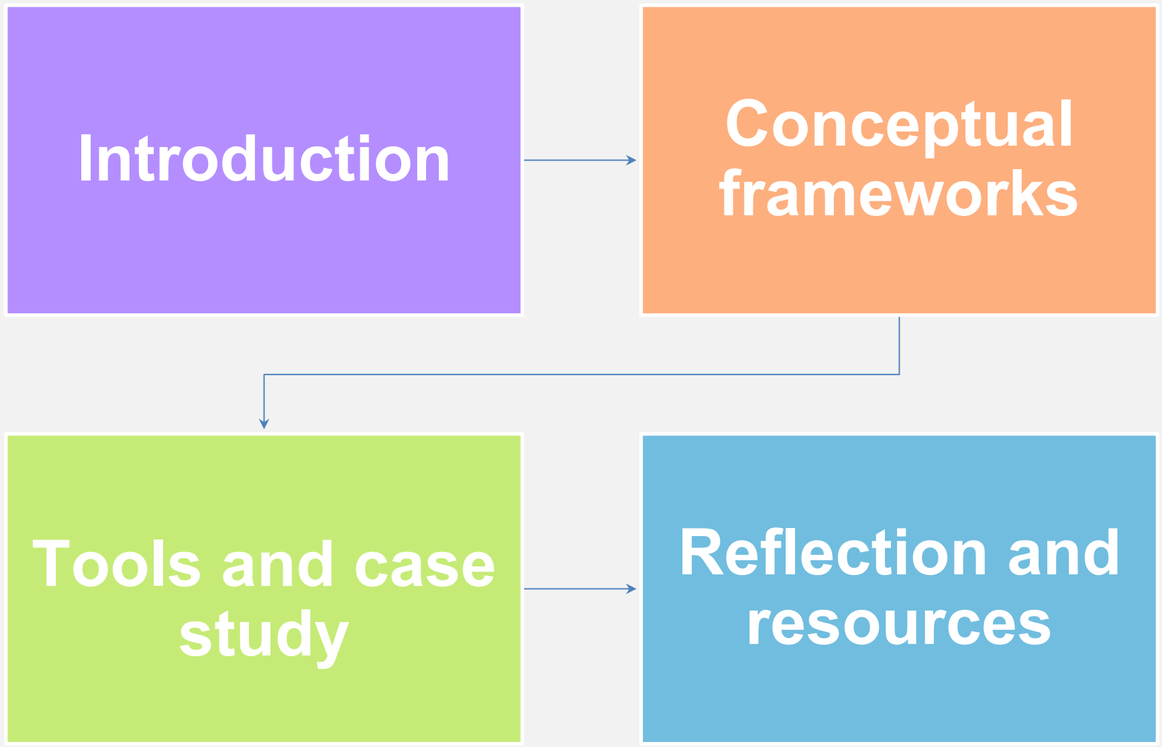
YOUTH in ROUTE

Routes for fostering sense of initiative and active citizenship among disaffiliated youth

Level 2/ Session 4 – Digital Tools for Engagement

Co-funded by the European Union 2024-2-BE04-KA220-YOU-00276965

Table of Contents



Co-funded by the European Union 2024-2-BE04-KA220-YOU-00276965

YOUTH in ROUTE

Digital Tools for Engagement

Level 2 – Application | Module 4

Social Media, Online Outreach & Digital Inclusion with Disaffiliated Youth

Co-funded by
the European Union 2024-2-BE04-KA220-YOU-00276965

About the Youth in Route Training Programme

Youth in Route is an Erasmus+ project equipping youth workers to address disaffiliation across Belgium, France, Portugal and Serbia. The training has 3 progressive levels:

- L1 Foundation – Theory & concepts of disaffiliation
- L2 Application – Practical tools & field strategies → **YOU ARE HERE**

Position of Module 4 within Level 2

Module 4 extends M1–3's relational skills into the digital sphere — where many disaffiliated youth spend most of their time, and where effective outreach increasingly happens.

- Follows L2 Module 3 (Trauma-Informed Youth Work)
- Leads into L2 Module 5 (Intersectionality in Youth Disaffiliation)

Co-funded by the European Union 2024-2-BE04-KA220-YOU-00276965

Learning outcomes

By the end of this module, participants will be able to :

- **Knowledge**: Identify digital platforms used by disaffiliated youth and the risks and opportunities each presents for outreach.
- **Skills**: Design a digital outreach strategy using two or more tools, adapted to a specific group.
- **Attitudes**: Approach digital spaces with cultural humility, respecting youth's autonomy and safeguarding obligations.



Co-funded by the European Union 2024-2-BE04-KA220-YOU-00276965

Key concept



Suggested: Youth worker typing on phone, or a youth looking at a screen in an urban context

5 key concepts for this module:

1. **Digital Inclusion**: Ensuring all young people have equitable access to digital devices, connectivity, and skills — a prerequisite for digital outreach
2. **Online Outreach**: Using digital channels (social media, messaging, gaming) to initiate and sustain contact with youth who are hard to reach through traditional services
3. **Digital Safeguarding**: The ethical and legal responsibilities of youth workers when engaging with young people online, including consent, data protection, and boundary-setting
4. **Algorithm Literacy**: Understanding how social platforms shape what young people see — including harmful content — and how to work with this reality rather than against it
5. **Blended Engagement**: Combining online and in-person contact to create continuity and reduce drop-off across a young person's support journey.

Co-funded by the European Union 2024-2-BE04-KA220-YOU-00276965

Interactive questions

Discuss in pairs after reading each scenario:

Scenario 1 – Brussels: Jamal (17, NEET) is daily on Discord but ignores calls from your centre. → How do you use this insight to reach him? What boundaries apply?

Scenario 2 – Liege: A young woman posted distressing content on Instagram but has said nothing in sessions. → How do you raise this safely? What are your safeguarding duties?



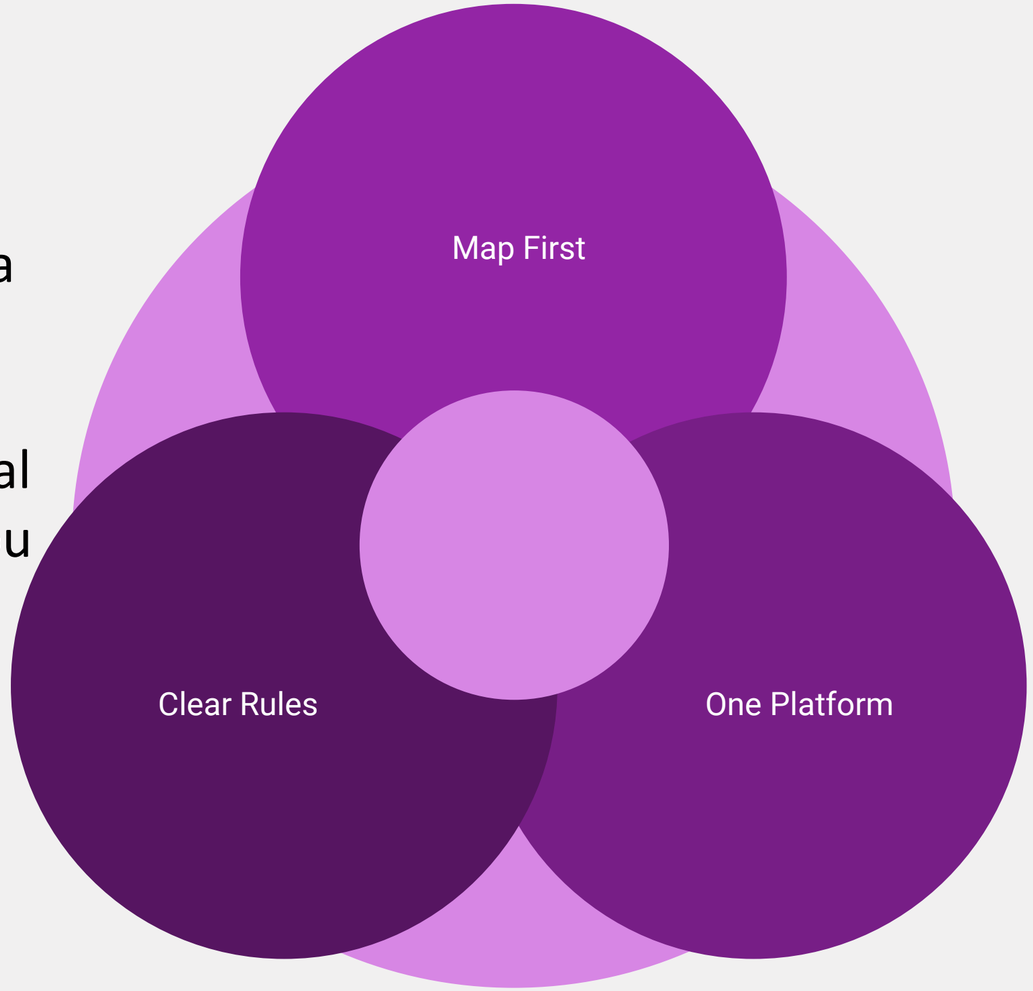
Co-funded by the European Union 2024-2-BE04-KA220-YOU-00276965

YOUTH in ROUTE

Practical tips and field tools

Be Where They Are

is a foundational principle of digital outreach that challenges a common default in youth work: choosing platforms and tools based on what the worker is comfortable with rather than where the young people actually spend their time. It is a digital application of the same logic that drives street outreach — you don't wait for disaffiliated youth to come to you; you go to where they already are.



Co-funded by the European Union 2024-2-BE04-KA220-YOU-00276965

y: WhatsApp Outreach Pilot in Brussels – Staying Connected Between Sessions

outh centre tested a WhatsApp-based outreach model to maintain contact with disaffiliated youth
ween face-to-face sessions. Informal check-ins, resource sharing, and peer group chats significantly
p-off and accelerated re-engagement.
study: “CS-L2-M4-WhatsApp-Brussels-BE” | Key result: 65% reduction in drop-off between sessions;
ipants felt more supported.



Co-funded by
the European Union 2024-2-BE04-KA220-YOU-00276965

YOUTH in ROUTE



Reflection



1. What digital tools do you currently use in your work with young people? What is working — and what gap remains?

2. Where do you draw the line between being accessible online and maintaining healthy professional boundaries? How is this boundary communicated?

3. What young person in your caseload is most digitally active but hardest to reach in person? What would a digital engagement strategy look like for them?

Co-funded by the European Union
2024-2-BE04-KA220-YOU-00276965

Additional resources

1. VIDEO: “Digital Youth Work – Why It Matters” – Erasmus+ Youth (7 min, EN)
2. ARTICLE: Council of Europe – “Digital Citizenship and Youth” (5 min read)
3. REPORT: EU Kids Online – “Young People & Digital Risks in Belgium” (advanced)
4. QUIZ: Digital Safeguarding Scenarios – Kahoot (8 questions)
5. TOOLKIT: YMCA Digital Youth Work Toolkit (free PDF, ymca.co.uk)

See facilitator notes for platform links and access instructions

Co-funded by
the European Union 2024-2-BE04-KA220-YOU-00276965

YOUTH in ROUTE



FORUM-CITOYENS-BURGERS ASBL

mindshift

CEPORA
CENTER FOR POSITIVE YOUTH DEVELOPMENT

Louis Lumière Chelles
Lycée des métiers du Commerce et des Environnements Connectés

Co-funded by the European Union 2024-2-BE04-KA220-YOU-00276965