

VLGA Child Friendly Cities and Communities– Network Meeting minutes

Friday 31 May 2019, 1.00 - 3.00pm

Venue: LGPro Offices - Level 3, 58 Lorimer Street, Docklands, VIC

Chair: Virginia Lloyd (City of Casey) and Neil Rogers (City of Whitehorse)

Minutes: Sherryn Prinzi (Banyule City Council) and Hayley Crawford (City of Port Phillip)

Attended: Due to a technical issue the attendance for this meeting is not available

Agenda	Notes/Actions
<p>Welcome, Introductions and Acknowledgement to Country</p>	<p>Virginia welcomed the group and led the Acknowledgement to Country</p>
<p>Guest Speaker</p> <p>Kate James Youth Engagement Officer Banyule Youth Services</p> <p>Banyule Youth Services have been using social media sites for 10 years, as a core part of the way they interact and communicate with young people. There have been many learnings – some challenges, and many highlights. A large part of managing the effective, professional and ethical use of these platforms has been a sound understanding of how our role as youth workers can be inclusive of both in-person and online contact with young people. It has also been vital to develop strong frameworks and policies that underpin how and why we use each platform, whilst also considering the obligations under various Codes and Acts that align. Kate will speak about some of the strategies/policies used when undertaking work in this space, and discuss challenges and strengths.</p>	<p>Refer to presentation</p> <ul style="list-style-type: none"> • Background: <ul style="list-style-type: none"> - Communications is just one of Kate’s portfolios, and she spend approximately 1 day per week on this. - Banyule Youth Services use social media to promote events, programs and activities, and to communicate with young people via Messenger. - Overall they have experienced very minimal issues and very positive outcomes. - Banyule Youth Services started using Facebook in 2011, at a time when there were very few services using Facebook. Young people had said social media was their preferred method for communicating with Youth Workers. However, Council management were concerned about the risks associated with using social media and it took some persuading. Their initial concerns were surrounding ethics, duty of care, times of use, the use of personal profiles for staff and ways of monitoring and keeping track. - Relevant legislation (YACVic Code of Ethical Practice, Child Safe Standards) - Internal policies: The Banyule Social Media Policy referred to branding but was not comprehensive enough so the team needed to develop a more detailed Youth Services Facebook Policy. • Facebook <ul style="list-style-type: none"> - For the first few years, the page did not get many likes or comments.

	<ul style="list-style-type: none"> - They had 9 individual staff profiles and 4 pages. Key staff had their own profile (to allow for communication with young people via Messenger) and the generalist pages were used to share broad messages. - Young people would not reply to text messages, but would reply in Messenger. It's not uncommon for a young person to have multiple notifications and messages in Messenger, so this tool was allowing Youth Worker's messages to be one of these notifications. - It is important to be very clear about staff's availability (and to have provided emergency numbers for communication after hours). - Facebook has been an effective tool for building rapport with young people – young people like being about to check out the Youth Worker's profile or page before coming to a program or meeting. - Closed program groups have also worked very well. - The team report monthly on statistics – the case notes for Messenger conversations are documented the same way as face to face appointments. Young people are advised that because Facebook isn't necessarily secure to minimise confidential conversations (and use it mainly to organise and confirm meetings). <ul style="list-style-type: none"> • Instagram – Preferred by young people over Facebook. More of a visual too, so used for the promotion of programs and events (not direct messages). • Twitter – they found they were just using this for the sake of it, and it did not really fit service needs. The people following the tweets were other professionals rather than young people. • Snap Chat – it is quite unregulated, so they chose not to use it as a communication tool. They sometimes pay for filters for events, or paid promotion only. • Paid promotion on Facebook and Instagram has increased numbers of followers significantly. <ul style="list-style-type: none"> • Challenges: <ul style="list-style-type: none"> - Educating young people in social media skills has been a large focus. - If staff see something pop up that is concerning, it is their duty of care to follow up. However if they don't see it, they cannot do anything. One incident regarding duty of care was when a staff member saw some explicit pictures of a young person that had clearly been posted without their consent. They reported it to Facebook, who said it didn't breach Facebook's community standard guidelines. The team focused on supported the young person through the incident.
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	<ul style="list-style-type: none">• Positives:<ul style="list-style-type: none">- It has been overwhelmingly positive. Engagement has tripled since using social media.- There have been very few concerns but if issues have arisen they have been covered by the Banyule Youth Services social media policy. • Parameters:<ul style="list-style-type: none">- Staff can only access the social media via their work phones, and cannot connect with friends or family on their work page.- They make it clear to young people they respect their privacy and don't scroll through their page.- Automated responses have been set up for when staff are on leave.- Standard profile names were set up for each Youth Worker e.g., "Kate Banyule Youth" or "John Banyule Youth" with all date of births set as 1st January.- Photo permissions as per Council's p[policy- Never tag young people in images, and be mindful of using location tags. • Tips:<ul style="list-style-type: none">- posts must be frequent- have a consistent voice for posts- use the same Youth Work values as you do with your face to face work • Working together – Banyule Youth Services are looking for other Council's using social media in their Youth Services to network and share learnings. Please forward contacts to Kate if interested.
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Guest Speaker

Frank Perrone, Team Leader Youth Services and Neil Rogers, Team Leader Community Programs, City of Whitehorse

Whitehorse Creative Youth Community (WCYC), IT/Social Media use and ethics, privacy and on-line engagement.

Frank shared a case study with the group outlining the approach and engagement techniques utilised to develop the Whitehorse Creative Youth Community (WCYC).

- Background:

- In the 2014 Youth Plan, feedback from young people was they wanted Council to communicate in a more contemporary way. This led to the creation of a Parent Resource Officer role who's work involved improving communication with parents and families and distributing resources in a modern way.

- They applied for \$150,000 State Government Engage Funding, and received \$90,000. This was dedicated to a community awareness program on engaging with young people. The focus was on engaging young people who don't necessarily visit the Youth Centre or are linked with Youth Services. The overall aim was to provide young people, families and community members different avenues to access information.

- Development:

- Young people were included in the design of the project. A Steering Committee was established, with staff and two young people. These two young people were also part of a Youth Reference Group with 10 other young people. The Reference Group met fortnightly at the Youth Centre, and were crucial in ensuring the project was youth focused.

- In a co-creation workshop, the Reference Group developed the idea of an online platform/creative hub for young people to post their work and find out about Council information/resources.

- The Reference Group provided ideas on how to promote the website (stickers, flyers etc).

- A digital developer was engaged to create a trail of the site.

- Key features:

- Whitehorse Creative Youth Community is a new online platform for young people to post their creative work (music, art, film, literature) and browse the creative work of other young people in a safe, friendly, encouraging and supportive space.

	<ul style="list-style-type: none"> - They can also access a youth services directory to find out about services that are available to young people. This is more innovative than a typical youth directory. - Young people need to register to be able to submit their work, however to browse they don't need to register. If under 13 years, they need to provide a parent's email to submit work. - Once they submit work, it gets approved by a Youth Services staff member before being posted. - So far, 100 young people have registered (but more browse and view content without registering). - Resourcing: if they run a competition, there is an influx of posts otherwise it comes in gradually. The most pressing element for Youth Service staff is to make sure they approve posts in a timely manner and keep the directory up to date. Resourcing and sustainability are important. - As a result of communicating and working with young people in a manner that works for them, the Youth Worker role has moved into a more virtual space.
<p>Advisory Group Update</p>	<ul style="list-style-type: none"> • Leading the Agenda – an update on the May Leading the Agenda session hosted by the Advisory Group - The topic of Leading the Agenda in May was 'Child Friendly Cities & Communities: Empowering Children'. Neil thanked Kate on behalf of the group for her work in organising the session, it received very positive feedback from attendees and the video summary captured the key messages of the day well. The video was played to the group. To view the video visit the Child Friendly Cities and Communities Hub: https://www.vlga.org.au/resources/videos-webinars/leading-agenda-in-may-empowering-children • Webpage updates – Claire encouraged everyone to look at the Child Friendly Cities and Communities Hub and provide feedback. • Case studies: on the CFCC Hub you can see case studies from different organisations demonstrating initiatives that support children as active citizens of their community. Please continue to send through examples of this work in practice through completing the case study template online.

<p>Group Discussion</p> <p>- Question for consideration & discussion “Why should children be listened to?”</p>	<ul style="list-style-type: none"> - Feedback from the Leading the Agenda session was to ensure we ask “the right questions” when consulting young people. - To coincide with Children’s Week, the advisory group have planned an activity where all network participants are invited to pose the same question to their networks of children and young people. We will then share the answers during Children’s Week in October. - The group brainstormed the wording of the question, and came up with <i>“Adults should listen to children because...”</i> <p>And the hashtag <i>#myvoicecounts</i></p> <ul style="list-style-type: none"> - Be creative in the way you ask this to your networks, examples include social media posts, video recordings, postcards, letters. - VLGA will support the discussion to reach as many network participants as possible by sharing the key question on their Facebook Page. We will also invite the Victorian Commission for Children and Young People to get involved. - Virginia will look into funding from DET as this relates to Child Safe Standard 7. <p>All Network participants to reflect on key question and, over the next few months, provide feedback that we hope to share with the rest of the Network members at our October 25th Network Meeting.</p>
<p>Network Meeting Dates for 2019</p> <ul style="list-style-type: none"> • Fridays 16 August 1 – 3 pm <p>LGPro Offices, Docklands</p>	<p>Next meeting: Friday 16 August, 2019, 1.00 pm, LGPro Offices, Level 3, 58 Lorimer Street, Docklands</p> <p>Note: All are encouraged and welcome to attend the LGPro FY&CS Special Interest Group (SIG) 9.30am at the same location as the CFCC Network.</p>