is affordable.

YOUTH EMPLOYMENT SCOTLAND FUND (YESF)

Youth Employment Scotland Fund (YESF) moves forward the Scottish Government's commitment to help unemployed 16-24 year olds into work and has been developed to integrate and link fully with the Scottish Government's existing employability and skills programmes.

The initiative offers an employer recruitment incentive (ERI), thus providing financial assistance to employers to enable recruitment of young people into sustainable employment. It will provide up to 10,000 young people in Scotland, with an enhanced package of support from day one of unemployment. There is a total of £25 million available for YESF, of which £10 million is available under Priority 5 Stage 4 of the European Social Fund (ESF) matched by £15 million of Scottish Government funding**.**

EMPLOYER RECRUITMENT INCENTIVE FOR TARGETED YOUNG PEOPLE

The Scottish Government committed to invest £1.5m over three financial years (12/13, 13/14 and 14/15) to support targeted young people. In August 2013, the eligibility criteria was extended and an additional £500K invested, should SDS require it. This brought the total Scottish Government investment to £2m. The aim is to support 1,000 targeted young people aged 16-24,

through the Targeted ERI, to help these young people with the transitions to sustainable employment, including undertaking a Modern Apprenticeship. Targeted young people include care leavers, looked after young people, young carers, ex-offenders, disabled young people and young people with additional support needs (ASN).

This incentive of £1,500 per individual is offered through Skills Development Scotland to encourage employers to assist the transition of targeted young people into sustainable employment. Employers can be of any size

and can be in the private, third

or public sectors. Employers can access additional tailored support worth up to £500 from an expert organisation to help the young person sustain this employment, this could include mentoring.

THE OPEN DOORS SCOTLAND PROJECT

Launched in January 2014 by Enable Scotland, the Open Doors Scotland project aims to help 350 disabled people aged 16-24 find and sustain employment. The project is being funded by SDS through the funding provided by Scottish Government for its Targeted Employment Recruitment Incentive (ERI) programme.

GRADUATE RECRUITMENT

'Graduate Employment – Business Growth' is a joint initiative run by the Scottish Chambers of Commerce (SCC) and Adopt an 15 Intern Limited (AAI), funded by £1.2 million from the Scottish Government in 2013-14. Funding in 2014/15 is under discussion.

Adopt an Intern - paid graduate internships: AAI will place 270 graduates in financial year 2013-14 into good quality, paid internships. In addition, AAI received funding of over £500,000 from the SG in the previous 3 years, creating over 400 placements.

Scottish Chambers of Commerce - Graduate Recruitment Incentives: A Graduate Recruitment Incentive of £1,500 is being offered to participating businesses for each graduate permanently employed (the jobs must be permanent and offer a minimum salary of £14,000). SCC aims to provide 270 permanent positions for graduates with small/micro/medium sized businesses by the end of May 2014.

PROJECT SCOTLAND

Project Scotland (PS) is a national youth volunteering organisation supporting 16 – 30 year olds into volunteering placements for a minimum of 3 months. In 2014-15, Scottish Government will provide funding of £152,605 to Project Scotland to address the issue of youth unemployment in rural areas, through their project 'Helping Young Scots Gain Employment and Employability Skills in Rural Areas'.

PS will work with Scotland's Local Authorities and a range of third sector partners including the Princes Trust and RSPB to support and place 230 young people, in the North and South West of the country, into volunteering roles with an expected outcome of approximately 75% into sustainable employment.

FAIR 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.)

Department for Work and Pensions (DWP)

Social Media accounts:

Press Office on Twitter: https://twitter.com/dwppressoffice

DWP on Twitter: https://twitter.com/dwp

YouTube: https://www.youtube.com/user/workandpensions

Facebook: https://www.facebook.com/DWP

LinkedIn: https://www.linkedin.com/company/dwp/

Jobcentre Plus

https://www.gov.uk/jobsearch

https://find-your-nearest-jobcentre.dwp.gov.uk/

List:
https://www.whatdotheyknow.com/request/104751/response/255581/attach/4/Jobcentre%20Plus%20Offices%20by%20District.pdf

Jobcentre accounts

The range of Jobcentre accounts (@JCPin) are managed by Jobcentre plus colleagues in regions. The username @JCPin is followed by the location name the account covers.

Jobcentre Plus manage these accounts, between 9 and 5 Monday to Friday (not including public holidays).

If you follow the @JCPin, you can expect regular tweets covering:

- job vacancies
- information on apprenticeships, training and other job related opportunities
- feature content of interest to our audience
- If we follow a Twitter account it doesn't imply any kind of endorsement.

Social Media Accounts

If you want to contact your nearest office on social media you can find details using the local office search.

Each Jobcentre Plus has its own account.

JCP in West Yorks (@JCPinWestYorks) | Twitter: https://twitter.com/jcpinwestyorks

JCP in Durham Tees (@JCPinDurhamTees) | Twitter: https://twitter.com/jcpindurhamtees

JCP in Merseyside (@JCPinMerseyside) | Twitter: https://twitter.com/jcpinmerseyside

JCPinHumber/NthYorks (@JCPinHumber) | Twitter: https://twitter.com/jcpinhumber

JCP in East London (@JCPinEastLondon) | Twitter: https://twitter.com/jcpineastlondon

JCP in East Scotland (@JCPinEastScot) | Twitter:https://twitter.com/jcpineastscot

Sharing jobs, events & essential careers advice for Dundee, Angus, Fife, Perth and Kinross ...

JCP in Cheshire (@JCPinCheshire) | Twitter: https://twitter.com/jcpincheshire

JCP in Manchester (@JCPinManchester) | Twitter: https://twitter.com/jcpinmanchester

JCP in South London (@JCPinSthLondon) | Twitter: https://twitter.com/jcpinsthlondon

Jobcentre Plus Ncl (@JCPNewcastle) | Twitter: https://twitter.com/jcpnewcastle

Newcastle Jobs @NewcastleJobsUK ...

JCP in South Yorks (@JCPinSouthYorks) | Twitter: https://twitter.com/jcpinsouthyorks

JCP in SE Wales (@JCPinSEWales) | Twitter: https://twitter.com/jcpinsewales

The latest Tweets from JCP in SE Wales (@JCPinSEWales). Sharing jobs, events & essential careers advice for South East Wales 8am-11pm, 7 days a week.

https://twitter.com/hashtag/hartlepooljcp

JCP in East Sussex (@JCPinEastSussex) | Twitter: https://twitter.com/jcpineastsussex

JCP in West Scotland (@JCPinWestScot) | Twitter: https://twitter.com/jcpinwestscot

The latest Tweets from JCP in West Scotland (@JCPinWestScot). Sharing jobs & advice in Ayrshire, D&G, Argyll&Bute, Inverclyde, Renfrewshire and West ...

JCP in Hampshire (@JCPinHampshire) | Twitter: https://twitter.com/jcpinhampshire

JCP in Plymouth on Twitter: https://twitter.com/jcpinplymouth/status/783600291442728960?

Jobcentre Plus on Facebook: https://www.facebook.com/pages/Jobcentre-Plus/187220251651440

Scottish Government

Flickr: https://www.flickr.com/photos/scottishgovernment

YouTube: https://www.youtube.com/user/scottishgovernment/

Twitter: https://twitter.com/scotgov

Audioboom: https://audioboom.com/channel/scottishgovernment

Instagram: https://www.instagram.com/scotgov/

COMMUNITY JOBS SCOTLAND (CJS)

Community Jobs Scotland (CJS) is delivered by the Scottish Council for Voluntary Organisations (SCVO) in partnership with the Scottish government and is a programme aimed at helping long-term unemployed young people aged 16-24 into employment.

Social media accounts:

Twitter: https://twitter.com/_cjs_

Facebook: https://www.facebook.com/CommunityJobsScotland/

YouTube: https://www.youtube.com/playlist?list=PLD_XS4xNFQV6JnI_8RjMdHakgfPV1Q1x_

YOUTH EMPLOYMENT SCOTLAND FUND (YESF)

Youth Employment Scotland Fund (YESF) moves forward the Scottish Government's commitment to help unemployed 16-24 year olds into work and has been developed to integrate and link fully with the Scottish Government's existing employability and skills programmes

Social media accounts:

Twitter: https://twitter.com/employinscot

THE OPEN DOORS SCOTLAND PROJECT

http://www.employabilityinscotland.com/policy-and-partnership/youth-employment/open-doors-consortium-in-work-support-package-16-to-29-year-olds/

Launched in January 2014 by Enable Scotland, the Open Doors Scotland project aims to help 350 disabled people aged 16-24 find and sustain employment. The project is being funded by SDS through the funding provided by Scottish Government for its Targeted Employment Recruitment Incentive (ERI) programme.

PROJECT SCOTLAND

https://www.projectscotland.co.uk/

Project Scotland (PS) is a national youth volunteering organisation supporting 16 – 30 year olds into volunteering placements for a minimum of 3 months.

Facebook: https://www.facebook.com/ProjectScotland/

Twitter: https://twitter.com/ProjectScotland

Messenger: …

FAIR WORK
https://www.gov.scot/about/how-government-is-run/directorates/fair-work-employability-skills/
Twitter: https://twitter.com/@EmployinScot
Flickr: https://www.flickr.com/search/?user_id=26320652%40N02&text=fair%20work&view_all=1

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)

Will be filled

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

Growing up today is very different from how it was 20 years ago. We've been campaigning to raise awareness of how the online world affects young people's mental health. Life on the Web is a pretty good website, although more focused on depression and mental health then on social media training. Their research shows that children and young people understand the online world a lot better than most adults, they are active creators of content, and are discerning when it comes to navigating social media. They're more likely to listen to other young people, including older siblings, than adults warning them about the dangers of the online world (source: Sarah Brennan, Chief Executive of Young Minds) https://youngminds.org.uk/get-involved/campaign-with-us/life-on-the-web/ They provide training for professionals (Training by YoungMinds) and run a variety of training courses to help you to improve mental health for children and young people in the UK. So it's more about courses that help professionals support young people: The course aims to give you an insight into life online for teenagers, including risks and benefits for mental health: - Understand what life's like for the first generation of teenagers using technology as a primary means of socialising and communicating - Recognise and understand different technologies and how young people use them, including a wide range of social media platforms and apps - Understand the positive impact technology can have, as well as the negative - Be able to identify risks and benefits to emotional wellbeing including online safety and online support.

LEGAL FRAMEWORK IN RELATION TO SOCIAL MEDIA

PRIVACY LAW AND REGULATIONS: POLICY TO SUPPORT INDIVIDUAL KNOWLEDGE

- **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:…

Please add country info:

Safeguarding

As with all youth ministry we have a responsibility to make sure safeguarding procedures and policies are in place. This is even more important when it comes to social networking. If we are going to use social networking in our youth work then it's important that we have thought through the safeguarding implications:

- Do you have parental consent to interact with young people on social media?
- Is it best for your group to have a Facebook page, a group message or a completely separate Facebook account?
- What guidelines will you set for those using these forms of social media with young people?
- What boundaries will you set? – What times of day are you going to be using social media for youth ministry? (Work/Life balance is important). (There are a couple of links to explore this more in the 'Further Reading' section)

http://myyouthworklife.org/the-world-of-a-young-person/young-people-social-media/

Protecting Privacy

Facebook alone has over one billion active monthly users and 13 million of them have never touched their privacy settings, according to research done by Marketo.

According to the latest Pew Internet research (May 2013) on teen online privacy, teens are sharing more personal information on social media today than they were when the first Pew privacy study was done in 2006. Either they do not value privacy or we are failing to educate them, or both.

91% post photos of themselves, up from 79% in 2006

71% post their school name, up from 49%

71% post the city or town where they live

53% post their email address, up from 29%

20% post their phone numbers, up from 2%

Do these stats show that young people are more confident about their privacy on social media or that they are less concerned? Sixty percent of teens in the same survey said they have their Facebook profiles set to "friends only" and report high levels of confidence in their ability to manage their privacy. It could be their definition of privacy does not include their personal information. In my experience, teens do not equate the sharing of personal information with privacy. And, they are not 100 percent sure who can actually see what they are posting on social media.

You need to be teaching students the important privacy settings they need to address. You'd be surprised how many students believe that all their social media is private. Screenshots of privacy settings on a laptop and mobile devices help in your training. I recommend walking students through the platforms individually and showing them how to turn on notifications for tagging, disable location, remove email and phone numbers from About sections, as well several other key areas. I also encourage them to unfriend people they do not know personally and possibly protect their Twitter and Instagram accounts.

Protecting And Building Reputation

In 2011, the rap artist Drake released a song called “The Motto” that popularized the acronym YOLO or “you only live once.” The phrase spawned a hashtag on Twitter and other social media that began to epitomize reckless youth behavior accompanied by a disdain for consequences of any kind. But it was nothing new.

Every generation has its carpe diem. When I was young, there was a song by a group called The Grass Roots where the chorus sang, “sha-la-la-la-la-la live for today, and don’t worry ‘bout tomorrow.” Three Doors Down did their version that says, “I won’t look back to regret yesterday, we’re not handed tomorrow, so I’ll live for today.”

Risky behavior isn’t just the moniker of youth. It seems to be the behavior of choice for many celebrities, corporate business owners, professional athletes, and others in the media spotlight. It’s the way to get noticed. Unfortunately for many, it’s also the way to ruin a reputation. Most people cannot afford to be known for despicable behavior. They have to find jobs, make a living, and maybe support a family. In his recent book, So You’ve Been Publicly Shamed, Jon Ronson describes the devastation a social media screw-up can cause. Benjamin Franklin once said, “it takes many good deeds to build a reputation and only one to ruin it.” And in today’s culture, social media is the accelerant that will ruin it quicker than Urkel can say, “Did I do that?”

The biggest challenge for the YOLO generation is to figure out how to live a regular life while building a good reputation at the same time. But prohibition is not the answer. Teachers and administrators also need to remember that social media is the new after school hangout. A seminal book by Danah Boyd called It’s Complicated: The Social Lives of Networked Teens should be a mandatory read for all teachers. Boyd, a former researcher for Microsoft spent several years doing case studies on how teen communicate on social media. It’s an eye opener. Kids need to be on social media. It’s their community center. Let’s teach them how to use it responsibly.

This is the section of the training where I usually show five good lessons from tweets using screenshots of well know teen idols or athletes that use social media well. I also teach five lessons from bad tweets using screenshots of those that screw up. Unfortunately, the latter is much easier to find. This section also needs to include how to handle negative subjects on social media, how to apologize, and the golden rules of social media posting. I also try and push (sometimes to deaf ears) that social media is forever. Jon Ronson’s book does a very good job of illustrating that if you need some background.

Lowering Your Risk of Cyber Harassment

I hope we all know that cyber bullying is rampant. These recent statistics via nobullying.com show the scope of the problem:

- Nearly 1 in 3 students report being bullied during the school year (National Center for Educational Statistics, 2013).
- 6% of high school students in the US report being bullied at school in the past year. 14.8% reported being bullied online (Center for Disease Control, 2014).
- 64 percent of children who were bullied did not report it; only 36 percent reported the bullying.
- More than half of bullying situations (57 percent) stop when a peer intervenes on behalf of the student being bullied.
- School-based bullying prevention programs decrease bullying by up to 25%.
- The reasons for being bullied reported most often by students were looks (55%), body shape (37%), and race (16%).

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Erasmus+ Programme
of the European Union

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? Please give a brief overview of how the different responsibilities regarding social media use and unemployment and social security are divided between the different tiers of government (state, province/district, municipality, etc).

…
This generation are the first generation to grow up with no memory of life before the internet and mobile phones and 2015 research by the Reguel Agency saw young people list their Smartphone as the top product they couldn't live without. http://research.refuelagency.com/wp-content/uploads/2015/07/Millennial-Teen-Digital-Explorer.pdf

This is a guest post by Chris Syme. She has over 25 years experience in the communications industry and is principal at CKSyme Media Group. Her agency specializes in social media marketing, virtual assistant services, and digital communication services for self-published authors and higher education. She is a former university media relations professional.

It's back-to-school time and in addition to those new backpacks filled with books, pens, and paper, students will be packing their smartphones as well. In recent years, administrators, teachers, and coaches have been wringing their hands about what students are saying on social media. Some have considered banning the use of social media on campus and others are adopting strict bullying policies.

Despite what you decide to do about smartphone use at school, it's time for K-12 schools to start thinking about adding social media training for students. Some school districts already have mandatory classes based on approved curriculums and there are lots of great resources out there to help put something together.

But what if you don't have those resources?

After years of traveling the country training students, athletes, and coaches to use social media responsibly I have learned a few things:

1. Training is not foolproof. You cannot stop impulsive teenagers from posting something dreadful on social media. You can only lower the risk by education.

2. Training that isn't mandatory will only be attended by students that don't need it. This is evergreen. If something is important enough, it should be part of a standard curriculum. Granted, parents need to be involved and permission needs to be asked, but all students should have it.

3. Training needs to be age appropriate. Middle school kids need different training than high school kids and college kids need an entirely different treatment. You wouldn't teach a beginning cook how to make a soufflé and you shouldn't treat all your students the same. Each age group has different social group conventions that require a different approach to social media.

4. There are three learning levels in every group: those that already know it, those that would adopt it with the right information, and those that don't give a rip. Teach to the middle group.

5. Every social media training curriculum needs to include four sections: how to protect privacy, how to protect and build your reputation, how to prevent cyberharassment, and how to build a brand with social media. The last module can be dropped for middle school kids.
https://www.schneiderb.com/time-social-media-training-for-students/

2. Specific social media programs (trainings, internships, job placements,…)

You can find more social media programmes focused on professionals to support young people then specifically focused on young people. Is it even necessary to give a social media course to young people? Forget social media classes, young people need a course in courteous email, says sathnam sanghera. The British School of Etiquette in Mayfair, which traditionally teaches young people good posture, correct pronunciation and appropriate table manners, made headlines this week after announcing that it will offer classes about how to behave on social media. Apparently its £2,400 courses will soon include modules on the golden rules of "netiquette", teaching youngsters how to portray their "best self", "when to avoid slang" and how to "communicate with kindness, courtesy and integrity". All entirely well-intentioned but also completely pointless. After all we are talking about a generation of kids who have grown up on social media: people who are as at ease with the intricacies of Instagram and Snapchat as my generation were with the Teenage Mutant Ninja Turtles.

https://www.thetimes.co.uk/article/forget-social-media-classes-young-people-need-a-course-in-courteous-email-qn77p9803

SOCIAL MEDIA POLICY TO SUPPORT YOUNG PEOPLE

- **Which policy is there?**

UK policy (local) governments: Social media dos and don'ts

This policy has been developed following a survey of over 120 local government councillors and officers up and down the country. Their valuable feedback should help you to get the most from social media.

This policy is intended to open the door to social media use in your local authority rather than block it. This policy is also intended to be a template for any local authority to use through a short list of common sense 'Do's and don'ts'. Do feel free to add to them.

Social media guidelines can be as simple or as complicated as you want to make them. Many organisations have their guidelines down to just a single page. Some have reduced their guidelines down further to just five or six golden rules. And some have gone even further and covered them with one single sentence.

If you stick to this one simple rule you won't go too far wrong: don't post any message on social media that you wouldn't happily say in a public meeting.

LGA policy template: do's and don'ts at a glance

Do

talk to residents, staff and others. And do answer their questions (quickly and honestly)

trust your teams and staff to use social media

be responsible at all times

be respectful at all times, too

innovate – different approaches work for different people

have a personality – corporate speak or just issuing press releases won't work well on social media

share other people's helpful content and links

credit other people's work, ideas and links

listen (social media is designed to be a two-way channel, just like any good conversation)

ask your own questions. Seek feedback from your residents (but make sure you share the results with them)

have a rota where appropriate – share the load and you'll get more from your accounts

adhere to your existing HR policies – you don't need a separate HR policy especially for social media

talk to your communications team – they are there to help you

learn from others – there is rich learning of good practice social media use across local government via organisations such as the LGA, comms2point0 and Improvement and Efficiency West Midlands (IEWM).

and more than anything, do use social media in the spirit in which it was intended – to engage, openly and honestly.

Don't

broadcast or talk at people. Your residents will soon spot broadcasts and respond accordingly

block social media – social media is not a risk, blocking its use is a risk

try to cover up mistakes, be honest and you'll get more respect for it in the long run

build accounts and just hope people will come – sometimes it is best to go to the places where your audiences are already having conversations

assume that social media will look after itself – you will need to invest time, enthusiasm and energy to make it work. And don't leave your accounts unattended for long spells

post content which will embarrass your council or yourself

ignore legal advice, it's there to help you

think that a disclaimer in your bio will save you from potential legal action, it won't

expect your staff to make do with old technology which can be a barrier to effective working

share your passwords with anyone other than your communications leads

forget that social media is 24/7 – just because you leave at 5.00 pm doesn't mean the world stops or that residents won't be active. If your account is only staffed 9-5 then you should say so on your profile.

https://www.local.gov.uk/our-support/guidance-and-resources/communications-support/digital-councils/social-media/get-started/dos-and-donts

Very interesting is the **Guidance Social media playbook**

This playbook explains how we use social media at GDS. In it, we share our best practice, what we've learned and what we're planning to do.
https://www.gov.uk/guidance/social-media-playbook

https://www.gov.scot/publications/social-media-policy/

Internet safety for children and young people: national action plan (Scottish Government)

Published: 21 Apr 2017

Directorate: Children and Families Directorate Part of: Children and families, Education ISBN: 9781786529244

Refreshed action plan on internet safety for children and young people to ensure appropriate training, support and information is in place.

Every child and young person has an age appropriate and evolving understanding of the opportunities and risks which exist in the online world

Contributory outcomes:

- Children and young people are aware of their rights and responsibilities in the online world
- Children and young people are resilient and are equipped to help themselves and their peers
- Children and young people are able to identify when they, or their peers, are at risk, and know what to do if they spot something

https://www.gov.scot/publications/national-action-plan-internet-safety-children-young-people/pages/8/

OPPORTUNITIES

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

Social media policy

In your training, start out by identifying the four basic types of cyber harassment:

1. Bullying: mean-spirited, degrading behavior meant to intimidate and harass. This could be anonymous or from someone the victim knows.

2. Unsolicited inappropriate social media content: this usually comes in the form of text messages or emails

that are offensive or threatening. Often sexual.

3. Fake accounts: either an outright stolen identity or parody account set up to pretend to be someone else or make fun of a known person.

4. Inappropriate sports fan behavior: Crass, mean-spirited posts aimed at a particular coach or athlete. Usually someone the victim does not know.

In my trainings, I then proceed to identify 16 ways students can lower their risk of being bullied online.

Personal Branding

I don't recommend this portion of training for younger students as I think the concept is wasted on most of them. Until they get to high school and are applying for jobs and scholarships, they don't see or understand the value of building a brand. But it doesn't hurt to touch on the subject. Many middle school kids are working already. They need to know that their lawn mowing business can be ruined by a bad social media post.

High school students may not be motivated by a career yet, but many have their eye on a college scholarship, whether athletics or academic. It's been very well documented that recruiters, both athletic and academic, are looking at social media for the same reasons that employers are. Some college coaches are going public to let prospects know their social media was a factor in rejecting them. Some athletes catch themselves in time, but others are hampered by unknowing coaches, school administrators, and parents. Social media has certainly changed the face of college athletics recruiting. And the admissions officers across campus are employing the same screening tactics, according to a 2013 survey by CareerBuilder.

Many high school students are starting to think about a career. They need to understand that what they post on social media now will be available to future employers to peruse. CareerBuilder offers this basic advice:

Take down any inappropriate pictures. No drugs, alcohol, sexually suggestive behavior. Use whichever golden rule works best for you from chapter two.

Clean up your profanity. Cursing and vulgar language may be cool, but it's more effective in person. Keep it offline.

Don't go on a crazy rant. Don't bad mouth coaches, teammates, bosses, co-workers, rivals – you get the picture.

Use real language. If people need a decoder ring to understand your tweets, obviously your Twitter account should be private.

Remember what employers said about bad communication skills. Don't let this be your motto: "OMG I h8 inglish."

Don't be intolerant: The majority of employers in a CareerBuilder survey were concerned about discriminatory comments about race, gender, and religion.

You shall not tell a lie. Did you really do that internship at the local newspaper or did you just deliver newspapers on Sundays?

Integrating these four main concepts into your social media training will give your students and teachers a good knowledge base on how to use social media responsibly.

For more information on how to train students and teachers to use social media responsibly, my book Practice Safe Social 2.0 Updated: A blueprint for teaching the responsible use of social media is available on Amazon.com.

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 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

The Scottish Government's aim is to equip all young people for the labour market. In order to do this it has developed a 7 year plan to implement the recommendations of a review of vocational education in Scotland. Further detail on this plan can be found in Developing the Young Workforce – Scotland's Youth Employment Strategy

This strategy clearly sets out the Scottish Government's ambitions for improving youth employment prospects through:

- A whole system response at both national and local level, testing new approaches and building capacity across the system;
- creating, promoting and incentivising opportunities that avert the risk of young people becoming unemployed;
- building meaningful partnership engagement with Scotland's education and employer communities, many partners across the public sector and, of course, young people themselves, together with those

who support and influence them;

- ensuring fair access to opportunities for all young people, particularly those who are most disadvantaged;
- alignment of new approaches with those parts of the labour market where employment opportunities exist and are emerging at a local, regional and national level….

Social Media playes a vital role in reacing the targets set above

RECOMMENDATIONS TO POLICY MAKERS REGARDING SOCIAL MEDIA

In addressing social media use and the issue of youth unemployment and the barriers faced by many groups of young people the critical success factors to be considered:

Learning

Learning which is flexible, meets the needs of all young people and takes account that a one-size fits all approach is not always the right way; access to social media support and good quality Career Information, Advice and Guidance to enable young people to make the right decisions concerning their future; college provision which takes account of local labour market information; high quality work experience opportunities which enable young people to participate in the world of work in a meaningful way and which supports future career paths;

Person Centred Approaches

An social media approach which involves the young person and places them at the centre of shaping policy; support for young people at risk of disengaging from education and for those who have already done so should focus on early intervention and wide ranging, sustained social media support. This should relate to labour market demand and should be focused on helping young people engage via social media on the labour market relevant pathways.

Partnership

A genuine, long-term partnership approach between schools, colleges, training providers, employers, parents and young people themselves is central to the success of this agenda. It is only through a partnership approach we will widen the range of choices available to young people and we need to find a professional social media savvy support them to make the most appropriate choices for their futures.

Employer Engagement

Through their understanding of the skills they require, and of future labour market demand, employers can help to shape the workforce of the future by helping to develop and deliver young people's experiences of the world of work while at school, for example, in offering high quality work experience and in inputting to careers guidance Equalities. Social media could make access easier, certainly as regards to embedding equality education across all sectors of the learning environment; promotion and communication of career options which actively target equalities groups to promote diverse participation across gender, race and disability.

Targeting

Ensuring that social media resources and support are targeted at those who need it most. Research evidence tells us that preventing people becoming long-term unemployed is likely to improve their health with resultant

positive impact on the economy of the country.