



Social Media: Reach and Engage Marginalized Youth

United Kingdom

28 October - 3 November 2022, Halloween week special!

Hosted by Dragon Eggs Digital CIC

We are delighted to present this rare opportunity to join us for a Social Media training course at a stunning and luxurious self-catering farm house based in Devon, South West England, UK.

Funded by the European Union, this will be a fantastic learning experience for one week where youth workers and youth leaders will exchange skills and best practices on the use of social media with a focus on improving the reach and engagement of marginalized young people.

The high-impact learning week will also test individuals' leadership skills and excel managerial, teamwork and organizational skills as each individual will play a vital role in the management of the property, teams, and delivery of activities.

We will be able to get to know each other and fully immerse ourselves in the learning experience without many distractions of the outside world. The country house is perfectly positioned in the rural English countryside known for its countryside walks, clean air and historical local villages.



Contents

- About the training course 3
 - The Activity 3
 - Objectives..... 3
 - Youthpass..... 3
 - Activities table..... 4
- Accommodation 5
- Food and beverages 7
- Participants 7
- Preparation and Responsibility of Participants..... 7
 - Application Form..... 7
 - Signed Agreements 7
 - Presentations 7
 - Special evenings..... 8
 - Flight/travel tickets and costs 8
 - Covid-19 and other restrictions 8
 - Accessing UK’s National Health Service (NHS)..... 8
 - Travel and Health Insurance 9
 - Communication..... 9
 - Positive attitude 9
 - Returning home after the activity week 9
- Responsibility of Partner Organizations..... 10
 - General responsibilities 10
 - Orientation meetings with selected participants 10
- Travel..... 11
 - Travel by Plane..... 11
 - Travel by car 12
 - Additional days in London..... 12
 - Additional support for international participants..... 13
 - Travel tips..... 13
- Financial Conditions 13
 - Participation Fee 13
 - Travel reimbursements..... 13

Personal expenses.....	14
Important Contact Details.....	14
Emergency services.....	14

About the training course

The Activity

The training course will take place in a multicultural environment, with the participants representing at least 12 countries. Here you will engage in problem solving activities within intercultural teams and experience intercultural cooperation throughout the week.

The activity will be carried out in English language.

Objectives

The training course will help us all to better understand how to use social media and hone social media strategies to reach marginalized groups of young people, and how social media can be used to share positive values and contribute to countering violent youth radicalization.

We will exchange best practices, explore social media tools, work on strategy design, and improve social media analytics skills.

We will also explore each other's cultures, exchange positive cultural values and make new international friends as a result of this transnational cooperation.

Youthpass

During the activity week the participants will be introduced to the Youthpass tool. Each participant will receive a Youthpass certificate on the last day of the training course.

Activities table

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	
Arrivals	Breakfast							Departures
	Introduction to the week		Social Media Methods	Social Media platforms and tools	Social media strategy design (group activity)		Group activity team presentations	
	Group dynamics						Round table discussion	
	Lunch							
	Expectations		Youth Engagement	Analyzing your data	Social media strategy design (group activity continued)		NGO fair	
	Erasmus+ Experiences		Identifying Opportunities	Social Media Strategy Fundamentals			Evaluation / Youthpass certificates	
	Dinner, multicultural evenings and Halloween night							

Note: Please see Participant Preparation section for details on what to prepare for the activity week.

Accommodation

The property: This is a high standard accommodation and we expect the group to look after the property wholeheartedly. We expect that the youth workers and youth leaders joining us on this training course will behave responsibly, as would be required in their day-to-day youth work roles, respect private property, and leave the accommodation as it was found.

Bedrooms: The cottage has multiple staircases with a number of bedrooms laid out in each staircase. The bedrooms range from 5 people per room to two people per room. There are multiple showers and toilets on different landings.

Double en-suites: There is a small handful of double bedrooms that have en-suite showers/baths. Therefore, there is an opportunity for national teams to nominate two participants who would like to share a double bed to enjoy a private en-suite bathroom in their double room. (Please contact us directly if you wish to nominate two participants from your national team.)

Dining room: We will have a large dining area to accommodate the group. Here we will eat breakfast, lunch, dinner, hold briefings, roundtable discussions, multicultural evenings and the Halloween dinner party.

Kitchens: The property has one large kitchen where teams will take turns to prepare meals. There are also three additional small kitchens that can be used by teams to prepare dishes for multicultural evenings, Halloween night, and other meals. We can provide basic ingredients for you, as long as you tell us what you need in advance.

Relaxation spaces: The property has multiple relaxation spaces, including several beautiful lounges where the group can chill during evenings and lots of outdoor seating. There is a pool table indoors and a table tennis outdoors.





Hot tub: Depending on the weather, other factors, and most importantly the behaviour of the participants, there may be an opportunity to use the hot tub on some days.

Heating: The heating will be timed from 6am to 10am and 4pm to 10pm. If you easily get cold please come wearing a jumper!

Rules: Please be aware that there will be rules we expect all of the participants to follow and maintain. Some of these rules include drinks and food to be consumed in designated areas of the house (i.e. the dining area). We will go through all the rules at the beginning of the activity week. However, please be informed that we expect professional, well-behaved and responsible youth workers and youth leaders to join us on this training course.

Location: We will stay at a place of great natural beauty near River Exe. The farmhouse is approximately 30mins walk from the historical town of Bampton. There you will find shops, pubs and historical sites worth seeing that include many listed buildings and other objects of historical importance, so bring your waterproof hiking shoes! For more information about the town please visit bampton.org.uk.

Food and beverages

This is a great opportunity for you to improve and showcase your teamwork skills. We will provide basic items and ingredients for breakfast, lunch and dinner. In essence, the more proactive the group is with food preparation, the better we will all eat!

For the Halloween night and multicultural evenings we encourage the national teams to get creative – more detailed information is outlined in the Participant Preparation section.

Participants

Are you a youth worker, a youth leader, or a social media volunteer at a youth organization? If so, the training course could be right for you!

The minimum age requirement to participate is 18. We encourage participants of older ages to join the training course to achieve a good age mix within the group.

As a youth worker and a youth leader we expect that you are highly professional and a responsible individual and therefore you will be able to behave maturely and responsibly at all times during the activity week.

Preparation and Responsibility of Participants

Application Form

You will receive a link to the application form once and if your organization has selected you to join us on the training course. You will need to fill out the application form to be eligible to join.

Signed Agreements

If you have been selected you will be required to sign relevant agreements with our organization, including a statement of values and a photo consent form. Your own organization may require you to sign additional agreements between themselves and you.

Presentations

Participants from each organization are required to prepare short presentations for the activity week.

Introduce your organization: prepare a short verbal presentation about your organization and your role within the organization.

Examples of good practice: Present a short example from your country for two of the three topics:

- How social media is used to reach and empower marginalized or hard-to-reach young people.
- How social media is used to empower young people as valuable partners.
- How a youth organization uses social media to respond to violent youth radicalization.

Energizers: Present a couple of nice energizers to spice things up for the group.

Special evenings

Intercultural evening: Please present food items and/or prepare dishes from your culture. You can bring ingredients (such as spices) to aid you in your dish preparations. We will get you the basic ingredients if you arrange that with us in advance, just remember to keep your recipes simple! You can also show us a game, a theatrical presentation, a dance, sing a song, hold a group discussion, or something else. No power point presentations please!

Halloween night: Monday, the 31st of October, is our special themed Halloween night. We are inviting teams and individuals to come up with recipe ideas and help prepare a Halloween themed dinner. Halloween themed activities, games, presentations are also welcome. As the international participants will be travelling with hand luggage only, we don't expect you to bring a fancy dress, however, if you have a t-shirt that fits the theme feel free to bring that along.

Flight/travel tickets and costs

Research travel options and prices. Inform us (the UK coordinator) of the details. Purchase the tickets once we agree. Please see the Travel section for further details on travel preparation as well as travel tips.

Covid-19 and other restrictions

Please follow updates regarding any Covid and/or testing related travel restrictions relevant to your own journey and situation. There are no restrictions or testing requirements to enter the UK. However, rules may vary in your country. You will be responsible for your own PCR and/or any other Covid test costs where it may be required. If you need a Covid test, please inform us in advance so that we can help you arrange it. We do not provide any advice or recommendations in relation to Covid testing or vaccinations.

Accessing UK's National Health Service (NHS)

The EU–UK Trade and Cooperation Agreement grants continued reciprocal healthcare access between the EU and the UK. EU citizens will be able to continue to use their own versions of European Health Insurance Card (EHIC) to access free or low cost emergency NHS services in the UK. Please research and obtain the EHIC equivalent card in your country, which should be free of cost.

Last updated on 23 August 2022

For example, in Lithuania - the equivalent is known as [Europos Sveikatos Draudimo Kortelė \(ESDK\)](#), and in Spain the equivalent is known as [Tarieta Sanitaria Europea \(TSE\)](#).

Please apply early as it may take a month to receive the card. Once you receive the card, please share the card details with the UK organizers – we will keep this information for the duration of the activity and use it in case you have a medical emergency.

Travel and Health Insurance

International participants must research and obtain adequate travel insurance. As a minimum, the following areas must be covered by the travel insurance:

- Travel insurance (wherever relevant) including damage or loss of luggage;
- Refunds for flight cancellations (i.e. due to airline strikes or Covid restrictions);
- Covid cover;
- Accident and Serious Illness including permanent or temporary incapacity;
- Death, including repatriation for international participants.

We do not recommend any particular insurance provider. However, airlines may offer their own travel insurances. For example, you can find out what cover is provided in [Wizz travel insurance](#) by reading their [policy in your own language](#). It is important you read the policy and check that the correct cover is provided. If you find a good international travel insurance provider that you think we should share with other partners, please email it to us and we will forward it on.

Communication

Send regular location updates to the UK organizer during your transit to/from the venue.

Inform the coordinator every time you leave the activity location or the group. We need to know where you are at all times in case we need to help you, find you, or locate you in an emergency.

If you have any issues during the week, please ask to speak to a coordinator during a break.

Maintain clear, regular and transparent communication throughout the week with all colleagues, and help others who may not be able to express themselves as clearly, or who may need a little bit of help with their use of English.

Positive attitude

We expect you to attend all the sessions of the project activity, follow the rules, respect colleagues as well as private property, behave sociably and responsibly, be proactive, helpful, motivating, and maintain a positive attitude throughout the week. A positive attitude will lead to positive outcomes not just for you but also for people around you – attitude is everything!

Returning home after the activity week

There will be a little bit of work involved after you return back home. You will be required to complete activity evaluation questionnaires and also carry out and report back on your

dissemination activities relating to the event.

Responsibility of Partner Organizations

General responsibilities

- Distribute this Infopack and other documents as needed.
- Find motivated and responsible participants that match the criteria and speak adequate English enough to benefit from the training course.
- Ensure the selected participants have completed all parts relating to their preparation.
- Assist with travel and other arrangements, as needed.
- Ensure the participants have adequate and correct health cover and travel insurance as outlined above. You may need to assist them with research and other processes.
- Ensure participants correctly fill out activity evaluation forms, including the Erasmus+ Participant Report Form after the project.
- Support the participants with dissemination activities and ensure the results are reported back to us.
- Collect and maintain participants' next of kin contact details in case of an emergency.
- Help participants claim travel insurance in a rare situation where that is required.
- Be easily contactable during the activity week in case of an emergency relating to your participants.
- Provide your participants with relevant support as and when needed.

Orientation meetings with selected participants

Sending organizations are to hold orientation meetings with selected participants to:

- Explain and establish common rules (unacceptable antisocial behaviour, i.e. physical and verbal abuse, vandalism and damage to property, as well as risks including the negative effects of alcohol).
- Explain the project and why it is important that they are active in each session.
- Ensure the participants have read and fully understood all sections of this Infopack.
- Help selected participants to understand agreements they need to sign.
- Sign them up to a Statement of Values and a Photo Consent Form.
- Help with cultural preparation.
- Guide them through the linguistic pack.
- Provide basic equality training.
- Inform them of their tasks and responsibilities.
- Take down any questions or concerns, and revert any relevant questions/concerns back to us.

Travel

Budget contribution towards travel costs to/from the venue based on distance bands:

Country	Number of participants	Max. contribution per person (Euros)
UK	4	0
Netherlands	3	180
Czech Republic	3	275
Germany	2	275
Hungary	3	275
Italy	3	275
Latvia	3	275
Lithuania	3	275
Spain	3	275
Malta	2	360
Romania	2	360
Turkey	3	540

Please note: Each individual's health/travel insurance will be included in their individual travel budget.

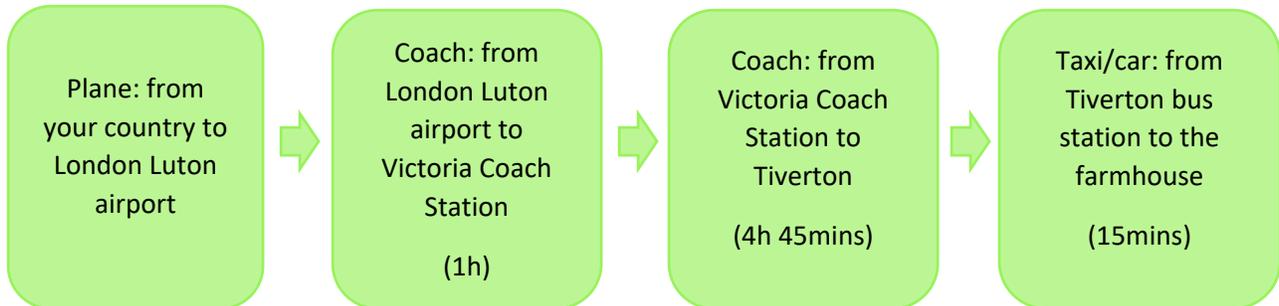
Travel by Plane

Here is where your teamwork and management skills will be put to the first test as no great rewards come without hard work and a little sacrifice. To be able to live comfortably in such an amazing country house we will have to take a long and expensive journey internally within the UK. Therefore, for everyone to fit into the travel budget the participants will need to travel with hand luggage only and support the UK team with early flight bookings, select lowest cost options, and find early morning departure times to allow enough time for local transfers between London and Devon.

Flight times: Participants will need to take early morning departure flights from their countries to allow adequate time to reach Victoria Coach Station in London to board a 4:30pm bus to Tiverton. Participants will need to take late evening departure flights from the UK to their

countries to allow enough travel time from the farmhouse to the airport. All participants must coordinate with the UK team to ensure the appropriate flight times are chosen during flight selection and booking process!

Example of a typical journey:



Note: times taken to travel may vary depending on precise bus routes, times of day, road works and other factors.

After arranging the flights, we will contact you again with specific internal (UK) travel plan details for you to get to the farmhouse.

Staying within budget: Internal transfers in the UK are expensive, therefore only the cheapest tickets will be eligible for refund - we expect everyone to fly with hand luggage only, without any additional add-ons to the ticket price other than the appropriate travel insurance. Booking your tickets early will help you achieve lower flight prices and UK bus prices that will help you stay within the budget limit.

Purchasing tickets: Each participants will research flight options and will present the options to the UK team. Once the UK team approves, the participants will go ahead and purchase the flight tickets.

Travel by car

Teams that wish to travel to the UK by car - please contact us individually to make relevant arrangements, if appropriate.

Additional days in London

Participants who wish to explore London can choose to arrive to the UK a couple of days early or leave the UK a couple of days later. Any participant who wishes to do so, please contact us individually. Please be aware, that you will be responsible for your own expenses for the additional days.

Additional support for international participants

To help you with hand luggage travel, we will provide you with basic bath towels. There will also be a basic shower gel and a shampoo bottle for emergency use. The property will have a washing machine that participants can use to refresh any clothes on a short cycle.

Travel tips

Minimise your liquids bag and bring small items only. Be creative, rethink, repack, and reduce!

Cultural evenings: due to hand luggage limitations participants are encouraged to rethink their presentations for the cultural evenings. For example, instead of bringing liquids, or large solids, you may wish to bring interesting spices and prepare an interesting meal for the group using the facilities at the self-catering accommodation.

Safety: theft, bag/phone snatching and pickpocketing is a growing problem in the UK, and especially in London. Please keep important items like passports, phones, money, bank cards in a secure place. Keep your bags by your side at all times without leaving it around. You may wish to find a lock solution to lock your bag and the contents in your bag. You are responsible for the safety of your own items at all times.

Tobacco products are expensive in the UK – expect to pay well over £10 for a pack of 20 cigarettes. Participants who smoke are encouraged to use this opportunity to quit smoking.

Start Whatsapp group early to share tips and help each other with ideas for light travel. Any participants willing to volunteer to start rolling the Whatsapp group early, please contact us directly!

Financial Conditions

Participation Fee

The good news is that we are able to reduce the participation fee to **15 Euros per participant** compared to what we originally agreed with partners in 2020 to carry out the activity in London. The small 15 Euro fee will give us a little bit of help with the staff costs amidst the times of rapid inflation.

Travel reimbursements

Travel reimbursements will be done towards the end of the activity week and solely upon the presentation of all original tickets, receipts, invoices and boarding passes, including return tickets, and up to the cap limit.

Please remember to bring the original tickets, receipts and invoices with indicated names of

Last updated on 23 August 2022

travelers and dates of travel. Do not lose your boarding passes - you will need those for reimbursement of the travel costs.

Please print all digital documents related to your travel (i.e. electronic tickets, digital receipts, etc.) before departure.

We will not refund any tickets that have been purchased by a travel agency or without the prior approval of the UK host organization.

The reimbursement of travel costs will be in Euros. If you want your reimbursement done in GBP (our local currency in the UK), please arrange this well in advance before your arrival so that we have enough time to organize it for you.

Personal expenses

Please bring your own spending money for your personal expenses during the activity week.

Please consult your bank to understand any bank fees and what your currency exchange rates would be if you intend to use your debit/credit card in the UK.

In the UK our currency is the Great British Pound (GBP).

Important Contact Details

Emergency services

Ambulance: 111

Fire and rescue service: 999

Police: 101

We look forward to meeting you in the UK!

THE END