

GUIDELINES FOR DIGITAL YOUTH WORK

1.

The organizational culture encourages curiosity and experimentation

We have an open, flexible and unbiased attitude towards the opportunities that the digital media and technology offer for youth work.

MEASURES:

- In the work community, we acknowledge the digital media as a key environment for the growth and activities of young people, and the key role that digital technology plays in their everyday lives.
- We support and develop our work with the young, done with the help of the digital media and technology.
- We experiment boldly with various operating models and services that utilise the digital media and technology.

2.

Strategic planning supports long-term development

The aims of strategic planning include the coordination, management and long-term development of digital youth work.

MEASURES:

- We take the goals, measures and division of responsibilities with regard to the digital dimension into account in the action plans and strategic guidelines of our organisation.
- We collect information on the way young people use digital media and technology, and use such information in support of planning.
- We utilise the competence and strengths of employees, young people and stakeholders in planning processes.
- In planning, we take account of the strategic programmes of our organisation and the regional, national and international programmes that have a major impact on our activities.

3.

A goal-oriented approach and assessment improve the quality of activities

Digital media and technology are used in accordance with the goals set for youth work. Work and activities are developed on the basis of assessment results.

MEASURES:

- We define assessable goals for the use of digital media and technology in youth work.
- We encourage employees to use digital media and technology in line with the goals of the organisation, for instance by way of various guidelines and instructions.
- We assess activities and the achievement of goals together with the young.
- We share tried and tested assessment models with stakeholders.
- We use the assessment results in the development of our activities and making them visible.

4.

Resources are targeted at digital youth work

The implementation of digital youth work requires various resources, including infrastructure, tools and equipment, working hours and other financial and human resources.

MEASURES:

- Together with employees and young people, we identify requirements related to infrastructure, tools and equipment and other resources.
- We offer employees access to various software and applications, and innovative digital technology.
- We take account of the digital dimension in employees' job descriptions.



- We encourage the sharing of resources within the organisation and with partners.
- We evaluate the use of resources and the need for them, on a regular basis

5. The skills and competence of the work community are ensured

Whenever necessary, we know how to utilise digital media and technology in all of our work and activities with young people.

MEASURES:

- We assess the skills and competencies of the work community and the need to enhance them on a regular basis.
- We offer employees various ways of developing their skills and competencies.
- We encourage employees to strengthen their digital expertise independently and together with colleagues and young people.
- We share expertise within the work community and with partners.

6. Digital youth work is developed through cooperation

Cooperation ensures the accessibility, adequacy and quality of digital youth work and the compatibility of activities, and facilitates the development of new and innovative activities.

MEASURES:

- We cooperate with various stakeholders in the preparation, planning, implementation and assessment of digital youth work.
- We share experiences and best practices related to digital youth work.
- We acknowledge other organisations' best practices and utilise them in development.
- We seek new kinds of partnerships and forms of cooperation.

7. Digital youth work promotes the empowerment and equality of young people

Among young people, digital youth work facilitates new experiences of inclusion and ways of having an impact. Regardless of age, gender, background and other factors, the young have equal opportunities to participate and make a difference.

MEASURES:

- We encourage young people to influence issues related to them with help of digital media and technology.
- We take equality and accessibility into account in all digital youth work and our web services.
- We offer young people opportunities to participate in the planning, implementation and assessment of digital youth work.

8. Youth work strengthens young people's media skills and digital skills

Media literacy and digital skills are a must for acting in society. Youth work has the aim of encouraging and promoting critical understanding, self-expression, and other activities and having an impact via the media culture and digital technology.

MEASURES:

- We recognise the role and significance of media and technology education in youth work.
- We encourage our employees to handle issues related to media culture and digital technology with young people.
- We promote the skills and readiness of young people in using digital media and technology independently, actively and creatively.

