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Supporting social inclusion of youth at risk using social soft one year after pilot testing

Document Information:

Title: Supporting social inclusion of youth at risk using social software: sustainability and evaluation, one year after pilot testing

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Abstract:

Purpose – The aim of this case study is to report on the experience of social work organisations in four different European countries to integrate the use of social media as a means to support the inclusion of Youth-at-Risk.

Design/methodology/approach – The case study reports on the experience and challenges met by these four organisations undertaken in the project. They took part in the EU-INCLUSO (FP7) project and the evaluation of the project (2010). The initial findings were supplemented and validated by on recent, in-depth interviews with representatives from the four organisations.

Findings – The use of social media to support the work of or working with Youth-at-Risk has much potential and has prove worthwhile, according to the experiences of the four organis: part in the EU-INCLUSO project. However, successful adopti organisation depends on management support, sufficient res coaching and training. The choice of which tools can be used situation is largely influenced by the preferences of the young putting emphasis on co-designing social media strategies toç intended target group. Finally, most organisations report that social media tools, while useful, are not always ideal; this ma custom-built tools.

Originality/value – This case study offers a unique view into four pioneering organisations working with Youth-at-Risk and with implementing social media tools in their organisation.

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