



# Youth Information Centers fit to NEET

**Manual on information methods for youth in NEET situation**



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**Free publication**

# Information about the project "Youth Information centers fit to NEET"

The project "Youth Information Centers fit to NEET" is implemented by Coalition of youth organization from Macedonia, UMKI from Croatia and AEI from Poland, that work on innovative approach in identifying role model for youth information to fit to the needs of people in NEET situation. Learning of the experiences of different European countries will be crucial in delivering the innovative outputs of this project. The overall aim of the project is to: Increase quality of youth work in addressing needs of NEETs in Europe. Through the project partners strives to achieve the specific objective of the project to: Introduce innovative tailored youth information approach for active inclusion of NEETs in the society.

The innovative approach will further encourage and support high quality guidance including career information, information on rights at work, employment and education prospects, free movement possibilities and more comprehensive advice and support for all young people, especially for those at risk of getting into a NEET situation.

Another innovative aspect offered through this project is utilizing ITC technologies in disseminating methodology for working with youth in NEET situation, for youth workers in Europe, therefore contributing towards increasing the quality of the youth work. In order to achieve this, the project partners developed and implemented a methodology for ToT webinar, thus offering opportunity to youth workers from all around Europe to join the training and increase their knowledge and skills in working with NEETs and especially in the field of youth information and career guidance.

*The project "Youth Information Centers fit to NEET" aims to increase the quality of youth work in addressing the needs of NEET in Europe, as well as to introduce and apply an innovative youth information approach to the active involvement of NEET in the society. The project is implemented by the Coalition SEGA in partnership with AIE from Poland and UMKI from Croatia with the support of the Macedonia National Agency for European Educational Programs and Mobility through Erasmus + Program, Key Action 2: Strategic Partnerships in the field of youth.*





## Foreword

Prevention should be priority in order to avoid increasing the number of young people getting into a NEET<sup>1</sup> situation and to break the inter-generational cycle of social exclusion. A proactive approach by youth organizations is needed to ensure early intervention to avoid young people getting into a NEET situation.

Therefore, this tool is designed to provide knowledge on innovative methods, tools and techniques for informing young people, with a special focus on youth in a NEET situation. Furthermore, the Manual aims to serve youth workers and youth information workers in Europe as valuable resource in their daily work with young people in NEET situation.

The Manual is consisted of three key topics: Methods for Youth Information, Methods for Direct Work with Young People in the situation of NEET and Innovative Tools and Techniques for informing young people.

Based on the theory and practice, the Manual is an overview of the European practices in youth information and working with youth in the situation of NEET. Additionally, the Manual provides information on the latest trends in on-line and off-line methods to be applied in the youth work.

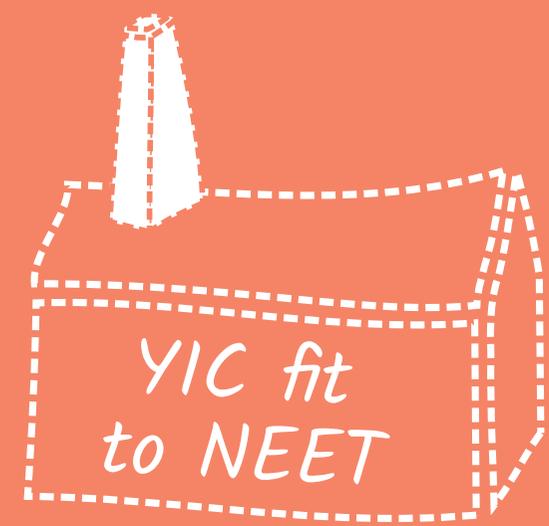
We strongly believe, that this Manual will serve as source for learning, but as well as a guide in developing long-term

strategies for prevention of young people getting in NEET situation, and moreover that the tool will contribute in increasing the quality of youth work in addressing needs of NEETs in Europe.

*The Manual for youth information methods for youth in NEET situation is a product of the Intellectual Output "ToT Webinar on Information Methods for youth in NEET situation" of the project "YIC fit to NEET" (Ref. No. 2017-1-MK01-KA205-035354), supported by the National Agency for European educational programmes and mobility within the Erasmus+ programme, Key Action 2 – Strategic partnerships in the field of youth.*

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<sup>1</sup> A young person who is no longer in the education system and who is not working or being trained for work.



# Methods for Youth Information



# Youth Information

In the course of their transition to adulthood, young people have to make certain decisions that will have a significant impact on their lives. Therefore, having equal access to quality and free information is a prerequisite for them to make use of their rights, to make responsible decisions and to participate in society in its social, economic and political dimensions. This is why the right to information is widely recognized in major legal and political documents at national, European and International level, and this is the role that Youth Information plays across Europe.

Youth Information can describe a range of different activities and be set in various frameworks as well as provided by many different "information actors". Youth Information is a continuously changing field, youth Information plays a crucial role in assisting young people to identify and evaluate reliable information. Having equal access to quality and free information is a prerequisite for young people to make use of their rights, to make

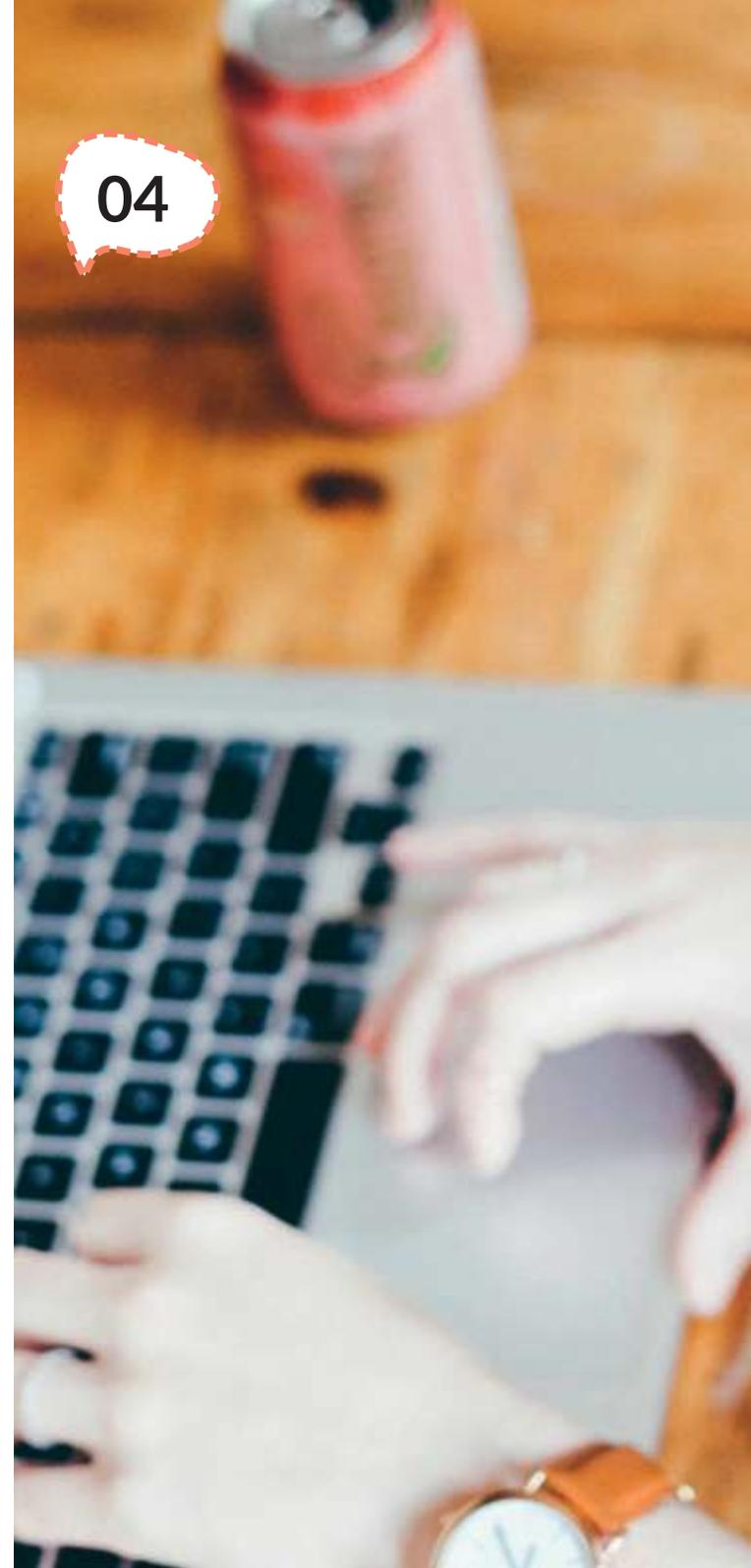
responsible decisions and to participate in society in its social, economic and political dimensions. This is why the right to information is widely recognized in major legal and political documents at national, European and International level, and this is the role that Youth Information plays across Europe.

The European Youth Information and Counselling Agency (ERYICA) is an independent European organisation, composed of national and regional youth information co-ordination bodies and networks. It works to intensify European and international cooperation in the field of youth information work and services. It develops, supports and promotes quality generalist youth information policy and practice at all levels in order to meet the information needs of young people and to apply the principles of the European Youth Information Charter.

The European  
Youth Information  
and Counselling Agency  
(ERYICA)



Youth information work covers all topics that interest young people, and can include a spectrum of activities: informing, counselling, supporting, coaching, training, networking, and referral to specialised services in order to engage and empower young people. These activities may be delivered by youth information centers, or through youth information services in other structures and environments.





# European Youth Information Charter

The ERYICA General Assembly adopted the European Youth Information Charter which has since become a text of reference throughout Europe as a set of professional principles and guidelines for youth information and counseling work.

Since 1993, the Charter was many times updated with the principles for online youth information. The principles of this Charter are intended to apply to all forms of generalist youth information work. They constitute a basis for minimum standards and quality measures that should be established in each country as elements of a comprehensive, resourced, coherent and co-ordinated approach to youth information work, which is an integral part of youth policy.

## The European Youth Information Charter



Principles - European Youth Information Charter:

- Independent,
- Accessible,
- Inclusive,
- Needs based,
- Empowering,
- Participative,
- Ethical,
- Professional,
- Proactive.



# Online methods for youth information

Internet is a powerful source of information and communication, as well as an integrated part of the social environment of young people. Provision of generalist Youth Information and Counseling online, as well as orientation on the Internet are new tasks, which are complementary to existing Youth Information work.

Mobile phones, the Internet and the availability of applications for every topic and situation have led to 24/7 access and use of new technology. Young people tend not to differentiate between, what some years ago was called, "real life" and their online activities. Friends, interests, news, hobbies and all other aspects of life are seen as equally close, valid and real, in their online lives as much as offline. The natural consequence of this development is the demand for youth information to respect this reality and offer services tailored to the needs of a generation that believes in sharing through social networks as much as in an online chat. Youth information has made big strides in this direction over the last few years, e.g. using social network sites to interact with young people. But there is still a long way to go and a need to keep constantly up-to-date with recent developments, both technical and sociological. Furthermore, all those new options raise ethical questions and the need for an exchange of experience and debate about adopted professional principles and guidelines.

Young people use the internet not only to access information and download music and movies, but also to socialize (social network sites, instant messaging and internet telephony), watch or share videos on YouTube, conduct retail transactions and banking and keep up with current affairs via news sites.

The internet offers young people options for sourcing information and entertainment.

Its strength is in the ease with which young people can adapt computer technology to the way they live. The primary role of the internet is as an information source, but it is becoming more important as a vehicle for social networking and for providing entertainment.

There is an opportunity for young people to gain informational support, social network support, emotional support and esteem support from technology, especially the internet.



## THE INTERNET

The internet was said to be growing in importance as an information source, a vehicle for social networking and a provider of entertainment. It was seen as providing an answer to virtually any question asked of it, and for the most part it was a convenient, fast and trusted source of information. Google and Wikipedia were the most frequently mentioned internet information sites. Some study participants were aware that the information on Wikipedia was not always accurate; others suggested that the existence of the same information on a number of sites indicated the information was valid.

## SOCIAL MEDIA

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features.



Young people across all locations maintained that they spend considerable time on social networking sites. They use social networking sites with the same confidence they use all forms of communication technology. Youngsters spend most of their time on internet usually of an evening. The sites provide the opportunity for real-time discussions, while also allowing users the opportunity to explore, learn and inform.

FACEBOOK.COM



Facebook is an American online social media and social networking service company based in Menlo Park, California. Its website was launched on February 4, 2004. Almost all young people has facebook profile and from the social media we can say that is the most effective way to reach youth and to inform them. Facebook gives you more chances to inform youth, through creating events, sponsoring links, publishing status, group chat.

INSTAGRAM.COM



Instagram (also known as IG]) is a photo and video-sharing social networking service owned by Facebook, The app allows users to upload photos and videos to the service, which can be edited with various filters, and organized with tags and location information. Instagram is the most popular app to share information fastest.

TWITTER.COM



Twitter is an American online news and social networking service on which users post and interact with messages known as "tweets"... Registered users can post tweets, but those who are unregistered can only read them. On this app information can be shared as "tweet" and it can be "retweeted" by someone else.

YOUTUBE.COM



For many young people, YouTube is used to watch music videos, comedy shows, how to guides, recipes, hacks and more. Teens also use the video-sharing service to follow their favourite vloggers (video blogger), subscribe to other YouTubers and celebrities they are interested in. You can share information through Youtube only in a video form.



## E-MAIL

Through e-mail usually we share information about everything, most often is like a newspaper form.

Use of email was widespread among young people in the study, particularly those over 18 years and those who use a computer as part of their job. Email has replaced letter writing and was used both as a formal communication (as part of a job role or when applying for employment) and in a more informal way when emailing socially to friends. However, as a method of information it was not generally considered as informal as SMS. Communicating via letter writing was thought to be virtually non-existent, with SMS or email replacing traditional postal mail as the preferred method for text or written correspondence. In some cases the sending of postcards from overseas may be a consideration but technology was said to have replaced the postcard through the emailing of photographs and the use of social networking through Facebook and MySpace.

## SMART PHONE APPLICATION

With the evolution of technology, the youth workers and the youth information centers need to adapt to the needs of the young people, with the aim of greater involvement and to inform the youth. On-line application for youth using their smart phones is very good way to provide the youth with the information they need.

MOBILE  
APP  
MLADI.AMS.MK



Coalition of youth organization SEGA, in cooperation with the Agency for Youth and Sport Macedonia and the Faculty of Information Science and Computer Engineering FINKI designed mobile application for page [www.mladi.ams.mk](http://www.mladi.ams.mk) for all smart phones through which young people has the

opportunity to receive all information that is of interest to them in a quick, simple and timely manner.

The goal of the site is to offer quality and new information for young people in the country.

Information on education, scholarships, travel, training, employment, entrepreneurial skills and others are provided. It is packaged in an application that provides a quick overview of information and accuracy.

## YOUTH MAGAZINE INFORMATION

Many youngsters still read magazines, whether they are digital or printed. Be sure to know your target group very well so that you pick the right magazine make the information with good design.

Youth Time Magazine is released by the eponymous international youth organization with the aim of providing an alternative international discussion platform.

The Youth Mag is a magazine made by the youth to reach their peers.

VOICES is a magazine made by volunteers from all Europe and hosted by "Volunteers Centre Skopje".

## SOCIAL CAMPAIGN

A social media campaign is a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms. Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability.

- Training videos
- Educational videos
- Online Forums
- Online Committees
- Online Platforms
- Online Chat-sessions
- Columns
- Question & Answer Forums
- Advertising through Social Media
- New trend or "Challenge" within the community

Use facebook live to broadcast public events and maybe debates

- Web Hosting



# Offline methods for youth information

It is very important to organize different ways of taking youth information services outside the YI centre to places where young people are. Outreach work takes place on young people's own territory and supports and compliments centre-based youth information work. A key component of outreach is that the groups providing it are not stationary, but mobile. Outreach activities give young people the chance to meet youth (information) workers in person so they can share information; it is often the first step to accessing help. Primarily used to inform young people of services that exist in their locality and to encourage them to use such services, outreach can also seek to identify, through consultation with young people, any gaps that exist in services aimed at meeting their needs. Most of these activities take place outside school or working hours, so that the timing makes it easier for young people to get involved.

## TELEVISION

Television was not always spontaneously mentioned as a source of information. According to most in the study, it provides some information on what is happening in the world through news reports and current affairs programs. References to key issues of the day (health, employment, violence, etc) were often said to be highlighted through

media reports and news broadcasts.

Despite the increasing use and influence of the internet, television (both free to air and cable TV) still has a role to play, but primarily as a provider of entertainment rather than as an information source.

## PRINT MEDIA

The print media was is a source of information on employment opportunities.

However, the internet, through websites such as Seek.com, was said to be increasing in importance in this regard. Magazines, newspapers, flyers, newsletters, scholarly journals and other materials that are physically printed on paper are examples of print media.

Newspapers are the most popular form of print media. They are generally delivered at home, or are available at newsstands, and it is the most inexpensive way to reach a huge mass of people quickly.

A newsletter is a publication that mostly covers one main topic. Sometimes, people have to subscribe for the newsletters, or many a time, they are even free. Newsletters are generally used as information sources for neighborhood, communities, and groups having an interest about that particular topic, or event.

Magazines provide detailed articles on various topics, like food, fashion, sports, finance, lifestyle, and so on. Magazines are published weekly, monthly, quarterly, or annually, and many of them are sold all over the world.

Banners at many places are made of cloth, or paper and are used to show slogans, logos, or some messages. Like banners, posters also come under the same category for the same purpose.



A brochure, also known as pamphlet, is a kind of booklet that contains the details of the company, or organization. Generally, brochures are for takeaway, so as to keep the brand in the mind of the audience. Coalition of youth organization SEGA has many published brochures, you can find them on the following on-line version.

**BROCHURES  
OF COALITION  
OF YOUTH  
ORGANISATION SEGA**



A normal flyer is also a part of print media. For small organizations it can be very useful and can help in generating business. A flyer should always be crisp and eye-catching so that it attracts people's attention. Flyers can be distributed in exhibitions, or can be put on walls of colleges and schools, depending on what kind of audience an organization is looking for. Coalition of youth organization SEGA for each different project has flyers used on many events. The flyers are always eye-catching and with simple explanation that will make you more interested.



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## RADIO

Radio still has a role to play in the lives of youngsters; however, it too is being challenged by new technologies, most notably the iPod. Radio is still listened to in the morning and used by some as a travelling companion.

## PEER TO PEER INFORMATION

Peer to peer is one of the mechanisms for youth participation, in which community members are supported inform and educate their peers. Peer information is the teaching or sharing of information, values and behavior in educating others who may share similar social backgrounds or life experiences. The best way to inform youth today and to engage them is with their peers. That's the way they are most interested in what you have to share. The key is to find the right peer leaders and genuinely engage them. Messages that come from peers or 'people like me' are often well received and can be quite powerful for social marketing campaigns. Young people prefer to hear about peer experiences than be told what to do by an adult.

## FACE-TO-FACE

Sharing information in person (face-to-face) is maybe the most effectively way to inform someone and also to get feedback for that information from the reaction.

Communicating face to face is still the main way in which young people communicate with each other and with most people in their daily lives. Face-to-face communication provides an intimacy not matched by technology and is considered particularly important for conversation or dialogue on sensitive, personal and important issues. With face-to-face contact there was thought to be less chance of messages being misunderstood or misinterpreted. Tonal qualities, emphasis and emotion were said to be more easily conveyed through voice and facial or body language when face to face. For more intimate moments it also enables communication through touch. For many, face-to-face communication is still the most credible and trusted form of communication, primarily because most believe they have a better chance of judging and assessing the reaction of the person they are communicating with.

The disadvantages of face-to-face communication were seen as not always being able to avoid talking to someone you don't want to and not being able to communicate face to face over long distances. A few mentioned the use of cameras when communicating over the internet. To some extent this duplicates a face-to-face situation.

## TEXTING

When organizing some event or you have some very important information to share, it is good to text the young people because is the way when you are sure that they will receive the information. Most of the young people use their mobiles more for text messaging or SMS, than for phone conversations because SMS:

- costs less than making a phone call. This was of particular importance to young people with prepaid phone plans or limited incomes,
- can be done while involved in another activity (e.g. watching TV, on the internet, hanging out with friends, at the movies, driving a car),
- can be done at times or in situations where conversation might be uncomfortable or inappropriate (e.g. on public transport, at the movies),
- is quick, easy to use, and fun to do,
- is informal, often spontaneous and ideal for frequent

contact (phone calls were seen as more formal and more official than text),

- is less intimidating than making a phone call for young people who lack confidence,
- can be a means of keeping out of trouble (e.g. young people can let parents know where they are without having to talk to them or answer questions from them),
- releases users from boredom and loneliness and enables them to feel secure by keeping in contact,
- can be used to receive 'reminder texts' about appointments (e.g. hairdresser, dentist) or progress reports from service providers (e.g. updates on repairs to laptop),
- is a convenient method for entering competitions, especially those conducted by entertainment providers (e.g. MTV).



## LIVE PERFORMANCES

Live performances plays, dances, puppetry, poetry, song, and other formats that provide information relevant to important pending decisions, opportunities to participate in the decision process, and/or the importance of public participation. Performance tools use story-telling as the basis for creating and communicating information. Unlike many conventional public participation tools, performance often involves an affective or emotional dimension to information sharing. As such, it communicates by appealing to intuition and feelings rather than by strict logical persuasion. Performance is often effective in that it brings

information directly into the community, it entertains as it communicates, and often engages people directly in the process.

## OPEN DAY WITH AN INFLUENCER

An influencer is an individual who has the power to affect purchase decisions of others because of his/her authority, knowledge, position or relationship with his/her audience. Organizing open day, where influencer will share information to youngster is very good way to make them interested and to share the information successful.

## GUEST SPEAKER

Be a guest speaker at a live event and promote your organization and activities from the stage. As a guest speaker you can participate on some event organized for young people. Some cultural, educational or sport event so depends of the topics you can share different kind of information.

## HOST A FREE WORKSHOP

Free workshops or 'library sessions' is a great way to inform and at the same time give young people a taste of what it could be like to work with you. Workshop is a meeting at which a group of people engage in intensive discussion and activity on a particular subject or project. A workshop provides a way to create an intensive educational experience in a short amount of time, when the time for a more comprehensive effort may not be available. The workshops are often participatory, i.e. participants are active, both in that they influence the direction of the workshop and also in that they have a chance to practice the techniques, skills, etc. that are under discussion.

They're informal; there's a good deal of discussion in addition to participation, rather than just a teacher presenting material to be absorbed by attentive students.

They're time limited, often to a single session, although some may involve multiple sessions over a period of time (e.g. once a week for four weeks, or two full-day sessions over a weekend).

They're self-contained. Although a workshop may end with handouts and suggestions for further reading or study for those who are interested, the presentation is generally meant to stand on its own, unlike a course, which depends on large amounts of reading and other projects (papers, presentations) in addition to classroom activities.

Even if you've never done it before, you can conduct a good workshop by paying attention to all the phases of the process. There are three phases to conducting a workshop: planning, preparation, and implementation (actually doing it). In addition, once you're done, it's important to follow up with participants to get feedback on the workshop, so you can improve it the next time. We'll look at each of these phases separately. On the link you have a compilation of tools and techniques useful for participatory meetings and workshops.

TOOLS AND TECHNIQUES  
USEFUL FOR  
PARTICIPATORY  
MEETINGS



## INFORMAL CONVERSATION ASK-INFORM

Most of the youngsters are not motivated, scared and shy to ask questions and to be informed. Good way to give them information is to ask them questions and make informal conversation. This kind of informal meetings with the youngsters can be done in the school, in the city center, in youth house, youth center, café bar, ngo, office for youth, office of Youth Council or office of the school organization in every school. Example of questions you can ask:

- Did you know that...?
- What about...?
- Do you want to have...?
- What would you change...?

INFO SEGA Kavadarci had Info day with this method Informal conversation ask-inform in September 2017. Youngsters could talk with the youth workers on different topics, drinking coffe and listening to their favorite music. There was open book where youngsters can leave comments and suggestions.

## CAFÉ-BAR STAND

Having a café-bar stand is a great way to build face to face relationships with the youngsters and 'get to know' them. A lot of information can be shared during cafe at the place that they want.

Coalition of youth organization SEGA uses Language Café as a method and until now is very successful. Language exchange is a method of language learning based on mutual language practicing by learning partners who are speakers of different languages. This is usually done by two native speakers teaching each other their native language.

Language is organized with EVS volunteers or other volunteers that you have in the organization from other country. The idea is to have different activities on many languages and the aim is to learn about others culture and history but also to learn the other languages.



LANGUAGE  
CAFFÈ  
IN  
PRILEP



FACEBOOK ALBUM  
WITH PHOTOS  
FROM  
LANGUAGE CAFÉ



workshop. The idea is that you give youngsters a fun, hands on or educational experience as well as let them know what you do and where they can find you.

INFO SEGA  
KARAVAN  
EVENT  
IN KAVADARCI



INFO SEGA Karavan was event in Kavadarci for the Civil Society Week.

Local youth had the opportunity to: inform about the Erasmus + program, the services of INFO SEGA, to be part of a creative corner, to convey their ideas and to organize a Living Library. At one event the youth participated in different workshops.

## FREE WORKSHOP AT EVENTS

Get in touch with event managers of events where your target group spends time and ask if you can host a free

Creative workshop in the city center was workshop organized in Prilep where the youth were part of a series of creative activities where they made Spinners, fought, drawn, played social games and were part of a set of games with a series of games for representation, teamwork and competition.

### CREATIVE WORKSHOP IN THE CITY CENTER



## INFORMATION CAMPAIGNS

Information campaigns help to communicate simple and complex sets of information in a graphic form to a target audience. Investigations into the creation, flow, and life-span of data as well as defining the target audience deepens understanding of how information is understood, classified and manipulated. The development of strategies to affect target audiences widens communication skill sets and shapes student understanding of how information distribution affects both their own and others lives.

### NATIONAL CAMPAIGN INFORMATION NOW



National campaign "Information NOW" Is being implemented by the Coalition SEGA with the Youth Information and Advisory Centers INFO SEGA from Prilep and Kavadarci in cooperation with the Agency for Youth and Sports. The campaign aims to enable young people to safely get to quality Internet information they need, and to be fully literate as digital participants in today's information society. National campaign "The right to youth information - inform yourself now!" The aims of this campaign are young people understand that they have the right to information, promotion of the Youth Information Centers in the Republic

of Macedonia, raising the awareness of decision makers to guarantee the right to youth information.

### NATIONAL CAMPAIGN "THE RIGHT TO YOUTH INFORMATION - INFORM YOURSELF NOW!"



National campaign "365 workers' rights for the youth". The Youth Information Centers INFO SEGA from Prilep and Kavadarci in cooperation with Faculteti.mk and the Confederation of Free Syndicates of Macedonia on 1st of January officially started the National campaign "365 workers' rights for youth". The campaign aims to raise awareness among young people about their labor rights. Through campaign activities, it will work to increase the awareness of young people to understand that they have workplace rights in what way, where and how to get information about them.

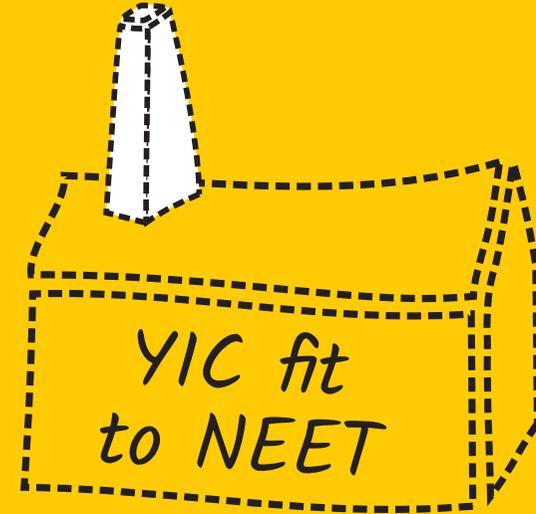
### NATIONAL CAMPAIGN "365 WORKERS' RIGHTS FOR THE YOUTH"



## CAREER FAIRS

Careers fairs are useful for a range of students - those starting their degree and looking for work experience opportunities, as well as recent graduates looking for full-time employment or a graduate scheme. A career fair is an event that gives students and organizations a chance to meet one another, establish professional relationships, and discuss potential job and/or internship opportunities. The recruiters' purpose is to "sell" their information, answer questions and collect resumes. Before the career day, students should obtain a list of companies that will be represented and research them. Also all around Europe are organized NGO fairs where all the NGO's from the country are present there and they share information about their work regarding youth.





**Methods for direct  
work with young  
people in the situation  
of NEET**

## Expertise with direct work with neet youth

In an increasingly complex and challenging socio-economic urban context, youth workers are required tackle a whole spectrum of issues, from anti social behaviour, involvement in gangs and violence by both males and predominantly females, using and dealing drugs and associated crimes, alongside development of early onset mental health problems, sexual health and teenage pregnancy are constant and everyday issues. Strategies are needed to deal with this through an asset based approach, appreciative and inclusive with a forward looking aim of developing new life skills, positive attitudes and abilities to participate more fully in their education, progression routes and life choices away from the peer pressures many experience growing up in socially and economically challenged communities. Ultimately, all youth work has one key aim - to help young people's emotional and social development in an informal setting but through educational processes.

By developing supportive relationships with young people, and opening their eyes to new experiences, youth workers foster increased confidence, ambition and empathy. Youth workers engage with young people, prepare and deliver educational and fulfilling activities for youth which aid their personal and social development, help them learn new skills, improve their confidence and fulfil their potential in society. Youth workers work to empower young people, to help them value opinions and to take on issues relating to their mental health and well-being, education, attitudes, inclusion and environment. There are essential attributes that all youth workers need - energy, patience and creativity are paramount. Thus, we choose arts and graphic design as creative tools to aspirational approach and work with young people in challenging circumstances, for example those affected by or involved in use of drugs and alcohol, those with early onset mental health problems, those involved in or at risk of gang involvement, those excluded from school, NEET youth (not in education, employment or training), single parents or carers, working with young people entering into or at risk of entering into the criminal justice system in order to boost up their skills necessary for the future employment.

Participation in the arts and graphic design is considered to be an effective avenue for personal development, increasing self-confidence, improving skills and educational development which can improve people's social contacts as well as an effective route that can contribute to social cohesion and community development connected with the topic of the health and wellbeing as well as to social dialogue and multicultural learning. It allows interactive learning experience by raising visual, oral and verbal approaches as a way to communicate the aspects of feelings, perceptions and development of people, development of interpersonal skills, such as confidence, social interaction, decision making, time management. Moreover, this tools are great to connect, learn, have self-confidence, teach, cooperate, express oneself, integrate, socialize, get cultural knowledge, appreciate, learn to listen, respect and develop creative skills. In working with NEET youth and other vulnerable groups of young people it is necessary to focus on the full and effective acceptance of diversity, the understanding, respect and elimination of any

stereotypes and prejudices among them with the growing of a multicultural spirit. It is crucial to act naturally, with acceptance, to make the learning environment that is friendly in order to achieve the results and to avoid any behavior that may lead to separation, stigmatization, marginalization, social exclusion and elements that could lead to the decline of local communities, frustration and insecurity.

This methodology directly influences on participants way of thinking and behaving, and are appropriate to raise awareness and stimulate communication and as well as an interaction process, in form of stimulation of reflection and positive thinking. Involving youth in learning by doing activities strengthens knowledge retention. This creates new experiences for them to share with others, which also reinforces the learning process. It offers an educational experience through the acquisition of competences and skills, supports the creation of job opportunities, provides expertise in the social and relational field, aims at a more general process of empowerment of the individual and the community, through the proposal of experiences and opportunities that allow to express and to maximize the skills of one and all.



# Art methods in practice

## VISUAL PATH

Step 1.) Draw an object into plain A5 paper.

Step 2.) Copy the object into acetate sheet by using proper markers.

Step 3.) Look around yourself (into your flat / house / city / surroundings) and place the acetate sheet with the object in front of you, take photos (with your phone or camera) and see what it's the result – the image seems that it's alive.

Step 4.) Transfer the photos to your computer, choose the one that you like the most and then open some free graphic design programme (for example: canva or befunky) and make an unique poster / flyer / cover / visit card / or any other promotional material you want by adding more things into the picture in order to reach your goal.

Materials needed: A5 paper, acetate sheet, acetate sheet markers, phone/camera, computer and Internet for searching free graphic design programme and work.

Note: You can draw directly on the acetate, or play with transparencies, placing drawings below, above, drawing characters. You can also skip the step 4 and simple print out the picture you want and then write / draw on it as well, instead of using the computer.





## FABRICART

Step 1.) Draw an image / illustration / portrait into paper.

Step 2.) Glue different fabrics and create textures on the image you have previously draw.

Step 3.) Additionally you can add objects or create shapes with fabric.

Step 4.) The result will be an art photo which can be used as a fashion material, promotion, example of fashion drawing, designer book...

Materials: paper, pencil, color markers, various textiles / fabrics, glue



## THE ART OF LANDSCAPE DOODLING

Step 1.) Take an A4 plain paper and pick an landscape you like.

Step 2.) Outline the landscape.

Step 3.) Do the different patterns inside of the drawings you made.

Step 4.) This done material can be used as an textile pattern / color page or with making more materials as a coloring book.

Materials needed: A4 paper, black pen or marker.



## SIMPLE GRAPHICS

Step 1.) Take a smaller piece of wood / clay / soap / potato.

Step 2.) Cut, scratch or sculpt on it different pattern or picture.

Step 3.) Put it into ink and create a drawing in negative when you stamp it on a paper.

Step 4.) You will get as a result a simple art graphic that can be later used as an art, book cover, textile pattern, visual for a poster / flyer.

Materials needed: piece of wood, knife for cutting, ink, paper.



## PAPER ILLUSTRATIONS

Step 1.) Take an cardboard / paperboard / carton / carton paper.

Step 2.) Cut the images and drawings from different magazines / newspapers.

Step 3.) Make a collage designs creating a drawing.

Step 4.) This done material can be used as an poster / flyer / bookmark.

Materials needed: Cardboard / paperboard / carton / carton paper, newspapers / magazines, glue, scissors.



## ALIVE ILLUSTRATIONS

Step 1.) Take an small box in which you will create a scenario.

Step 2.) Include charachters / toys / small pieces.

Step 3.) Create different depth to get 3D effect.

Step 3.) Take photo as the final result.

Step 4.) This done material can be used as an poster / flyer.

Materials needed: Small box, toys / charachters / small pieces.



## ART OF DECORATING WOOD

Step 1.) Take a piece of wood and the tool called woodburning / small metal welder.

Step 2.) Heat the tool.

Step 3.) Draw on wood patiently and carefully.

Step 4.) This done material can be used as a souvenir / art image / art piece.

Materials needed: piece of wood, woodburning / metal welder.

Note: you can also draw on the leather.



## Effective tools to use

[SNAPPA.COM](https://snappa.com)



One great and simple tool to create online graphics in a snap, it can be used for social media, ads, blogs, and more without Photoshop or graphic designers. If you don't have

much time and you need great result, then this tool is great for you. Spend less time making graphics and more time growing your business, building relationships on social media, and creating content. This tool you can use like a pro without watching long video tutorials, reading how-to posts, or being a graphic designer and what is great all photos and graphics included in Snappa are 100% royalty-free and licensed for commercial use. No extra fees.

[CANVA.COM](https://canva.com)



A tool for easily creating beautiful designs and documents. It has free millions of stock photographs, vectors and illustration with addition where you can even upload your own images. With preset filters you can edit the photos or

get advanced with photo editing tools, use free icons, shapes and elements with ease as well as great selection of fonts perfect for every design. It's drag-and-drop feature and professional layouts are a way to design consistently stunning graphics.

[PHOTOSCAPE.ORG](https://photoscape.org)



It is a fun and easy photo editing software that enables you to fix and enhance photos, with possibility to use lots of extra tools. Enhance your photos to create the perfect memories, put them together into a slideshow and promote.



**AVATARMAKER.COM**



Free website for making your own avatar.

**KAHOOT.IT**



Kahoot! is a free game-based learning platform that makes it fun to learn - any subject, in any language, on any device, for all ages!

**SLI.DO**



The Ultimate Q&A and Polling Platform for conferences. Young people can get active with the help of their smartphone.

**GIPHY.COM**



Website for finding gifs. Those are always fun to use in working with young people.

## FREE IMAGES TO USE:

**PIXABAY.COM**



**UNSPLASH.COM**



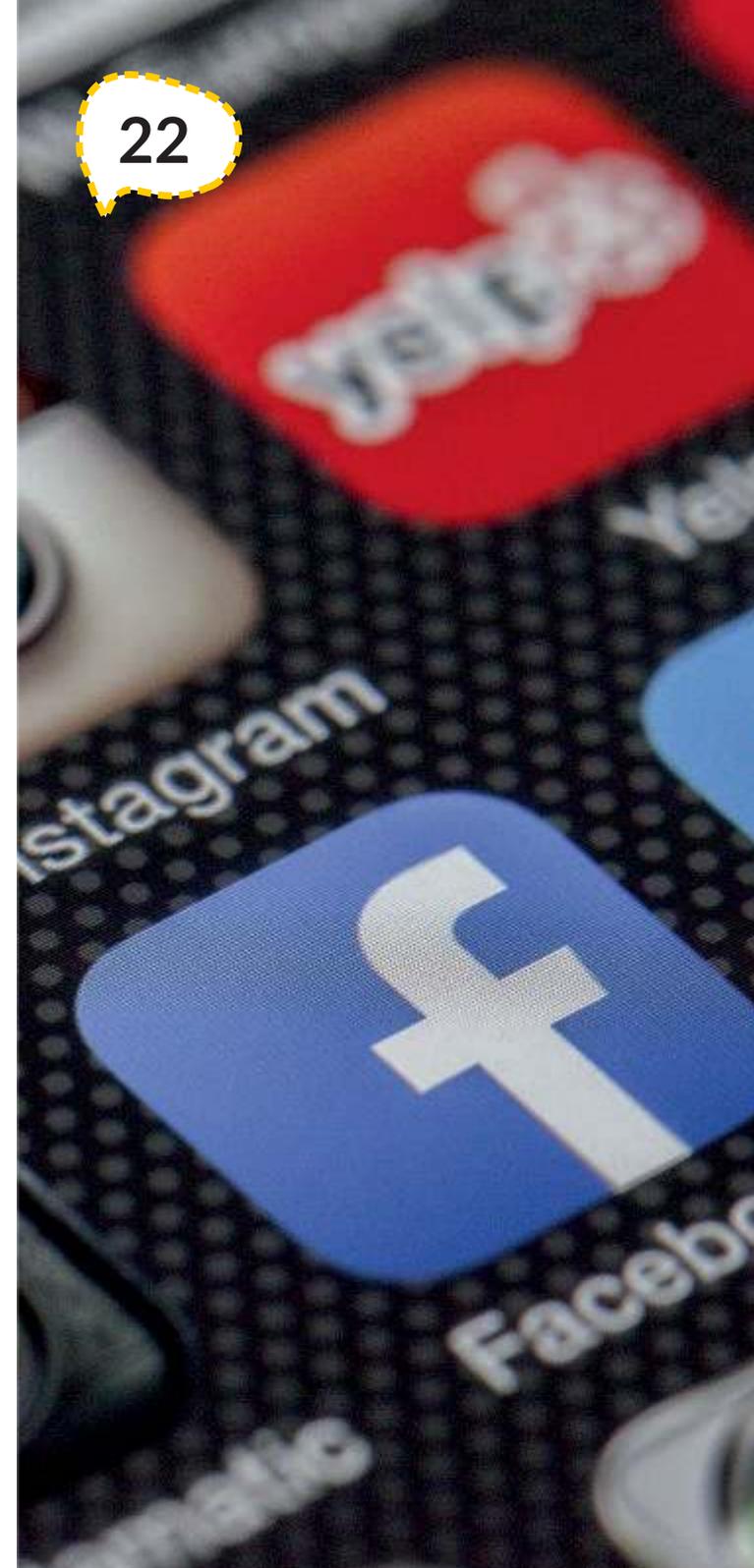
**FREEIMAGES.COM**



**PICJUMBO.COM**



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## PROMOTE AND SELL YOUR ART:

**FACEBOOK.COM**



Facebook is the first network that comes to mind for promoting your art as it is the largest social media platform. In order to promote your art make a good Facebook group, and join some other art groups. Do not spam, make nice visual material for promoting your art.

**INSTAGRAM.COM**



Nowdays, Instagram becomes more and more popular, and it's actually used the most often to promote art / photos / different products. Make sure that your profile is put on public, use lots of different hashtags that are describing your art and promote it daily. Invite your followers, but also follow others. Find more motivation for your work.

**ETSY.COM**



It's an online shop for anything from all over the world. You can find to buy there vintage, unique, handmade things, art works and as more than 30 million of buyers are here it is a great platform to sell your art. You just need to open your Etsy shop.

**PINTEREST.COM**



Make a free account on this interesting photo social media. Take a photo of your finished art work and pin it to Pinterest. People can then like or re-pin your content, it gives you the chance to go viral and reach a huge audience.

**DEVIANTART.COM**



Create a free account on Deviant Art and post photos of your artworks with links back to your own website. It is more for concept and digital artists.

**YOUTUBE.COM**



Create a movie while you are creating your art and post it online on Youtube. Nowdays, more and more people want to get an insight how art is becoming alive.

**FLICKR.COM**



It's an image sharing website where you can upload photos of your artworks.



SAATCHIART.COM

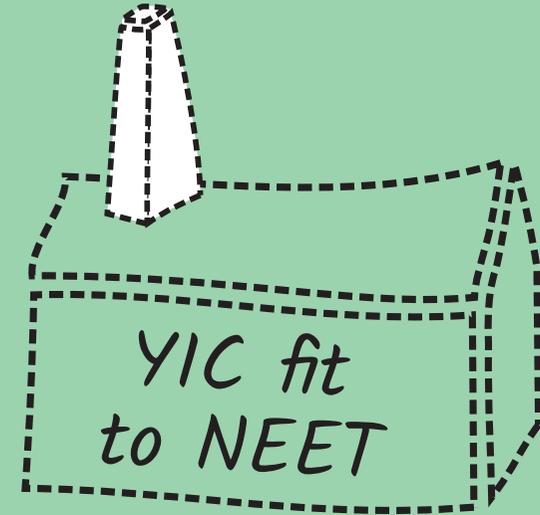


Make a free account on Saatchi Art and post your artworks. Do the quality photos and sell prints, but be active as high number of artists are competing for attention.

**WEBSITE AND BLOG**

Lot of artists don't have their website or don't do blogs, but it's really important to have one, and to present your work, make it personal, add portfolios. It should be the first place where you present your work.





**Innovative tools  
and techniques  
for informing  
young people**

The primary aim of the chapter “Innovative tools and techniques in informing young people” of this Manual is to provide information on how to use innovative tools and techniques in informing young people, with a special focus on youth in a NEET situation.

For this chapter the following learning outcomes are set, so that the readers:

- understand the main characteristics of different on-line tools,
- see examples of typical activities for informing young people, using the showcased online tools,
- learn how young people, including youth in a NEET situation, can benefit from those online tools,
- learn how youth workers, youth information workers, can improve their work, when using those online tools,
- get practical tips on how to implement those online tools in everyday youth work and youth information work.

## Innovative tools and techniques in informing young people

Information and communication technologies are changing the way young people spend their free time, learn, socialize and interact with each other. According to PISA 2015 data, 91% of students have access at home to a smartphone that is connected to the Internet, 74% of students have access to a portable laptop, almost 60% have access to a desktop computer and close to 55% have access to a tablet, that is connected to the Internet (all numbers refer to an average across OECD countries). Another interesting issue is the

amount of time that young people spend using the Internet at home within a typical school week. On average across OECD countries students spend on-line over two hours every day, after school. Students spend even more time on-line during the weekend, more than 3 hours during a typical weekend day. The amount of time spend by students on-line is constantly increasing (over 40 minutes on a typical weekday and on a typical weekend day, between 2012 and 2015). Various Internet tools, including on-line networks, social-media and interactive technologies, are really popular among young people. Moreover students acknowledge the use of Internet by themselves positively. Across OECD countries 88% of students agreed that “the Internet is a great resource for obtaining information”. Also across OECD countries 84% of students agreed that “it is very useful to have social networks on the Internet”. Young people nowadays especially use social-media, which has become a space where teens would find one another, so cyberspaces are taking place the typical physical spaces and locations where young people used to hang out with friends and also find new friends. So we need to admit that social-media is now a part of growing up experience for young people. The PISA Wellbeing report found that the OECD average of 92,8% of 15 year olds use social-media before or after school<sup>1</sup>.

Also instant messaging is now popular among young people, as 36% of young people, aged 16-24 years old, consider instant messaging as their most important mean of commutation<sup>2</sup>. The use of the Internet and being on-line has many effects. Six in ten (63%) of Internet users say that the Internet inspires them to try new things such as travel, new restaurants or recipes, new experiences or entertainment. Nearly eight in ten (78%) internet users agreed that being on-line enables them to keep up-to-date<sup>3</sup>.

So the Internet and social-media, can be a valuable source of information and support for young people. Youth workers and youth information workers should focus nowadays on different innovative tools and techniques in their work with young people.

In this chapter we would like to introduce the different innovative tools and techniques in informing young people.

Groups of on-line tools that will be presented:

- communication tools,
- project management/tasks tools,
- content collaboration tools,
- sharing tools,
- social-media tools,
- websites tools.



The Internet is full of various tools, both free and paid, that Internet users can use for their work and for their personal use also. Those different tools can be also used by youth workers and youth information workers in their work, how they communicate, interact, etc. But sometimes it may be difficult to find and select the tool, which matches our needs, so a tool which does exactly what we need.

## COMMUNICATION TOOLS

How people communicate with each other is constantly changing. Communication tools refer to different forms of electronic communication used nowadays. Those tools enable communication between them. Focusing on communication tools, we should be aware of two kinds of communication:

- external,
- internal.

External communication reaches out to the client/customer, to make him/her aware about a product or a service and provide them a reason to buy a product or to use a service. Internal communication is communication within the team members of an organization<sup>4</sup>.

On-line communication tools improve communication within a team or with clients/customers. Using on-line communication tools can increase motivation of a team, especially if they do not work in the same place. A personal meeting is still a valuable experience for both sides, but often due to distance, etc., it is not possible to meet face-to-face so often. Different communication tools provide the possibility to chat, speak, video-chat. Such communication tools as: Facebook Messenger, WhatsApp, Viber, Skype, Google Hangouts, intranet software, discussion forums, appear.in can be listed from this group.

Communication tools can be really useful in everyday work of youth workers and youth information workers, meaning both using communication tools for internal communication and external communication. Youth workers and youth information workers may often have the need to travel, meaning that they work separately from

their teams, or they cooperate with other colleagues from offices in a different location or even many different locations. In this kind of situations, communication tools offer teams the possibility to stay in touch and be updated will all issues. Communication tools can also put youth workers and youth information workers on a new level when it comes to external communication. As you might already know, instant messaging has become one of the main ways of Internet use for young people. Instant messaging is so natural for youth, that it makes sense also for youth workers and youth information workers, to use the same communication tools in their direct contacts with young people.

<sup>1</sup> PISA 2015 Results (Volume III) Students' Well-Being, OECD, April 2017, p. 53, <http://www.oecd.org/education/pisa-2015-results-volume-iii-9789264273856-en.htm>

<sup>2</sup> The Communications Market Report 2016, Ofcom, 2006, p. 27 [https://www.ofcom.org.uk/\\_\\_data/assets/pdf\\_file/0024/26826/cmr\\_uk\\_2016.pdf](https://www.ofcom.org.uk/__data/assets/pdf_file/0024/26826/cmr_uk_2016.pdf)

<sup>3</sup> The Communications Market Report 2016, Ofcom, 2006, p. 34 [https://www.ofcom.org.uk/\\_\\_data/assets/pdf\\_file/0024/26826/cmr\\_uk\\_2016.pdf](https://www.ofcom.org.uk/__data/assets/pdf_file/0024/26826/cmr_uk_2016.pdf)

<sup>4</sup> <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>, access 18.09.2018



## PROJECT MANAGEMENT /TASKS TOOLS

Project management tools and tasks tools are services to support teams (or even an individual) to effectively organize their work and manage the projects and tasks that they are working with. Project management tools and tasks tools can take various forms, starting with a software that you need to purchase, download and install on your device and ending with a software-as-service web-based project management tools and tasks tools. What is important to mention project management tools and tasks tools are not only tools for project managers. It is a software that can and should be used by the whole project team. Project management tools and tasks tools can offer different features, such as:

- planning - plan and delegate tasks, subtasks, etc.,
- collaboration - add and share comments, team dashboards, etc.,
- documentation - storage and also share, edit, comment and approve documents, etc.,
- reporting - assess productivity and reporting, time tracking, etc.
- etc.

Such project management tools and tasks tools as: Assana, Trello, Wrike, Microsoft Project, Basecamp, Podio can be listed from this group.

Project management tools and tasks tools can be mainly used by youth workers and youth information workers for their own work and when working in teams, when working on application forms for projects, when implementing projects, to delegate tasks for a team, etc. But project management tools and tasks tools could be also used by youth workers and youth information workers in their work directly with young people, when young people get involved in a project and when they have their own project's tasks also.

## CONTENT COLLABORATION TOOLS

Content collaboration tools are really helpful when you are part of a team that collaborates on a content together. Regardless the type of content that you are working on, it can be a blog post, a social-media update, content for the organization's/project's website, an application form for a project, etc., having more people involved can bring a better and richer content. But having more than one person working together on a content brings also challenges, like editing at the same time, comments, version approval, etc. Using a content collaboration tool makes the collaboration process smoother. Content collaboration tools offer the possibility to: co-map content, co-write, co-create presentations, co-curate. Such content collaboration tools as: Google Docs, Medium.com, scribblar.com, Prezi, MindMeister.com, Flipboard can be listed from this group.

Content collaboration tools can be applied to various situations in everyday work of youth workers and youth information workers, both for their own work and team cooperation and also in direct work with young people. Co-content creation and co-writing using such tools as Google Docs or Prezi is getting to be very popular, for example youth workers and youth information workers use those tools for working on common documents, like different project implementation documents or application forms for projects. But youth workers and youth information workers can use the same content collaboration tools for direct work with young people or in youth information, for example setting-up a list with resources for youth, available for them on Google Docs, to which they can also contribute (add new resources, etc.). Another example how youth workers and youth information workers can use content collaboration tools, could be MindMeister.com, with the possibility to brainstorm and do mind mapping together.

## SHARING TOOLS

Sharing tools mean various tools to share almost anything. Sharing tools include for example: tools for file sharing, dates sharing and scheduling, screen sharing, url sharing, etc. File sharing tools are perfect for the purpose of sharing, especially large, files with teams, clients. Sharing your calendar and using tools to schedule a meeting /appointment, to decide together on a common date for an event, etc., makes collaborating in a team much easier. All those tools usually use cloud storage to deliver their features. Such sharing tools as: Dropbox, Google Drive, OneDrive, Doodle, Google Calendar, WeTransfer.com, join.me, Bitly can be listed from this group.



Sharing tools can also be applied to various situations in everyday work of youth workers and youth information workers, when they work in a team inside the organization and in their work with young people. File sharing tools are now regularly used when more than one person works on a documents or documents and those documents are too large to be sent as e-mail attachments. But also when working on smaller files (potentially possible to be sent by e-mails), file sharing tools are advised to be used, as we can benefit for example from file versioning, etc. and it is more secure to share files using those tool, than to send them by ordinary e-mails. Another example, deciding on a common date for a meeting/event can be challenging, when working in a bigger group (other youth workers and youth

information workers have also other responsibilities and person life; young people attend school or/and other forms of education, they work, have family responsibilities, etc.), but when using such sharing tools as for example Doodle, everyone can easily add dates, vote for the best date, etc.

## SOCIAL MEDIA TOOLS

As you are now probably aware, social-media is an important media nowadays and it is broadly used by various brands and organizations. Social-media tools are especially used by social marketers. But even if you are not a social-media ninja, but you use social-media in your work, having good social-media tools make your work much easier. Social-media is a real jungle, different websites, apps, so also various apps, integrations, add-ons, etc. to handle different social-media. But we can group those social-media tools to such groups as: social-media management tools, visual media tools, social-media insights (like tools to determine what is trending for certain topics or keywords) and analytics tools, Internet monitoring tools, promotion tools, automation tools. Such social-media tools as: Hootsuite, Canva, Infogr.am, GIPHY, BuzzSumo, Facebook Insights, Facebook Ads, Brand24 can be listed from this group.

As almost 100% of young people use social-media, it should be natural for youth workers and youth information workers to implement them in their work and for the organizations/institution in which they work, to be present in social-media. As for some youth workers and youth information workers social-media can be quite challenging, using social-media tools can ease such use of social-media in youth work and youth information, as: finding and posting youth work/youth information related content, making infographics to present data and information in a more visual way (visual way is more natural for social-media and easier to experience for young people), promoting youth events, inviting young people to take part in projects (for example youth exchanges), to monitor mentions about their organization/event, etc.

## WEBSITES TOOLS

Websites tools help you build your own website even without the need to write any code or enrich any existing website. With various webapps and offline website builders it has become quite easy to build an online presence with a website. Other websites tools can provide such features for existing websites as: search engine optimization, site-speed testing, social-media integration, website analytics, website visitors interaction (for example via on-line chat, forms, etc.), blog-ing and calendar integrations, image galleries, validation tools (html validation, links validation, etc). Such websites tools as: Google Webmaster Tools, Google Analytics, tawk.to, Wix, Shopify, storm-up.com, various CMS (like Joomla or WordPress) can be listed from this group.

As many young people find the majority of information on-line, keeping an organization's website updated and using it as a source of information for young people, requires quite some work and sometimes even some coding experience. In the same time not many organization have people with those skills inside the organization. But such website tools as Wix, Shopify, storm-up.com can help to create and update websites without coding experience, so every youth worker and youth information worker can update a site on their own, without coding experience and in a relatively small amount of time. As Internet users nowadays are used to have their questions answered on-line it makes sense to integrate a for example chatbot or live chat support on a website. Using such website tools as for example tawk.to makes the task of youth information or simply answering questions, that would end-up as e-mails in our organization's mailbox, easier and fully online - questions can be answered in real time.



# Review of selected on-line tools with practical tips and tricks

In this chapter you will find a short review of different selected on-line tools from the following groups of on-line tools:

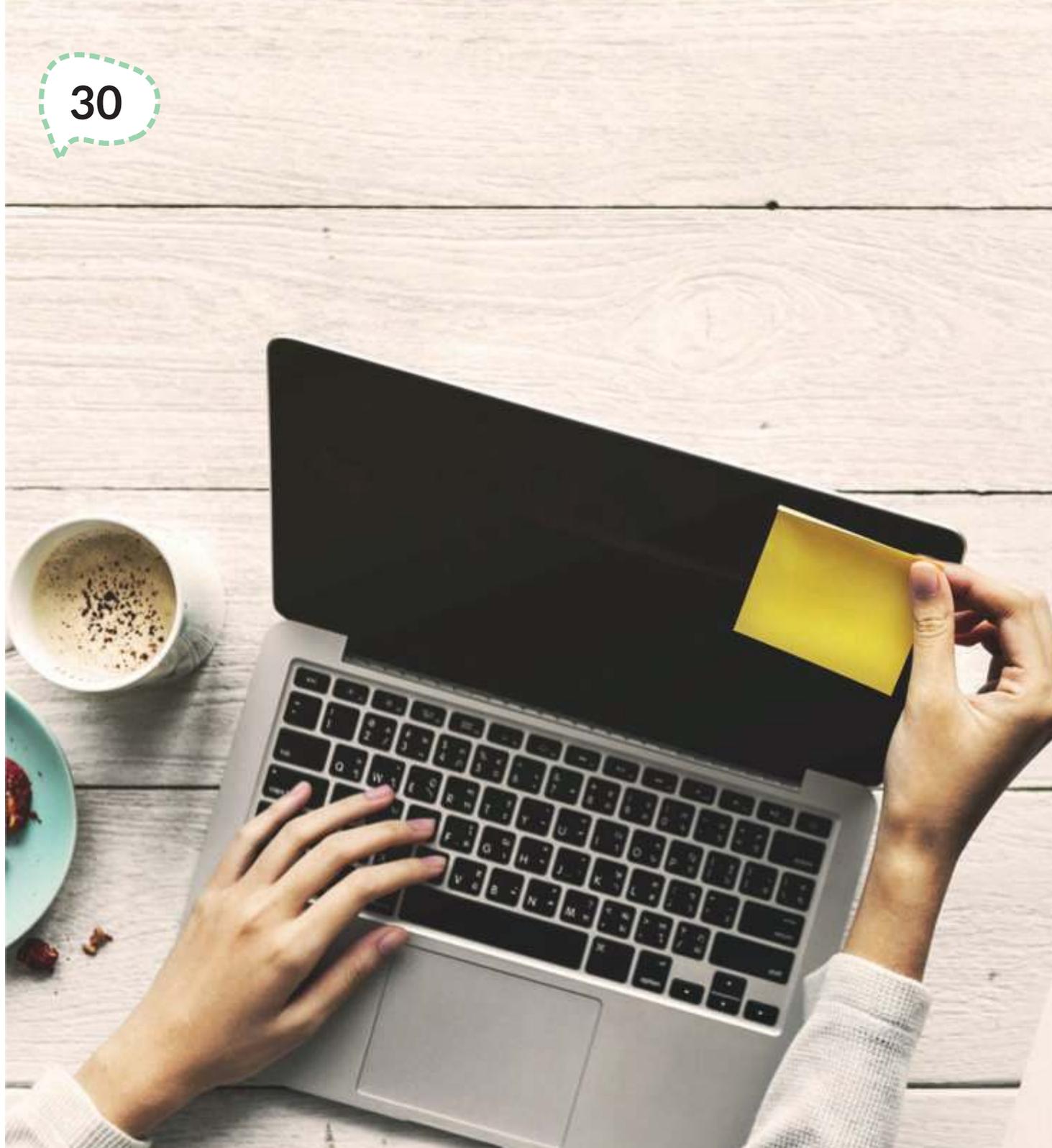
- communication tools,
- project management/tasks tools,
- content collaboration tools,
- sharing tools,
- social-media tools,
- websites tools.

In each review we are focusing on highlighting benefits coming from using those on-line tools for: young people, including youth in a NEET situation and youth workers, youth information workers.

We also provide a short part with practical tips and tricks on how to implement some of the showcased on-line tools in everyday youth work and youth information work.

This chapter we will focus on just some on the available tools, as an example. Online tools that will be further elaborated in this part:

- Google Keep,
- Trello,
- appear.in,
- Conceptboard,
- MindMeister,
- Hootsuite,
- Doodle,
- Scoop.it!,



- Biteable,
- Storm-up,
- Rebrandly.

We consider those tools as easy to use by young people, including youth in a NEET situation and youth workers, youth information workers. The selected tools are either free of charge or with different price versions, including also a free version.

**GOOGLE.COM/KEEP**



We can summarize Google Keep as a tool to organize everything, starting from ideas and projects notes to different personal things, like shopping lists, household chores, etc. Google Keep is a note-taking and syncing tool. It has an Android and iOS app, it is offered as an extension to Chrome and also has a web version, but there's no desktop client.

With Google Keep you can add memos, notes, lists, photos and even record a voice memo, which can be transcribed. All this data is uploaded to a server and later you can access them from any of your devices (smartphone, laptop, tablet, desktop) with an app or via web-browser.

Google Keep is totally for free and to start using it, you only need a Google account, no advanced setup is needed. What is important, there's no limit to how many notes you can create in Google Keep. Also no monthly bandwidth limit, etc.

As Google Keep offers also the possibility to add reminders to notes (at a particular time or for a particular location; set them to repeat and even snooze them), it can even be considered as a simple task-management tool. Further you can share your notes, add other users to delegate tasks (using the feature to make to-do-lists). While web-browsing you can also add web content, including links, selected text and images, to Google Keep. The app offers a built-in character recognition feature (OCR), thanks to which you can even extract text from pictures.

Unfortunately there aren't any rich-text formatting options, like in a typical word processor (but for documents editing you can use for example Google Docs)<sup>5</sup>. But the simplicity of Google Keep is actually its advantage, compared to other available note-taking tools, which sometimes try to put simply too much in one product. Google Keep really is focused on simple and effective note-taking and synchronizing your content to be updated and available for your whenever and wherever you need it. How exactly you can work with Google Keep? Google Keeps organizes all your notes into cards that appear once you open your app<sup>6</sup>. You can categorize your notes by topics that you need and then search them by specified keywords. Labels and color coding can be added to the notes in order to organize and quickly retrieve them. All notes can be converted to Google Docs, so you can convert your notes to full documents and what is more important multiple notes can be changed to a single document in Google Docs<sup>7</sup>.

Google Keep seems like a great tool for note-taking and syncing data. It can be a personal or work notebook for youth workers and youth information workers. Further teams of youth workers and youth information workers can cooperate together, shared notes, to-do-list, etc. It will certainly boost-up team productivity and effectiveness. Also this tools should be also great for young people, including youth in a NEET situation, for their personal notes, to-do-lists, education notes, creative work. Users of Google Keep can note everything what it on their mind and save this for later, get reminders about it, etc. Google Keep can work really for education purposes (doing research for a school projects, collecting school notes, etc.), job searching (saving interesting job ads, making notes for a cover letter, making a to-do-list regarding a job interview, etc.), but also in everyday personal things, like shopping lists, household chores, etc.

<sup>5</sup> <https://www.cloudwards.net/google-keep-review/>, access 19.09.2018

<sup>6</sup> <https://www.computerworld.com/article/3026239/android/google-keep-3-years.html>, 19.09.2018

<sup>7</sup> <https://www.softwareadvice.com/project-management/google-keep-profile/>, 19.09.2018

TRELLO.COM



Trello is a really good collaboration/project management/tasks tool, which can be used for any planning tasks and projects. Trello is a web-based tool with mobile applications, both for Android and iOS and it even has a desktop version. Further Trello has support for other popular tools, like: Google Drive, appear.in, Dropbox, Hootsuite, Conceptboard (all further elaborated in this chapter), etc., which makes Trello even more impressive.

Trello offers a digital board, where you can add lists and then to each list you can add cards. Each card individually can store different data, like: text, checklists, images, attachments, deadline dates, colored labels, notes. Thanks to this you can create, organize and prioritize actions. You can collaborate together in a team, meaning: sharing content, adding comments, attaching documents, assigning tasks to individual users or teams and even setting deadlines<sup>8</sup>.

What makes Trello a great collaboration/project management/tasks tool? It is really easy to use and at the same time it can be easily customized and adapted to your personal and team's needs. It also offered many powerful features, but still keeping the whole tool really simple, - basically you can drag and drop things.

Trello has a free version and two versions of paid accounts. The free version is not limited to a number of boards, lists and cards, users, etc., so this versions should fit perfectly the needs of young people, including youth in a NEET situation and youth workers, youth information workers. Files upload are however limited to 10 MB per file, but you can use different cloud storage services, like: Google Drive, Box, and Dropbox. The paid versions offer extra plugins for business tools, a possibility to add bigger attachments (up to 250 MB per file), extra monitoring of custom security features<sup>9</sup>.

Trello lets teams to cooperate on projects, even when team members are working in different locations, as it offers an online workspace, thank to which teams can manage all kinds of work. But Trello doesn't offer such features as time-tracking components, reporting tools, Gantt charts (but it has a big offer of plug-ins integrations), but it uses a visual kanban-style work methodology.

How to get started working in Trello? As you might already know this tool uses a Kanban approach, instead of timeline based structure. We can imagine this approach as 3 lists with names: To Do, Doing, and Done. In the To Do list you/users can add tasks which need to be done. From this list team member pick or they are assigned to a task (with the possibility to set a due date also), which then are moved to the Doing list. When each task is completed, the person who was responsible for it, must move it into the Done list. This way all team members can easily see the current status of each tasks and follow on the work of others, as in Trello each card can have many details<sup>10</sup>.

We can imagine Trello as a tool for collaboration, project management, assigning tasks, that can be used also by youth workers and youth information workers. Youth workers and youth information workers are usually working with projects and in teams (many times with team members in different locations). Projects in Trello are represented by boards and tasks, as cards. In each task, so in each card users can add extra data, discuss a task in real-time, to track the projects' and tasks' progress. What is really useful, users get instant notifications alert, when a new task have been assigned to them or when updates/changes were made in the projects' boards or when they are mentioned in a comment. Users can get notifications in the app and also via email, browser and even mobile push (notifications are sync across all devices used by a user). As many times, the projects on which youth workers and youth information workers are working, require a bigger team, so many team members (for example staff at the organization, volunteers, project partners staff, volunteers, etc.), in Trello you can invite to your board as many users as you may need and still no additional cost are involved even in the free version. All stored data is kept private and secure, with SSL/HTTPS connection<sup>11</sup>. As configuration is quick and easy, thanks to an easy interface, getting start should not cause any problems for youth workers and youth information workers, they can set-it-up fast and with no special skills or even without the need to ask for help from IT staff. So Trello really helps to keep the staff and the whole organization organized.

Young people, youth workers and youth information workers, can organize also their private life on Trello. It works great as a personal productivity management tool and for sharing resources between friends and family.

<sup>8</sup> <https://www.softwareadvice.com/project-management/trello-profile/>, 19.09.2018

<sup>9</sup> <https://trello.com/pricing>, 19.09.2018

<sup>10</sup> <https://www.pcmag.com/article2/0,2817,2487001,00.asp>, 19.09.2018

<sup>11</sup> <https://reviews.financesonline.com/p/trello/>, 19.09.2018





appear.in is a web-based video calling app and collaboration tool. Anyone can start their video meeting even with no software need to be downloaded, but from October 1st 2018 rooms need to be created and owned by someone (up till this date no registration was need and alternatively after registration you could claim a custom name of a video room, for regular meetings). What is really great about appear.in it requires no flash, no plugins, etc. and the whole video calling takes place in the web-browser, with secure SSL encryption and with no content stored on Telenor servers (appear.in is produced by this Norwegian telecommunications company).

How to start using appear.in? It is really simple, any room you create is automatically linked to your account. Then people just need to write <https://appear.in/name-of-your-room>, where name-of-your-room is literally anything that will be easy to remember (and is not owned by other users, who are registered). This will start a video conversation and your microphone and camera will start to be used (you may be required to grant appear.in access to your camera and microphone, when you will be using appear.in for the first time or with a new web-browser). Instantly you will see yourself on the screen. Now you just need to invite other people to the video meeting. You just have to send the link to your room. When another user joins the room they also need to grant access to their camera and microphone for appear.in and they will now be able to fully participate in the video meeting. Now you can simply have your video meeting, during which you can use a chat and the feature of screensharing<sup>12</sup>. The video and sound quality is really excellent. What is also important the guests of a video meeting don't need any account (they just need to enter the provided link to your room).

appear.in has two pricing plans - a free version and a pro - paid version. In the free version, which is our focus, there can be 4 participants in a video meeting and you can have only 1 room. No custom branding and no recording feature is possible in the free price plan. In both versions you have access to such options as: stickers, Trello and YouTube integration, drag and drop videos, etc<sup>13</sup>.

Youth workers and youth information workers can use appear.in for user-friendly one-click video on-line one-to-

one meetings, when they are working in different locations. Also they can use it for video conferencing in a larger team of co-workers. appear.in will work also great for conducting face-to-face virtual consultation meetings with young people, including youth in a NEET situation.

Young people can use appear.in for talking with their friends and family or anyone else in a situation when they can't meet in the same location.

CONCEPTBOARD.COM



For many people a standard blackboard or a whiteboard, flip-chart, is a great tool for brainstorming, planning, drawing, teaching, etc. But with team members in different locations, it is really hard to often host a group session. So this concept was some time ago transferred to the digital space. Conceptboard is just one of those kind of apps.

Conceptboard provides on-line whiteboards on which teams can share their ideas and track progress on different visual projects. Users can make draft designs, visualize ideas and elaborate on their concepts.

With Conceptboard users can create a mood board, a market research board, a design feedback board, etc. To start a board you can drag and drop images and files directly onto a board from a website or from your computer, paste screenshots from clipboard. Then other users can draw, write, pin notes, etc. on a board. Using Conceptboard this way lets you quickly collect visual ideas and feedback to your board. All this collaboration is in real-time and Conceptboard has even a simple task management option, as well as approval, versioning and moderation functions (those more advanced functions are not however available in the free version)<sup>14</sup>.

The tool is really powerful, as users can drag and drop various files: any Word documents or Excel spreadsheets, also PDF files, Photoshop documents, etc. Conceptboard

has an integrated chat for each board, so users can discuss the board in details or have a quick conversations about it. With this tool you can share your board and sharing offers different options like: password protected boards and links and also read only boards for guests<sup>15</sup>.

Conceptboard has 4 different pricing plans. One of them is a free version and the other three are Business, Enterprise and On-Premises paid versions. The free version offers simple visual collaboration for an unlimited number of users and as many boards as we need. The free version compared to the paid versions is however limited to the number of objects per board and the amount of storage (500 MB in the free version). All data is kept in a cloud storage, which you access through a secure and encrypted connection<sup>16</sup>. To start using Conceptboard no installation is needed, you can start collaborating once you have registered your account.

Youth workers and youth information workers often need to collaborate on ideas, notes, marketing materials (like posters, leaflets, etc.), websites (both design and content), review them, etc. Working on this kind of content using a visual approach is much easier. For example it is easier to draw "by hand", highlight, add shapes, stick notes to an exact element of a design, leave feedback directly on a content, than to write a long and descriptive e-mail about the needed changes in a design. It saves time and boosts-up productivity.

Young people can use Conceptboard to brainstorm regarding a school project, ask for feedback regarding their CV or any kind of visual material, etc.

<sup>12</sup> <https://www.makeuseof.com/tag/move-google-plus-hangouts-appear-really-good/>, 19.09.2018

<sup>13</sup> <https://appear.in/information/pricing/>, 19.09.2018

<sup>14</sup> <https://cards.producthunt.com/cards/comments/260208?v=1>, 19.09.2018

<sup>15</sup> <https://getvoip.com/blog/2016/09/14/online-whiteboard-collaboration/>, 19.09.2018

<sup>16</sup> <https://conceptboard.com/plans/>, 19.09.2018



MINDMEISTER.COM



MindMeister is a mind mapping tool, which works on-line. Mind mapping is a really good tool to visually organize information in a kind of a diagram, which shows relations between words/images/etc. added to the diagram, with a concept in the middle and branches in different directions.

Using MindMeister enables you to create mind maps just using your web-browser, no software download is needed. In MindMeister you can choose one of the mind maps layouts and themes and also it is possible to customize maps with colors, styles and formatting, enrich mind maps with images, video and attach files (not all options are available in the free version). Compared to other software and web-browser tools, in MindMeister you can share your maps with other users and collaborate on the map's content in real-time. Other users can comment, vote on each idea in the mind map. This way you can get feedback instantly. Once you have created your mind map you can invite via e-mail other people to collaborate or share the mind map with a link. Furthermore you can set who can edit the mind map and who can only view it<sup>17</sup>. MindMeister offers also a history mode, which lets users to go back in time and review all changes on a mind map. In the history mode all changes are set in time, using a horizontal bar, and color coded. This makes easy to check who contributed to the map, with what and when. MindMeister has also two other interesting features, which makes this tool outstandable, compared to other similar software and on-line tools. The first feature is a simple project management option. In MindMeister you can turn ideas into tasks (inside the mind map editor) and assigned those tasks to users, add due dates, set e-mail notifications, etc. The second feature allows users to create a presentation - mind map's elements can be turned to slides and presentation can be done from the map editor (it is also possible to export it)<sup>18</sup>.

MindMeister has 4 different pricing plans. One of them is a free version and the other three are Personal, Pro and Business paid versions. In the free version you can create up to 3 mind maps, which is a big drawback, but still you can use the real-time collaboration options. Having a paid Personal account (only 4,99 Euro/per month, as on 19.09.2018, but you can pay even less as a student, educator or school with special academic and NGO plans) lets you create unlimited mind maps and also use such more advanced features as: file and image attachments, image and PDF export<sup>19</sup>.

Young people, including youth in a NEET situation and youth workers, youth information workers can use mind maps and MindMeister for: brainstorming (collecting ideas, both privately and in a group), planning (plan events and campaigns, make meetings agendas, outline plans, etc.), taking notes (during a lecture or a conference, meeting minutes, etc.), teaching and learning (easy visual way to present, understand and memorize complex topics), presentations (visualize ideas, present organization charts, etc.).

HOOTSUITE.COM



As we previously wrote social-media is an important media nowadays, so it also needs good tools.

Hootsuite is a social-media management tool. Currently it is one of the most popular tools of this kind in the world. With Hootsuite you can work with many different accounts on different social-media networks, including: Facebook, Instagram, Twitter, LinkedIn, Pinterest and YouTube. If you or your organization has accounts on different social-media networks, you might experienced that it is hard to keep all of those profiles updated. Using Hootsuite lets you integrate all those different social-media networks accounts into one account. This way with only a single sign-in you can view, schedule and post materials on the



different platforms integrated in your Hootsuite account.

How to get started with Hootsuite? Of course you need an account (Hootsuite offers also a free account, you can read further about the different accounts types in the text below). Once you have your own account, you can add your different social-media accounts (you will need to provide the login and password for each social-media account, that you want to integrate in Hootsuite, so grant Hootsuite access to your social-media accounts). After this easy set-up you can manage multiple social-media profiles from a single place, the Hootsuite dashboard<sup>20</sup>. Now you can also set-up tabs and streams to customize and categorize social information and start creating materials that will be posted on: one, some or all your social-media accounts, at a certain time (so even when you are not on-line). You can also run some basic analytics, to see if your posts are really working and there are also options to collaborate in a team (delegating tasks)<sup>21</sup>. Hootsuite also runs a Hootsuite Academy, so a platform with different free and paid course on such issues: as Hootsuite Platform Training (to get to know the Hootsuite platform), Social Marketing Training (to develop basic social marketing skills), etc.<sup>22</sup>

Hootsuite has 5 different pricing plans. One of them is a free version and the other four are Professional, Team, Business and Enterprise paid versions. In the free version you can manage 3 different social-media profiles (please note that if you want to manage for example different Facebook pages, each of them is counted as one social-media profile, even if you are managing them from one Facebook account). Using the free version also limits you to 30 scheduled messages, meaning that if you reach those 30 scheduled messages, you will not be able to add more. You will need to delete one of those 30 scheduled messages or one will need to be posted, to allow you to add another future post. With the free version you will not be able to collaborate. If you want to use the more advanced features you will need to register a paid account. But if you represent an NGO, you can fill in a Non-profit Discount Application and get a 50% discount on Hootsuite Professional and Team Plans<sup>23</sup>.

We can imagine that this tool can be used by youth workers and youth information workers, rather than by young people. Those youth workers and youth information

workers who use social-media in their work (and it should be natural for youth workers and youth information workers to implement social-media in their work, as almost 100% of young people use social-media) can easily organize their posting and content with Hootsuite.

<sup>17</sup> <https://crozdesk.com/collaboration/mindmapping-software/mindmeister>, 19.09.2018

<sup>18</sup> <https://www.mindmeister.com/content/features>, 19.09.2018

<sup>19</sup> <https://www.mindmeister.com/mind-map-pricing/comparison?edu=0>, 19.09.2018

<sup>20</sup> <https://makeawebsitehub.com/hootsuite-review/>, 20.09.2018

<sup>21</sup> <https://hootsuite.com/get-started/free>, 20.09.2018

<sup>22</sup> <https://education.hootsuite.com/collections>, 20.09.2018

<sup>23</sup> <https://hootsuite.com/plans>, 20.09.2018



## DOODLE.COM



Doodle is a really handy and easy tool to use. With Doodle you can make various common decision (like picking a date for a common meeting, deciding on a logo version, etc.), by polling. Polling means that users are choosing an option/options from the provided list of options (for example dates or versions of a logo) and the option which gets the most votes is chosen.

With Doodle you can eliminate unnecessary e-mails that team members would need to write and exchange to make a common decision. With Doodle in just a few click you can create a simple pool, add options to the pool (for example dates for a meeting and/or hours - so time slots), invite users to participate (participants of a poll don't need to create any accounts to vote) and even set up more advanced options. Doodle offers such more advanced options as: Yes, no, if need be (participants can indicate if an option is not ideal for them); Limit the number of votes per option (first come, first served, once the spots are filled, the option is no longer available), Limit participants to a single vote (participants can only select one option); Hidden poll (participants' names, comments and votes are confidential, so only the poll owner can see this data)<sup>24</sup>.

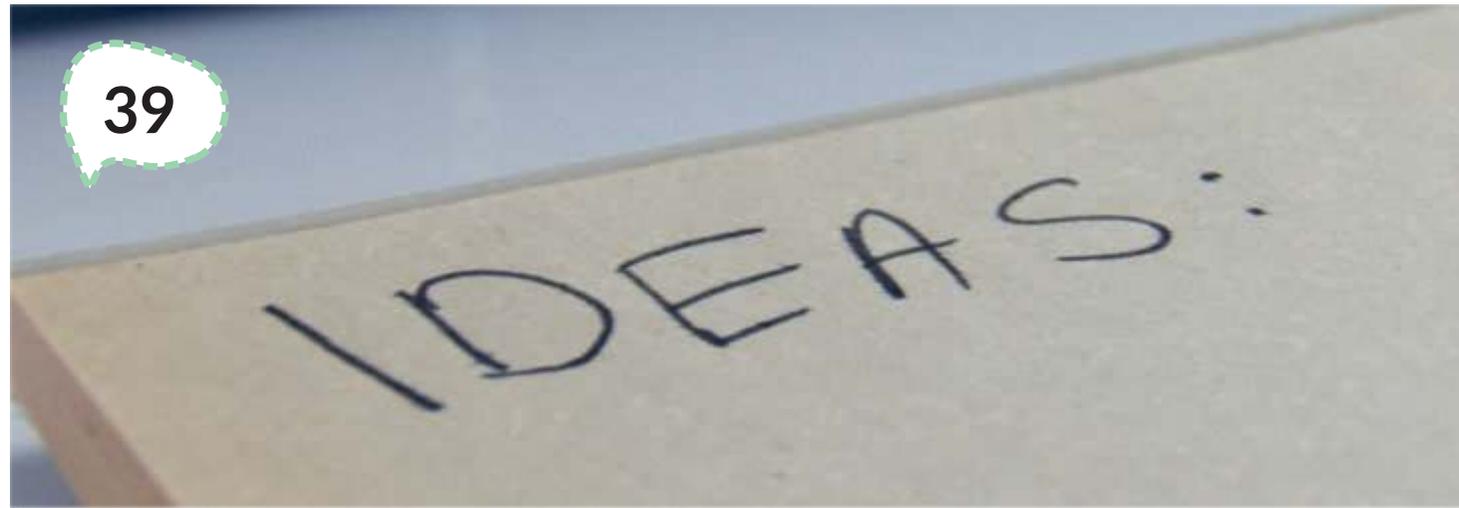
To start using Doodle you don't need to even register an account and no software installation is needed.

Doodle has 3 different pricing plans. One of them is a free version and the other two are Private and Professional paid versions. In the free version you can basically do the things that Doodle is used for - run your own polls. The paid versions offer you, among other, an ads-free version (no ads on poll website) or a custom design and some user management options (also team collaboration)<sup>25</sup>.

Doodle can be used both for individual purposes by young people and adults and for work-related purposes, including by youth workers and youth information workers. If you

need to schedule a private or work-related meeting with any (small or big) group of people, decide on an event date, sign up for an interview/appointment time slot, manage shifts for employees, etc., Doodle is an easy on-line tool to do it.

so much information on the Internet, using such tools as Scoop.it! enables you to find good quality information and avoid using "fake news", spam content, etc. Once you discovered good content, you can publish curated content to your website, newsletter or social-media profiles<sup>28</sup>.



## SCOOP.IT



Scoop.it! is a content curation tool. Content curation is a process of gathering information, which are relevant to a particular topic<sup>26</sup>. In other words: "content curation assembles, selects, categorizes, comments on and presents the most relevant, highest quality information to meet your audience's needs on a specific subject"<sup>27</sup>.

Scoop.it! as a content curation tool, which organizes content into the most relevant topics and identifies trending content based on your keywords. You can keep track on content from various source and organize them into groups. This way you can find, create and curate content for a blog, website, or social-media profiles. You can also filter the selected content by date or by rank (according to relevance, freshness or popularity). As currently there is

Scoop.it! has 4 different pricing plans. One of them is a free version and the other three are Pro, Plus and Enterprise paid versions. In the free version you can have unfortunately only 1 topic page and you will get 50 scoops to this topic page. Further you can only add 1 social channel, to which you will share content<sup>29</sup>.

Scoop.it! and generally content curation can help both individuals, including young people and youth in a NEET situation and also professionals, including youth workers and youth information workers, to: find the most trendy, most shared and discussed news regarding a topic/stories in an industry, to get ideas to produce content (for example ideas to your private/organization's blog); find sources to link to, in your own content; simply get inspired by the most popular content out there<sup>30</sup>. You can also use Sccop.it! for personal branding, this might be interesting for professionals, including youth workers and youth information workers and also people looking for employment, including young people and youth in a NEET situation. With Sccop.it! you can publish your curated content to your own topic page. This page can be further customized and even embedded to your existing personal blog or website<sup>31</sup>.

## BITEABLE.COM



Biteable is a great tool for video creation, which offers ready to use templates. Video content is perfect to use in social-media, it became really popular thanks to YouTube and is also popular on Facebook and Instagram. Some time ago making videos was quite hard, as it required technical skills, for example to make graphics. Now, with tools like Biteable, everyone can create their own video content, without any advanced skills needed. You do not need to download or install any software to use Biteable. When creating your video in Biteable you can choose various animated styles and photos scenes in live-action. Biteable has a drag-and-drop editor, you can easily change: text, colors, sound (this tool offers a large library of high-quality music), timeline<sup>32</sup>.

Biteable has 2 pricing plans. One of them is a free version and the other one is a paid version. With the free version you can make HD TV quality video and publish them to YouTube and Facebook. However you are limited to 1 GB of storage and you can only make 5 video projects per month. Also all your videos will have a Biteable logo/watermark. Having the paid version (which you can buy for only a month, when you will need it), lets you create unlimited number of videos without a Biteable logo/watermark and those video can be also downloaded. Further you have access to a big library of stock footage clips and you can upload your own footage<sup>33</sup>.

With Biteable, both individuals, including young people and youth in a NEET situation and also professionals, including youth workers and youth information workers can create impressive videos in minutes and share them on the Internet. Users can make: animated videos, explainer videos, infographics or animations, etc., for Internet use (ideal for social-media platforms), school projects, to advertise projects implemented by NGOs, personal or professional portfolios, etc.

## STORM-UP.COM



Storm-up.com is a great tool, which lets you make any existing website editable in a web-browser.

This tool is actually a CMS platform, which can be used with any website without a Content Management System (CMS). To use Storm-up you do not need to change your existing website code, so no coding skills are need. You simply need to add one line of code (which is provided), to plug this CMS to your website.

Once this set-up is done (remember, you only need to add one line of code to your website) you can update content on your website (text, formatting, images) right on your website using only a web-browser<sup>34</sup>.

Without a tool of this kind updating a website without a CMS can be hard and time-consuming. When you or your organization has an HTML website, without a CMS and you don't have the needed skills yourself, you need to send the updates to a developer who can do it and wait for those changes to be made. Once the website is updated, it may not always look as you wanted to look or your developer can make some mistakes during the update, for example when changing text or images, etc. Then you will need to approach your developer again and ask for further changes. With Storm-up updating a website is much easier and you can do it yourself, without coding. What is important all updated are in real-time, so you and your website visitors see them on-line instantly.

Storm-up has 3 different pricing plans. One of them is a free version and the other two are Starter and Business paid versions. In the free version you can update text and images on any website which has not more than 1 000 monthly visitors<sup>35</sup>.

Storm-up can be used by young people, including youth in a NEET situation and also youth workers and youth

information workers, to update any existing website (without a CMS) by themselves and without coding skills.

<sup>24</sup> <https://doodle.com/create/settings>, 20.09.2018

<sup>25</sup> <https://doodle.com/premium>, 20.09.2018

<sup>26</sup> [https://en.wikipedia.org/wiki/Content\\_curation](https://en.wikipedia.org/wiki/Content_curation), 20.09.2018

<sup>27</sup> <https://contentmarketinginstitute.com/2014/12/how-to-curate-content/>, 20.09.2018

<sup>28</sup> <https://smallbiztrends.com/2016/08/scoop-it-review.html>, 20.09.2018

<sup>29</sup> <https://www.scoop.it/pricing/for-content-marketers>, 20.09.2018

<sup>30</sup> <https://www.wordstream.com/blog/ws/2017/05/01/content-curation-tools>, 20.09.2018

<sup>31</sup> <https://www.scoop.it/build-your-personal-brand/>, 20.09.2018

<sup>32</sup> <https://makeavideohub.com/animated-video/biteable-review.html>, 20.09.2018

<sup>33</sup> <https://biteable.com/pricing/>, 20.09.2018

<sup>34</sup> <https://www.producthunt.com/posts/storm-up>, 20.09.2018

<sup>35</sup> <https://storm-up.com/>, 20.09.2018

REBRANDLY.COM



Rebrandly is a tool to create and manage branded (meaning with a custom domain name, representing your brand) short URLs.

Once you have registered your account at Rebrandly you can start to create your branded short links using the tool's dashboard. When you have a destination URL to be shorted (destination URLs are the long links you want to shorten) you copy-paste it to a field in the tool's dashboard. Then you can choose a branded domain name (you can register custom, branded domains through Rebrandly, as this tool offers over 500 domain extensions to choose from; of course you will need to pay for this domain on an early basis from now on) or use the "standard" rebrand.ly domain name. To finish making the short URL you need to also write a slash-tag or use the auto-generated slash-tag (slash-tag means the text after / - slash, in a link, for example: rebrand.ly/slash-tag) and then simply click on a "Create link" button. From now on you can use the created branded short URL in social-media, send it with emails, via SMS, etc. When someone will click on or enter the branded short URL to their web-browser, they will be redirected to the destination URL. With Rebrandly you can monitor your links, for example you can check how many clicks it gets. You can even generate a QR code for the short URL<sup>36</sup>.

Rebrandly has 4 different pricing plans. One of them is a free version and the other three are Smart, Pro and Power paid versions. In the free version you can create up to 1 000 branded links and use a maximum of 5 custom domains. The paid versions offer a lot of advanced features, but we will only mention one of them. In the first paid plan users can already benefit from a UTM (Urchin Traffic Monitor) Builder. Adding UTM parameters to your links lets you see their stats in Google Analytics. Please note that NGOs and education institutions can get discounts<sup>37</sup>.

Everyone can and should use short URLs as they are much easier to memorize, share, etc. Branded links are even more memorable, as they match your brand. Also various statistics show that branded links increase click-through rates, so they should be used for example by youth workers and youth information workers in social-media channels of their organizations/projects, on projects' or organization's leaflets, posters, work e-mails footers, etc.

## CONCLUSION

The primary aim of this chapter was to provide information on how to use innovative tools and techniques in informing young people, with a special focus on youth in a NEET situation. We decided to focus on this topic within the Intellectual output about information methods for youth in NEET situation, because young people use the Internet to spend their free time, to learn, socialize and interact with each other, especially social-media platforms are really popular among Internet users. So as the Internet and social-media, can be a valuable source of information and support for young people, also youth workers and youth information workers should focus nowadays on different innovative tools and techniques in their work with young people. In this chapter we introduced the different groups of on-line tools that can be used, giving examples from each group of tools. Also 11 different tools were subjected to a more detailed review, with practical tips and tricks.

After reading this chapter we hope that you understand the main characteristics of different on-line tools and know how to implement some of those on-line tools in everyday youth work and youth information work.

Also we hope you see a clear benefit for young people, including youth in a NEET situation and that youth workers and youth information workers, can improve their work, when using those on-line tools.

<sup>36</sup> <https://www.getapp.com/marketing-software/a/rebrandly/>, 20.09.2018

<sup>37</sup> <https://www.rebrandly.com/pricing>, 20.09.2018

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