

CONCEPT NOTE

Workshop on: Social Networking for Youth-Led Development

Session (date & time):	September 26, 2007; 10:30 -12:00
Speakers (name, title, organization):	<ul style="list-style-type: none">▪ Creating Local Connections West Africa Coordinators (include coordinators from Nigeria, Liberia, Sierra Leone, Cote D'Ivoire, and Guinea)—this is dependent on funding however▪ Jessica Rimington (One World Youth Project)
Other sponsored participants:	
Audio/visual requirements:	
Facilitator/Moderator for the Session (name, title, organization):	<ul style="list-style-type: none">▪ Francis Cardinal (Creating Local Connections West Africa Coordinator)▪ Kirsten Jordan (Online Community Partnerships Coordinator), TakingITGlobal
Rapporteurs required? How many?	

BACKGROUND:

"The 'social networking site' is the 21st century term for virtual community, a group of people who use the Internet to communicate with each other about anything and everything."

Social networking can be a powerful and dynamic tool, especially for youth-led development efforts. This workshop will provide a snapshot of how young people are using social networks for social change, in a variety of areas (health, environment, education, etc). Key discussion points will include:

Emergence of Social networking sites

- ❖ What are Social Networking sites
- ❖ When were they created?
- ❖ How can they be used to facilitate development and dialogue
- ❖ Briefly touch on the more known ones (e.g. Facebook, MySpace)

OBJECTIVES:

Introduction to how TakingITGlobal can effectively achieve the following for those interested in using social networks for youth-led development

- ❖ Create an **online presence** (organization profile)
- ❖ Effectively **manage projects** (project pages)
- ❖ **Collaborate and network** with other similar-minded groups and youth (TIG groups, live chats, member/ organization search)
- ❖ Raise **knowledge and awareness** about pressing local and global issues (Understanding, Toolkits)
- ❖ **Expression** via digital media tools (Global Gallery, Panorama, podcasts, video, blogs, discussion boards)

Examples from Creating Local Connection West Africa Project (TIG project)

- ❖ How are they using the TakingITGlobal site to facilitate youth-led development?

Examples of other Social Networking sites (particularly youth-serving ones) - How are they fostering communication, support networks, and knowledge exchange?

- ❖ **One World Youth Project):** One World Youth Project will showcase how one bridges the gap between forming partnerships through 'social networks' and turning those connections into tangible, youth-led action?

POTENTIAL QUESTIONS:

- How have you seen/used social networks as a tool for community development?
- What does the future hold for social networks; where do you see them going?

*We also hope to be showcasing and collaborating with other GAID committee partners, such as UNFPA, to show how they are involved in social networking.

Tools that will be used during the workshop:

- TakingITGlobal's Guide to Action

EXPECTED OUTCOME:

Please explain how you intend to summarize the discussions, findings, suggestions and/or recommendations for presentation at the Wrap-up Plenary at the end of the day.

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