

Digital youth work trends as an engine to tackle youth unemployment

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Presentation available at geyc.ro/espon

The need



Back in 2010, NGO leaders kept all youth opportunities, particularly mobilities abroad for themselves



Romanian young people started to use more and more social media.

Main purposes: communication & entertainment

#1

Young people are on social media

And this is where we should be as well

#2

People don't log onto
the Internet anymore,
they are simply online
all the time

Source: [Kasperski Lab](#)

#3



Social media is much more
than just **communication & entertainment**



EUROPEAN UNION

Co-financed by the European Regional Development Fund

Inspire Policy Making with Territorial Evidence

// **GEYC Community: using online tools for community building & youth development (digital youth work)**

The figures

1

Facebook group:
main communication channel

3500+

Community members: young people (14-35 y old),
youth workers and teachers

1000+

Opportunities per year: training, festivals,
volunteering, competitions, jobs, internships, youth
events, etc.

2000+

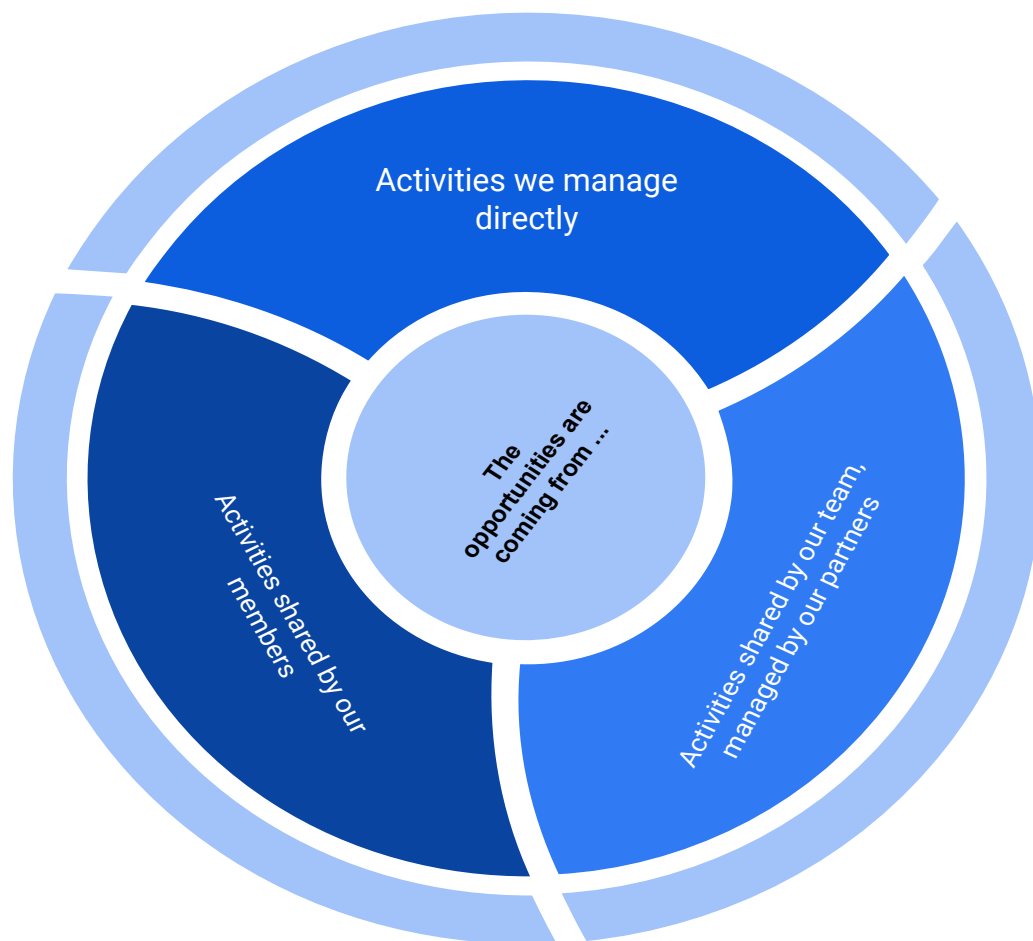
Active members every month (reached by at least
one of the community's post)

200+

Active members every month answering a call for action
(joining an event, consultation etc.)

"Here, in Romania, GEYC it's like an oasis of competence and normality and I really see this community as a reminder of E.U.'s core values." (Tudor)

How it works



Types of opportunities

Getting skills

- European mobility programmes;
- Skills oriented training;
- eLearning;

Getting experience

- Volunteering stages;
- Internships;
- Jobs;

Getting social

- Entertainment events;
- GEYC Talks;
- #invizita;

Getting support

- Cooperating with other Members;
- Getting advice / info;

Getting involved

- Consultations;
- Policy making;
- Youth representation;

Getting inspired

- European cooperation;
- Strategic partnerships;
- Exchange of good practices.

“I believe GEYC is one of the only NGOs truly involved in making a change in the community, and with the most results and successes in this direction” (Daria)



LESSONS
LEARNED

- Social media can overcome geographical distance;
- Social media can reduce power distance and bring young people closer to the policy makers;
- Young people are quite resistant to adopting new platforms, we have to be where they already are;
- Knowledge is just one click away, what it becomes more important is to have social & intercultural competences.

What did we learn?

SHARING
IS
CARING

- European mobility programmes as a way to learn, experiences other practices and adapt them to our reality;
- Fast development of youth competences in line with the current society & labour market needs;
- Developing a sense of belonging in the digital age;
- Reinventing how communication with young people works.

**How did we
tackle youth
unemployment
through digital
youth work?**

#GEYCStory

// Thank you

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