Social Network Sites and Youth Participation
Action Learning Set - Outline Programme

Action Learning Set members will come together for full day or residential sessions every month to hear expert input, join group discussion and workshops, develop practical skills, share practice and learning, and to work on shared action projects that build the capacity of public bodies to promote youth engagement through Social Network Sites (SNS).

Monthly meetings will be complemented by an actively supported online network for the Action Learning Set, and opportunities to carry on discussions between meetings through web conferencing.

Meeting 1: Friday January 23rd
Understanding Social Network Sites & exploring opportunities and risks

**Introductions:** Getting to know each other and introducing the Action Learning Set.

**Presentations**
- Introducing Social Network Sites (Tim Davies)
- Participation, consultation and commissioning in children's services (Jasmine Ali, LGIU)
- Keeping young people safe online (CEOP [Invited])
- Responding to opportunities and risks (Josie Fraser)

**Hands on activities:**
- Hands on exploration of Social Network Sites
  - Identifying opportunities and barriers for our work.

**Discussions**
- SNS and participation - mapping existing practice and new possibilities
  - Exploring responses to opportunity and risk

Meeting 2 (Residential): Wednesday 25th - Thursday 26th February
Social Media, Social Networks and Young People's Experiences

**Updates from participants** and identifying shared action learning projects.

**Presentations**
- Beyond simply SNS - integrating other social media tools (Dave Briggs, DavePress Ltd)
- How young people are using SNS (Sonia Livingstone, LSE [Invited])
- Young people's experience of using SNS
- A practitioner's view of SNS participation

**Hands on activities:**
- Social Media Masterclass - exploring tools including listening dashboards, online video, SNS pages and groups, blogging and more...
- Network Mapping - a shared workshop for young people and adults to explore the power of networks in creating change.

**Action projects**
- Time to work on action learning projects with expert input

**Discussions**
- How young people are using SNS & what it means for participation.

Meeting 3: Thursday 26th March
Approaches to SNS Participation: tools, techniques and methods

**Updates from participants** and peer-assist session for sharing practical problems and solutions

**Presentations**
- Supported Social Media (Radiowaves [Invited])
- SNS Applications - building our own tools (Steven Flower, Substance Coop)
- Engage on MySpace, or build your own network? (Tim Davies)

**Hands on activities:**
- Social Media Surgery - a chance to get expert input and consultancy on your social networking questions.

**Action projects**
- Time to work on action learning projects with expert input
**Meeting 4: Friday April 24th**

**A strategic approach:** exploring where SNS participation fits

<table>
<thead>
<tr>
<th>Updates from participants</th>
<th>Presentations</th>
<th>Action projects</th>
<th>Hands on activities:</th>
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<tbody>
<tr>
<td></td>
<td>Social Network Sites within a youth participation strategy (Tom Gaskin, Norfolk County Council)</td>
<td>Time to work on action learning projects with expert input.</td>
<td>Simulation game: exploring the use of social network sites in community consultation.</td>
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<td>How SNS participation fits into a local authority (Carl Haggerty, Devon County Council)</td>
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<td>Roundtable discussion - fitting SNS participation into your organisation.</td>
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<td>Key issues in Children's Services (Jasmine Ali, LGIU)</td>
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**Discussions**
Roundtable discussion - fitting SNS participation into your organisation.

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**Meeting 5 (Residential): Thursday 21st - Friday 22nd May**

**SNS Participation and Digital Democracy:** and sharing our learning so far

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<thead>
<tr>
<th>Updates from participants and peer assist / open space session for sharing learning</th>
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<td></td>
<td>Democracy and New Media (Mark Wheeler, London Met Uni)</td>
<td>Workshop: creating the ideal digital democracy in your town</td>
<td>Time to work on action learning projects with expert input.</td>
<td>Trend spotting - what's coming next and how can we be ahead of the curve?</td>
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<td>Digital democratic potential (Julie Glidden, 21st Century Consultancy)</td>
<td>Skill sharing session: using everyday digital media tools</td>
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<td>Youth engagement online (Members of the UKYP [Invited])</td>
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**Meeting 6: Friday June 26th**

**Activism and evaluation:** creating change and measuring impact

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<tr>
<th>Updates from participants and an opportunity to explore the future of the Action Learning Set</th>
<th>Presentations</th>
<th>Hands on activities</th>
<th>Action projects</th>
<th>Discussions</th>
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<td>Young people as activists (Tbc)</td>
<td>Extra opportunities to focus on issues that participants have raised during previous meetings and web conferences.</td>
<td>Sharing learning and reporting back outcomes.</td>
<td>Fishbowl: social network sites as platforms for activism - and the role of local authorities.</td>
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<td>Empowering young people to campaign using SNS (Centre for Local Democracy, LGIU)</td>
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<td>Show me the stats: metrics for SNS participation (Delib [Invited])</td>
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**Who is the Action Learning Set for?**
The sessions are designed for both practitioners and managers exploring the use of Social Network Sites (SNS) to engage young people in local democracy and/or organisational decision making.

**Who is leading the Action Learning Set?**
Tim Davies of Practical Participation and Jasmine Ali from LGUI will facilitate all of the sessions and the online network, with additional guest facilitators and experts at each session.

**What are the 'action projects'?**
As well as providing opportunities to share, discuss and get support for your own individual work engaging with SNS, we hope to provide opportunities to collaborate on shared project - such as drafting a clear policy framework for using SNS, and developing our own SNS participation tools.

**Where can I find out more?**
Contact Jasmine Ali at LGUI (jasmine.Ali@csn.info)