

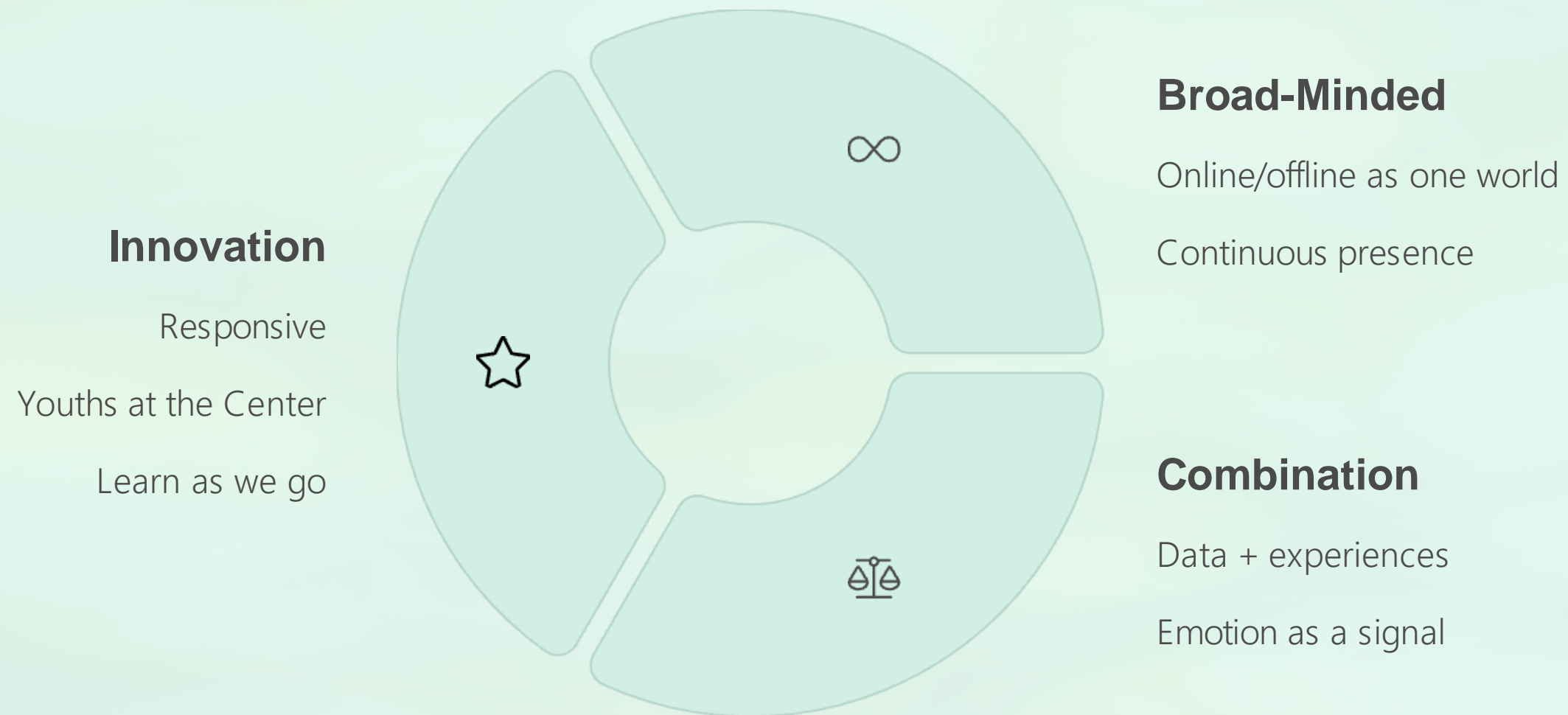


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# Broad-Minded & Innovative Working Culture in Online Youth Work

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# What Innovation & Broad Thinking Means To Us





# My Role: Online Impact Coördinator



# Listening to Youth: Polls, Data, and Depth



## Instagram Polls

youth speak on real issues (e.g. stress, peer pressure)

## Saves/Shares Data

Reveals emotional weight:  
shows where Youths' worries are  
at

## Content Strategy

Built around these insights;

A direct response to actual need



# Youth Workers as Influencers & Digital Rolemodels



## Natural authority

Youths often refer to youth workers' parental role in their lives



## Trust before Contact

By being visible online

Example: 'meet the youth worker' videos



## Direct Impact

Reels and TikToks strengthen visibility

# Trendmonitoring & Rapid Response



## Online Theme Group

Youth Workers share signals



## Partner alerts

quick interventions



## Example: Snapchat scam

Direct sharing - direct impact

# Safe Digital Spaces & Shifting Co-Creation



Back in the day: visible co-creation

Youths in screen



Shift towards Safe Digital Spaces

Privacy first






Now: Behind The Scenes

Impact without unwanted exposure



# Digital Mentoring & Youth Centered Content

-  Reels + Canva posts  
Money, Identity, Mental Health,  
School
-  Mentoring via influencers  
Peer- like guidance
-  Always includes pathways  
to help  
DM, location, partners





# Youth Empowerment: visibility with a goal

1

## Talent Based Storytelling

Youths learn to present themselves

2

## Barbershop Example

Intro in online branding

3

## Theater Alumna Example

Cross Generational Empowerment

# What This Culture Enables

