

Amplifying Impact

Strategic Plan
2018-2020

SPUN[∞]UT.ie

By Young People, For Young People.

Our Values

Our values inform everything we do by ensuring our work reflects a shared purpose and core ethos:

- We are **by young people, for young people**
- We are **inclusive**
- We are **rights-based**
- We are **independent**
- We are **holistic**
- We are **authentic**
- We are **creative**
- We are **innovative**
- We are **dynamic**

Our Vision

An Ireland where young people are empowered with the information needed to lead active, happy, healthy lives.

Our Mission

To empower young people throughout Ireland with information, tools, resources and opportunities to enable informed decision-making and facilitate positive change in our own lives and in our communities.

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Our Funders



Our Partners




CONTEXT

Introduction

For more than a decade, SpunOut.ie has been a leading force providing vision, advocacy and digital solutions to empower young people with vital information. We understand that information alone does not amount to knowledge, and that access to reliable and relevant information must be underpinned by critical thinking and access to support and opportunities, so we can use that information to create positive change in our own lives and in our communities.



'Amplifying Impact' is our strategic framework for the next three years. It presents us with a clarity of focus for our organisation and a strategic vision and direction of travel to support our sustainable future growth, planning and development.

It provides:

- Clear and ambitious overall strategic aims and objectives
- Guiding principles for the organisation in line with our founding mission statement
- A revised Theory of Change setting out the problems we're trying to address and how we will tackle them
- A high-level action plan, building on the extensive work already carried out in 2017/18
- A measurement framework to monitor and evaluate our success

This strategic vision gets to the heart of what we do best. It consolidates our unique expertise into four integrated strategic areas, each of which builds on the foundational cornerstones of our cores strengths, existing services and identified critical levers:

- **THINK** - developing capacity in how we use our data to improve our service and contribute to evidence-informed policy-making at a national level
- **CREATE** - building a wide community of talented content creators and Action Panel members to keep SpunOut.ie by young people, for young people
- **SUPPORT** - establishing access routes to real-time supports and services for young people
- **SHARE** - growing our engaged reader community to ensure more young people can benefit from the quality information created

By focusing our work around the four integrated strategic areas Think, Create, Support & Share, we can ensure that:

- Young people in Ireland are active participants, users and creators of information that we produce for our peers
- Young people in Ireland have access to relevant and meaningful information, services and supports that help us make positive changes in our lives and in our communities

We know that it is only by involving the young people who use our service that the needs and wider challenges of our target audience can be met.

We will continue to ensure that SpunOut.ie develops the right conditions, partnerships and platforms to meaningfully empower other young people's involvement in the leadership of our organisation.

We are really excited to deliver this strategic vision for SpunOut.ie as we know it will enable us to scale the number of young people who are supported, informed and helped in their decision-making and thus amplifying our impact.

Let the journey begin!

Ian Power
Executive Director, SpunOut.ie



SpunOut.ie is Ireland's multi award-winning youth information website created by young people, for young people. Our goal is to empower young people with the information needed to live active, happy, and healthy lives.

We do this by:

- Providing easy access to relevant, reliable, supportive, and non-judgemental information to assist in informed decision-making
- Promoting help-seeking behaviour and signposting young people to existing services and supports
- Facilitating a safe and positive online community where young people can share experiences, perspectives and advice

The information needs of our young readership are identified in three ways:

1. By hearing from young people directly through outreach, surveys, our volunteer and Action Panel networks
2. By analysing the data on information consumed on SpunOut.ie and information sought on other platforms, such as Google
3. By analysing quality peer - reviewed research in the external environment

This triangulated approach ensures we satisfy the information needs of young people in Ireland as best we can within our available resources.

Youth-led

SpunOut.ie is unique. When we say we are youth led - we mean it. More than 150 young people from all over Ireland form the SpunOut.ie Action Panels, which give leadership to our organisation as well as informing our strategic planning, information content, campaigns and activities.

In 2018 we significantly expanded our Action Panel membership, from a single group of 30 young people to four regional panels of 40 members (meeting quarterly) and a 35-member National Action Panel (meeting biannually).

Beyond our youth leadership structures, we have a small, young staff team in our Dublin offices, supported by a voluntary Board of experienced professionals, including two Directors elected from our National Action Panel to ensure authentic youth leadership at every level of our organisation. The Board closely monitor our work and strategies to ensure we stay true to our mission of being a website by and for young people.

The SpunOut.ie Board of Directors is a group of expert professionals qualified in the areas of corporate governance, finance, audit, human resources, risk, child protection, legislative affairs, communications and education. These expert members are recruited through widely advertised public competitions.

Our Board is committed to continually improving the performance of our service and has engaged in numerous development projects in the last two years, including reviewing our theory of change, revising our measurement framework, developing this strategy, and certifying compliance with the voluntary Governance Code.

More than 150 young people from all over Ireland form the SpunOut.ie Action Panels

CONTEXT

Right to Information & Policy Response

A right to information

Providing quality information to young people empowers decision-making in all aspects of life. The Universal Declaration of Human Rights establishes the fundamental right to freedom of opinion and expression, including the right to receive and impart information and ideas through any media and regardless of frontiers (Art 19).

Ireland has committed itself to vindicating young people's right to access information by ratifying the United Nations Convention on the Rights of the Child (UNCRC). Under Article 17, the Government shall ensure children have access to information, particularly aimed at promoting a young person's social, mental & physical wellbeing.

Providing quality information to young people empowers decision-making in all aspects of life

The right to information is further supported under the Youth Work Act of 2001, in which the Minister with responsibility for Children and Youth Affairs is required to ensure that the information needs of young people are met.

At EU level, online youth information provision is a requirement of the European Youth Information Charter, which states: "Youth information centres and services shall help young people both to access information provided via modern information and communication technologies, and to develop their skills in using them."

Embedding online youth information in national policy

SpunOut.ie works to deliver positive outcomes for young people, in line with national policy and strategy, by:

- Providing supportive information and developmental opportunities to young people
- Signposting to the supports, services and schemes available to young people in Ireland
- Supporting the work of prevention and early intervention initiatives by addressing the crucial transition from adolescence to adulthood
- Addressing the root causes of inequality by informing and supporting young people to help us reach our full potential and become engaged citizens
- Empowering the voices of socially excluded young people and supporting young people's involvement in the planning, delivery and evaluation of services
- Increasing the evidence base in relation to best practice in the use of digital technologies to support and engage young people
- Promoting advocacy and campaigns in order to vindicate young people's rights

SpunOut.ie contributes to achieving the outcomes of several national policy strategies including; the National Youth Strategy (youth information, connected, contributing, safe & protected from harm, career information), Connecting for Life (improved understanding of, and attitudes to, suicidal behaviour, mental health and wellbeing), the Healthy Ireland Framework (healthy eating, physical activity, smoking cessation), Reducing Harm, Supporting Recovery (harm reduction relating to alcohol and other drugs), and the LGBTI+ National Youth Strategy (inclusive society and mental, physical & sexual health).

The Process

Looking forward to 2020 we want to build on SpunOut.ie's unique strengths and focus on ensuring continued sustainable growth. As we grow, we will work to retain our core values, most importantly being by young people, for young people.

In the course of our strategic planning process, we've engaged with 1,500 of our readers, the young people on our Action Panel, our Board, and our staff team. We learned a huge amount from examining emerging and established evidence as well as case studies carried out by other organisations.

We have benefited hugely from reviewing our organisation's Theory of Change. We examined closely what we do well as an organisation and reflected on what more could be done to build on our strengths and successes, to grow and improve. We also developed our Measurement Framework to enable us to monitor and evaluate progress, success and failure.

We have distilled our key findings and are taking the best of our strengths to bring a renewed focus, energy and a fresh perspective to reinvigorate our work. 'Amplifying Impact' is the result of this process and will act as our strategic framework for the next three years.

Thank you

We would like to thank the Strategic Planning Steering Committee, made up of Action Panel, Board and staff members, for their time and dedication to this process. We owe a particular note of thanks to Kirsten Connolly, Board member, who expertly chaired the group and stewarded the organisation through the strategy creation process. Thank you also to former board chairperson Chairperson Chris Donoghue for his support of the process.

Thank you to all of the readers, volunteers, funders, action panel members, board members and staff team members who gave their time and expertise to this process. We really appreciate all of your inputs and insights.

We would like to thank Sandra Velthuis of Whitebarn Consulting for her support in reviewing our Theory of Change, in developing our Measurement Framework and for designing and analysing the Reader Survey and conducting the reader and Action Panel focus groups.

Finally, we are incredibly grateful to Ciara O'Halloran and Aoibhíe McCarthy of M.CO for their hard work in researching, conceptualising, drafting and coordinating all the elements of this strategy. We are also very grateful to M.CO for donating 60% of the hours required to complete this project.

The Framework

SpunOut.ie are experts in youth information. Our expertise cuts across four inter-dependent knowledge areas; data analytics, creating content, establishing pathways to services and supports, and delivering platforms to amplify and share.

We wanted to focus on the key ingredients that are needed to support sustained better practice in information for young people in Ireland.

Our 'Amplifying Impact' strategy is about using our expertise to enable the right conditions and nurture the key ingredients, strategic drivers and capabilities that support:

- ➔ Young people's access to relevant and meaningful information, services and supports
- ➔ Young people's voice as active participants, users and creators of information

To do this, we will focus on our four knowledge areas to create four integrated strategic goals. Each goal is a close-up lens, focussing on part of what we do best.

SpunOut.ie already does far more than provide information and the future opportunity is to recognise our unique strengths and build upon them. The goals we are setting out in this plan are about reflecting our expertise that goes far beyond passive information provision.

SpunOut.ie is a place to build and exchange knowledge, tools and resources. We bring together people, skills, technology and collaborators. We transform passive readers into active participants, information into meaningful content, data into insights and access into pathways.

'Amplifying Impact' provides clarity on our existing strengths and the strategic opportunity to continue growing sustainably. The four goals allow us, as an organisation, to really focus on building on our strengths, to grow capacity, and to improve our services and supports in a sustainable way. Rooted in an understanding of the needs and opportunities for our users, the youth sector and the wider landscape for quality information services in a digital age, the goals also support the communities, collaboration and leadership needed in these areas to drive innovative solutions to wider challenges.

The plan sets out the high level goals, aims, objectives and actions across each of the four strategic areas. The executive team in SpunOut.ie will be responsible for drafting the three annual Action Plans for Board approval to ensure delivery of the strategy in its entirety.

'Amplifying Impact' sees SpunOut.ie as leaders in creating active information by young people, for young people, that will achieve real impact.

FRAMEWORK

Theory of Change

Developed with the support of
Sandra Velthuis of Whitebarn Consulting

This how we believe we achieve our mission of empowering young people with information

Trust	Engagement	Young people	SpunOut.ie	Barriers and risks	Outcomes
Low	Non-readers	Are aware that they lack information		<ul style="list-style-type: none"> Not comprehending the importance of having information Not recognising they have a right to information 	
		Want to find information		<ul style="list-style-type: none"> Overly focused on other things Not understanding the consequences of failing to find information Seeking information from untrustworthy sources 	
		Know that SpunOut.ie exists	<ul style="list-style-type: none"> Publicise site in a way that appeals to young people Use diverse promotional strategies for a diverse audience Stand out from the crowd Make effective use of former SpunOut.ie readers and volunteers Work with relevant partners 	<ul style="list-style-type: none"> Parents, teachers and other third parties can play a useful signposting role, but this also has the potential to backfire 	
	Passive readers	Are able to access SpunOut.ie	<ul style="list-style-type: none"> Provide an accessible, visually attractive, user-friendly site 	<ul style="list-style-type: none"> Low literacy Lack of access to ICT (poor broadband, poverty, parental control, etc) 	
Medium		Consume information on SpunOut.ie	<ul style="list-style-type: none"> Stress the organisation's independence and peer-to-peer model Provide authentic, credible, relevant, comprehensive, non-judgemental, holistic, meaningful information Highlight the use of professional and peer reviewers for quality assurance Follow the ERYICA Principles of Online Youth Information Consult with relevant partners about the information needs of specific groups Be transparent 	<ul style="list-style-type: none"> Believing that SpunOut.ie is too closely aligned with particular viewpoints or organisations Charity scandals Not feeling that their personal issues and experiences are reflected on the site 	Young people are more informed
		Act on the information on SpunOut.ie	<ul style="list-style-type: none"> Provide information on possible next steps Be realistic about possible shortcomings of other service providers to which readers may be directed 	<ul style="list-style-type: none"> Not being motivated to act Not having the self-esteem to act Not being in an environment that allows them to act Having a poor experience as a result of acting on information from the site Returning to being a non-user 	Young people make more positive life choices
High	Active readers	Are further inspired by Spunout.ie	<ul style="list-style-type: none"> Always be dynamic, innovative and creative Encourage sharing of content 	<ul style="list-style-type: none"> Returning to being a passive reader 	
	Volunteers	Become active members of the SpunOut.ie community	<ul style="list-style-type: none"> Encourage and facilitate direct involvement Be inclusive 	<ul style="list-style-type: none"> Economic and geographic barriers Not having the confidence to volunteer Not feeling welcomed or supported 	
	Action Panel members	Take leading roles in SpunOut.ie and act as ambassadors	<ul style="list-style-type: none"> Facilitate and support Action Panel Provide meaningful but fun opportunities to engage over time 	<ul style="list-style-type: none"> Not feeling that their input is being taken seriously Not having sufficient time to devote to the Action Panel 	

Measurement Framework

This how we measure our performance against our mission of empowering young people with information.

Outcome	Type	Metrics
Young people feel more supported	Media monitoring	Date, media type, topic, channel/publication, show, audience reach, duration/page, sentiment, hyperlink, times, related campaign, international/national/regional/local/community media
	Monitoring of outreach activities	Number of events, footfall, number engaged, link to related campaign, workshop attendance, workshop feedback surveys
	How users are accessing site	Google AdWords clicks and spend data, % accessing from a mobile device, inbound social media traffic and spend data, social media traffic aggregated and expressed as a % of total traffic
	Headline website usage statistics	Total sessions and uniques, including % of new sessions, by age and gender
	Headline social media usage statistics	Number of Facebook new likes, Twitter new followers, YouTube subscribers (including new subscribers, by gender), Instagram new followers, Snapchat new followers
	Annual reader survey questions	Location, gender, age (with a follow-on question for over-25s), relationship with SpunOut.ie, social media channels used, extent to which they feel supported

Outcome	Type	Metrics
Young people are more informed	Content listing	Type, category, section on site, related campaign, with title and hyperlink
	Content monitoring	Volume created, number of page views, pages per visit, scroll depth, avg. time on site
	Reader satisfaction	Reader survey questions (Satisfaction with quality, relevance, language/tone, social media presence) and 'Was this article helpful?' question on content
	Video	YouTube views, Facebook views, Instagram views, minutes watched, avg. view duration
	Annual reader survey questions	Extent to which readers feel informed
Young people make more positive life choices	Listing of active individuals	Action Panel members (retention, duration of term), contributors (volume of content generated, skills development events attended) and other volunteers
	Annual reader survey questions	Extent to which SpunOut.ie has led them to make better life choices, willingness for their individual story to be used as a case study, space for additional comments
	Individual stories	Case studies

FRAMEWORK

Guiding Core Principles

Content

These guiding principles inform SpunOut.ie's campaigns, content, and partnerships:

- We do reflect diverse voices, information and opinion in keeping with our organisation's values
- We do create information that is accessible, factual, relevant and non-judgemental
- We do create partnerships that align to our values and support our vision and mission
- We do support social and civic campaigns that are a strong fit with our organisation's values
- ✘ We do not support campaigns that are not a fit with our organisation's values
- ✘ We do not publish information we feel is inaccurate or does not respect our core values

Resources

These guiding principles inform SpunOut.ie's development of tools, resources and offline activity:

- Our core activity is online information - empowering young people and the youth sector through innovation in digital information
- We do provide online tools, resources and opportunities to engage young people with information
- We do create partnerships with offline services that add value to our core activity
- We do enable and connect with offline activity that supports skills and pathways for young people to be leaders in online information and content
- We do enable and connect with offline activity that provides opportunity for young people's voice in society
- We do promote and share information about offline youth services and young active citizens
- ✘ We do not deliver offline youth services or active citizenship programs for young people

FRAMEWORK

Strategic Goals 2018-2020

Goal 01 - THINK.

Goal: Produce Insights on the Real-time Needs & Views of Young People

Aim: Contribute to research for evidence-based policy and practice

Objective: Producing informative analytics and insights

Goal 02 - CREATE.

Goal: Cultivate A Community of Talented Creators

Aim: Build a resourcing pipeline of skilled and engaged talent

Objective: Providing creative tools, resources and skills development opportunities

Goal 03 - SUPPORT

Goal: Open Gateway to Personalised Services and Supports

Aim: A centralised online gateway to personalised real-time supports

Objective: Creating accessible pathways to real-time services and supports

Goal 04 - SHARE.

Goal: Grow Our Active Community

Aim: Grow our online community of engaged readers

Objective: Delivering social first, video first, interactive and shareable content

GOAL 01

THINK.

GOAL 01

Produce Insights on the Real-time Needs & Views of Young People

AIM

Contribute to research for evidence-based policy and practice

OBJECTIVE

Producing informative analytics and insights

This strategic goal will build the technology and partnerships needed to grow our capacity to produce powerful insights through data analytics and reader feedback. We will pro-actively engage with readers to understand their information content needs and views. We will also understand what information young people are searching for in other places (e.g. search engines, social, other information sources). This will drive our ability to produce evidence in support of optimising services and in the development of innovative digital solutions.

The aim is to improve policy and practice for the services and supports used by young people, not just internally in SpunOut.ie but across the sector and public sector.

As an organisation our focus will be on producing rich analytics and insight reports, linking to the academic research and providing opportunities for young people to provide feedback or input into tackling key policy or service provision challenges.

We will consolidate our existing analytics systems and expand our capacity to develop our own youth research and insights by developing a 'Data Bank' management information system. Over time we will produce an annual 'Youth Insights' report and examine the feasibility of developing a more formalised research arm for the organisation.

The Strategic Area

Data Analytics

The Strategic Driver

Evidence

The Strategic Capability

Insights

The People

Policy & Research, Digital Comms

The Technology

Analytics systems, Measurement Systems, Evidence Monitors

- Better harness the potential of our existing analytics and insights
- Use the collective experiences of our readers to develop regular real-time insights to support evidence informed policy and practice
- Strengthen our reputation as the authentic source of young voices in Irish society
- Build reputation as experts in the application and analysis of data analytics and production of insights on what young people are thinking and need right now
- Champion user-led; user voice in research, policy and practice supported by technology

GOAL 02

CREATE.

GOAL 02

Cultivate A Community of Talented Creators

AIM

Build a resourcing pipeline of skilled and engaged talent

OBJECTIVE

Providing creative tools, resources and skills development opportunities

The aim of this strategic goal will be to ensure a sustainable resourcing pipeline of active contributors and staff supported by a strong community content generation model.

As an organisation our focus will be on providing tools and opportunities for community members to develop the skills that support them to create insightful, meaningful and engaging information. This will ensure there are future champions and leaders for quality youth information that can inspire, enhance and enrich other young people's lives.

We will enhance our offline engagement with contributor members at events that promote, raise awareness and provide opportunity to learn more about these skills. Working with partner organisations we will create increased opportunities to engage young people, both online and offline, in the potential for skills development, education and employment in this sector. Over time, more formalised training, pathways to employment, a digital content youth academy and alumni network are all opportunities that will be developed.

In achieving this goal we will continue to deliver quality content by young people, for young people in Ireland and develop the capacity of, and opportunity for, young people to create and work with digital content.

The Strategic Area

Creating Content

The Strategic Driver

Relevant and Authentic Supportive Content

The Strategic Capability

Creating and Curating

The People

Active Contributor Champions, Alumni Network

The Technology

Volunteer Portal

The Tools & Resources

Contributor Guides, Online Toolkits, Training and Events

- Continue to create and provide quality content
- Build the confidence of young people to express and amplify our ideas, our experiences and our opinions
- Develop the skills of our community to produce a pipeline of future contributors, leaders and staff
- Provide guides and toolkits to increase volume of member content creators
- Support a longer term transition to an at scale content generation model; enabling greater capacity and opportunity for young people to become contributors and support our peers
- Develop targeted opportunities for skills development with content creators supporting the development of an 'alumni' network and pathways to employment
- Better engage industry and sector partners with a focus on developing key skills in digital content creation

GOAL 03

SUPPORT.

GOAL 03

Open Gateway to Personalised Services and Supports

AIM

A centralised online gateway to personalised real-time supports

OBJECTIVE

Creating accessible pathways to real-time services and supports

This strategic goal will focus on building out the technology and network of people to provide real-time supports to young people online. The aim of this goal will be to engage with partner youth information organisations to support a nationally coordinated effort to respond to real-time youth information queries.

We will deliver against this goal by developing a digital solution hosted on SpunOut.ie content that complements and is powered by the existing youth information centre network. We will also deploy a similar facility for crisis support to be hosted on or signposted from crisis and mental health content.

We will build upon this real-time support function by working with partner organisations to deliver innovative, digitally-supported solutions that can create accessible pathways and more effective bridges between young people and the services and supports they need.

The Strategic Area

Pathways to Services and Supports

The Strategic Driver

Real-time supports

The Strategic Capability

Access

The People

Youth Sector, Public Sector and Tech Platforms

The Technology

Real-time Communication Platforms

The Tools & Resources

IM tools, Digital Platforms, Analytics Databases

- Continue to create quality content for young people, by young people to signpost from
- Develop partnerships with youth information centres to facilitate engagement between young citizens and local services in online
- Strengthen role as the central gateway or 'one stop shop' for online youth information services and supports
- Create accessible pathways for young people to find the support and services they need
- Provide accessible 'bridging' solutions to connect young people with services and support
- Continue to work with national policy and public sector agencies to support and provide a central information 'gateway' for young people in key content areas like employment, health, housing, environment, education, travel, and finance
- Support innovation in signposting and championing excellent user experience and accessible user pathways
- Integrate a real-time crisis support service or signpost to one from crisis and mental health content on SpunOut.ie
- Demonstrate clearly the outcomes and impact of the real-time information query supports, bridging solutions and real-time crisis supports

GOAL 04

SHARE.

GOAL 04

Grow Our Active Community

AIM

Grow our online community of engaged readers

OBJECTIVE

Delivering social first, video first, interactive and shareable content

The aim of this strategic goal will be to grow our online community of engaged readers, supported by a 'social first, video first, interactive and shareable' content strategy.

As an organisation our focus will be on shareable content that can demonstrate reach and increased interactivity with our reader community to facilitate growth of our community. Our focus will be to improve the relevance of our content by better understanding our audiences content needs and developing more compelling content using storytelling long-form videos to increase shareability. We will also develop a strong presence on the channels our audience migrate to and between, providing dedicated resources to staff those that are most popular.

In achieving this goal we will also continue to amplify young people's voices in Ireland, raising visibility, awareness and creating opportunities to share and reflect young people's experiences and perspectives with wider society. Content from young voices is much more compelling and shareable than factual content.

We will enhance our ability to capture young people's experiences and perspectives through increased interactivity with our platforms. We will develop a fit-for-purpose content management system capable of establishing a community portal with volunteer contributor profiles. We will also establish a multimedia studio to provide the capacity to achieve our objective to increase the volume of interactive, shareable multimedia content. In time, the volume of this content will outstrip that of traditional factsheet content.

The Strategic Area

Sharing Platforms

The Strategic Driver

Reach

The Strategic Capability

Accessible, Interactive, Compelling and Shareable

The Community

Active Reader & Volunteer Community

The Technology

Content Management System, Multimedia Studio, Digital Platforms

- Make our platform more interactive and engaging for our readers by moving to social, mobile and video first, and being indigenous to platforms young people use
- Use storytelling to amplify young people's voices
- Harness peer to peer information sharing and increasingly integrate organically shareable content across multiple platforms and social media
- Increase interactivity, integrating polls and quizzes to inform analytics and insights
- Make it easier for young people to share experiences and opinions to inform and benefit other young people
- Inform young people about issues and campaigns relevant to young people and celebrate our achievements and good news
- Strengthen our role in curating and sharing news for young people from across our community partner networks
- Develop a fit-for-purpose content management system with a community portal for volunteers

APPENDIX

European Charter on Youth Information

SpunOut.ie subscribes to the European Charter on Youth Information's key principles for online information provision:

- Online youth information shall be accurate, up to date and verified. The date when it was produced or updated shall be clearly mentioned
- The content shall be based on the needs of young people. Those needs have to be identified and evaluated in an ongoing process
- The content shall be a selection of relevant, free of charge information that provides an overview of different options available. The applied selection criteria must be made public and understandable
- Online youth information shall be understandable for young people and presented in an attractive way for them
- Online youth information services shall be operable for all, especially taking into account users and groups with specific needs
- When young people have the opportunity to ask a question online it shall be clear within which time limit they will receive an answer. The answer shall be tailor-made and it shall be clear who is providing it
- When young people are included in producing content, the accuracy of the final content shall stay the responsibility of the youth information organisation
- Encouraging young people to give feedback shall be an integrated part of the ongoing development of online youth information services. The feedback shall be easy to submit. It must be then evaluated and used to adjust the content. Young people shall be made aware of how their feedback has impacted on the services
- The author and the purpose of the online youth information shall be clear and visible. If content of third parties is used, the source is clearly indicated
- It must be clear to the users who the providers of the youth information service are and what their motivation is. Full contact information should be clearly displayed. Sources of financial support shall be transparently displayed
- Online youth information services should provide methods and guidance which help young people increase their information literacy and online competences
- Online youth information services shall inform and guide young people on how to act in a safe and responsible way in online environments
- Online youth information services shall be a safe environment for young people.
- Online youth information respects and protects the privacy of the users and allows them to modify or delete their own published private data
- Online youth information services respect the copyright of third parties and are aware of their own
- Youth information workers shall be competent on the use of online tools and have information literacy skills. They shall be aware of new developments, relevant law and keep themselves informed about trends and new online practices among young people



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