

Track 2 Field Talk Session

THURSDAY, FEBRUARY 25, 2021

Building Social Capital

- ❖ **QUESTION 1: What social networking are you using (or have seen used) to build social capital with youth?**
- ❖ **QUESTION 2: What did you learn about social capital research that can be applied and implemented to increase your program's effectiveness?**

Social Media platforms

- Facebook, Instagram, and TikTok
- A newly formed social media committee to brainstorm ways for youth to interact with their peers and to really get them on board
- The We Think Twice campaign has really been a huge platform.
- Nearpod
- Facebook permission settings may limit access for 13- to 17-year-olds, but this platform has proven helpful to help keep parents informed.
- Quotes from participants may be shared on some outreach posts, which helps the young people to see themselves as ambassadors.

Social Capital

- Programs like the Ambassador Youth Program and a summer peer leader program which began in 2000 leverage youth relationships and promote community building.
- Schools are vital community partners, but with COVID restrictions, programs have had to build a lot of relationships in the community to do the program.
- Programs who work with churches and other community groups have the expectation that the participants themselves are the best recruiters. Participants are rewarded for their recruiting efforts with incentives like \$5 gift cards, which gets the young people to see themselves as ambassadors.

Virtual Workshops

- Nearpod and Mentimeter for interactive sessions and to include live polling
- Kahoot
- An app so that the LGBTQ community feels welcome in the conversation is under development.

Teen Outreach Program – Service Learning

- This nine-month program provides connections for young people in the community. They create partnerships with adults in law enforcement, Meals on Wheels, news stations, and the Rescue League. The young people build trusting relationships with the adults, and the adults see the young people as valued assets of their communities. Some teens who complete the program have gone on to become facilitators.