

Welcome to

E-Magazine no.9

Youth influence and social media!

E-Magazine no. 9

The Yc³ project – aimed to enhance youth participation and influence in the South Baltic Region – held a Final Conference in Karlskrona the 21st of May 2011. The conference with the theme “Youth Influence and Social Media” brought together youth from all over the world to be inspired of and discuss the impact of social media in social change activities.

About 150 participants from all over the world gathered at Konsthallen in Karlskrona the 21st of May to be inspired and to discuss the impact of social media and how it can be used as an instrument to social change. Mats Johansson, chair of the Regional Board in Blekinge welcomed the participants and emphasized the importance of meetings between youth for democratic development.



Lunch in the backyard.

THE POWER OF SOCIAL MEDIA

Johan Ronnestam, one of Sweden’s leading social media lecturers, gave the audience a very inspiring background history of social media and the many different scopes of use. No

doubt that you are able to reach a large crowd using very simple means of communication but the tools has to be used in a right way.

YOUTH BOARD AS AN EXAMPLE

Elise Wählin, member of ERB Youth Board introduced the Board and the Yc³ project. Social Media such as Facebook and Skype have been and will be important tools in the work of ERB Youth Board. The tools enable the members of the board to meet and cooperate on a regular basis as well as spread information without putting a lot of money on it. Social Media thereby become a main arena for youth to meet and share ideas across the borders of nations.

The members of ERB Youth Board also executed a workshop with the participants who were able to share their views on different questions with the help of mentometer-buttons. The answers were then commented and discussed.



The conference was held in Konsthallen, an old cinema.

The workshop showed that most of the participant uses social media on a daily basis but that there still were those who were not that impressed by



YOUTH CROSS-BORDER COOPERATION AND COMMUNICATION



Euroregion Baltic



LEAD PARTNER



Part-financed by the European Union (European Regional Development Fund)



it. "Some only use it to post irrelevant information", a participant said. There were also some comments about the trustworthiness of the information and that there had been some incidents where people's Facebook accounts had been used to post disinformation.

Others shared experiences where social media had enabled social mobilization such as in local elections. Most of the participants agreed that social media could have an impact but that the audience had to be right since everyone does not use internet. There were also some comments about differences between countries and the number of users.



Interview with Karim El-Shenawy.

EXPERIENCES FROM THE REVOLUTION IN EGYPT

During the conference focus was put on a happening where social media were used successfully to support social mobilization. Karim El-Shenawy, a filmmaker from Cairo, shared his experiences from the revolution earlier this year and the role of social media. Karim gave the background to the revolution - the political and social situation. The social media and Facebook were used to organize a demonstration the 25th of January, inspired by the uprising in Tunisia. The demonstration was the start of the revolution. The government was trying to stop the discussion – some bloggers were arrested but the movement could not be stopped.

- The revolution should have come without social media, but the social media was the catalyst which made it easier and faster, said Karim El-Shenawy.

See the interview with Karim El-Shenawy online via Bambuser [here](#).



YOUTH CROSS-BORDER COOPERATION
AND COMMUNICATION



Euroregion Baltic



LEAD PARTNER



Part-financed by the European Union
(European Regional Development Fund)

