Social Media and Instagram in the Context of Political Youth Work

An introduction for practice

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CHAMPIONs

Cooperative Harmonised Action Model to Stop Polarisation in Our Nations

This project was funded by the European Union's Internal Security Fund — Police.

About this guide

Young people are online

Social media is on everyone's lips and is particularly popular with the youth - and advertising companies - and enables communication in a way never before seen: independent of time and place, in any language, on any topic. Most services are free of charge and anonymous if required. In addition to these and many other advantages that the Internet offers us, we also notice negative developments: Users gain experience with various forms of discrimination, such as sexism or racism, experience hate speech, cyber bullying and other violations, such as data abuse. They take on both the roles of victims and perpetrators.

The use of social media thus creates both opportunities and challenges that contemporary youth work must face.

Who is this guide intended for?

This manual is intended to support anyone who is working with young people in their first steps into the world of social media. For this purpose, a basic introduction and concrete recommendations for action in everyday life are part of this manual as well as reading and link tips for further in-depth study.

In essence, this manual will deal with the photo community Instagram, but many tips can also be transferred to other social networks.

It is important to understand that social media is neither an abstract, theoretical framework nor a passing youth trend. Rather, the ideal situation is to become a part of it yourself, to develop professional and media competence and thus be able to empathize better with the everyday world of young people.

Even if your institution and you decide against the active use of social media, this manual will give you some basic insights into the topic, which will hopefully be helpful for you.

About CHAMPIONs

This guidebook was created in the context of the **EU-project CHAMPIONs - Cooperative Harmonized Action Model to Stop Polarisation in Our Nations**. The main objective of the project is to develop collaboration models for establishing working groups between first-line-practitioners. The offline approach is supported by collaborative online tools, practitioner trainings and digital services.

Learn more on the official project website:

https://www.championsproject.eu

This project was funded by the European Union's Internal Security Fund — Police.

Why is the topic relevant at all?

More and more adolescents own a smartphone and use social media. They benefit from the communicative advantages and become part of a global community. At the same time they find themselves in problematic situations, e.g. conflicts with other users or contact with content that is not age-appropriate (pornography, violence).

Parents, teachers, social and youth workers sometimes have little to do with the online activities of young people, either because they lack previous knowledge or personal interest in the material and its underlying constant change, or - especially in everyday professional life - simply because they have no time.

In the social media discourse there is a lot of justified criticism, among others from data protectors. Nevertheless, if used carefully, the active use of social media for institutions in the field of (especially political) youth work has numerous advantages which go beyond the mere active use - whereby this can already be considered a strong argument: **only by actively dealing with the topic can the absolutely necessary (media) competence be developed.**

The following points speak for the professional use of Instagram in youth work:

- ✓ **Networking and inter-institutional cooperation:** numerous other institutions, associations, representatives from politics, business, culture and the media are now active on the platform.
- ✓ **Advertising and acquisition:** e.g. events, workshops or new flyers or course programs can be announced or documented photographically. It's also very easy to spread information about vacancies and internships.
- ✓ **Practical for everyday use:** Instagram is easy to connect to Facebook. If you post something on Instagram, this message will automatically appear on the linked Facebook profile.
- ✓ **Wide range of functions:** Instagram offers many features and is constantly evolving. Photos, photo series, videos, animated GIFs, polls, quizzes, question rounds, live transmissions (with or without chat) are currently possible (as of autumn 2019).
- ✓ **Free-of-charge use**
- ✓ **Simple, intuitive handling via** smartphone. With some IT knowledge, it also works via the browser on the PC/laptop.

Sources: Mobile free icon by Freepik from www.flaticon.com.

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Introduction to Social Media

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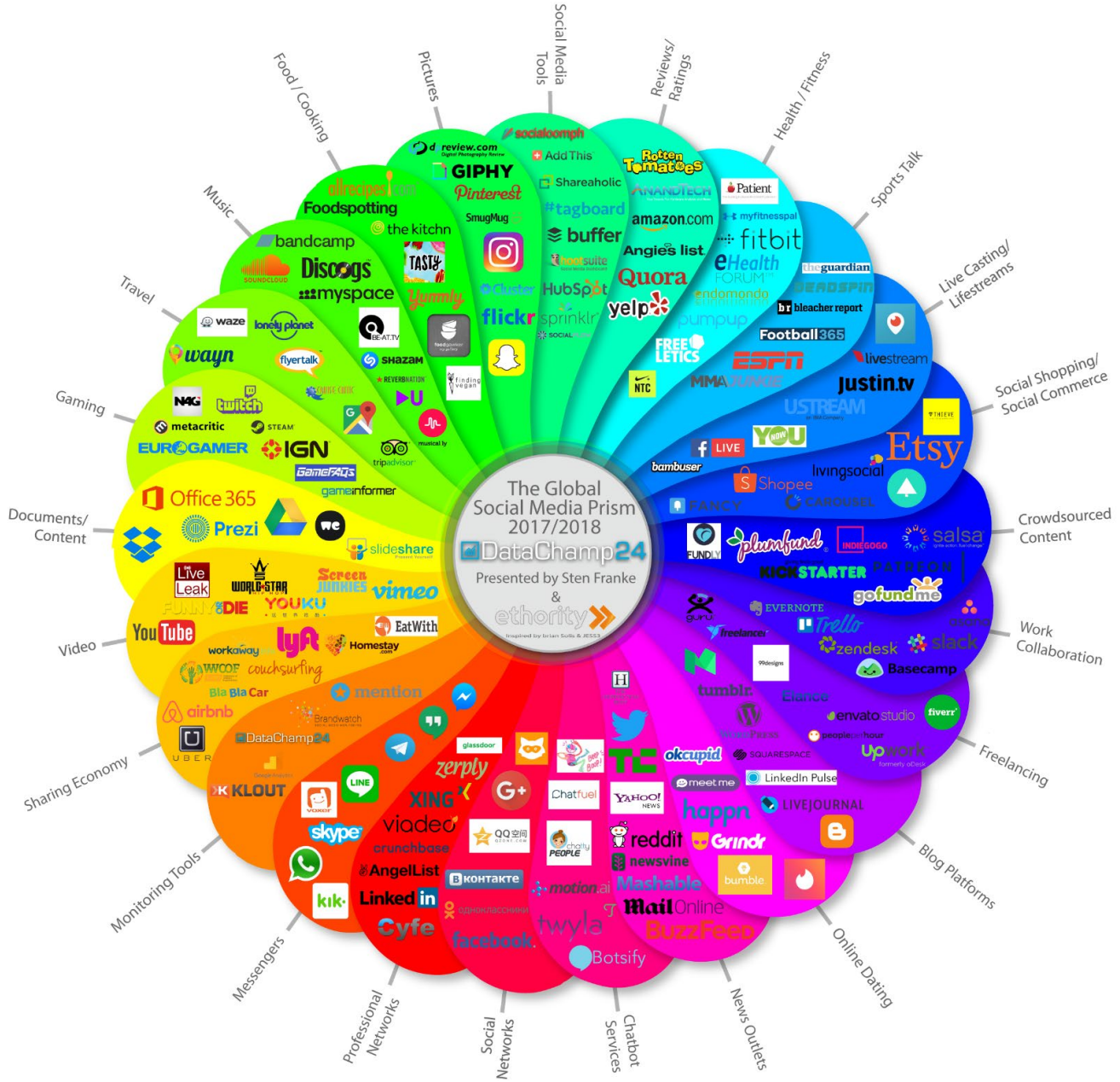
Social Media is everywhere



Source: https://ethority.de/en/social-media-prism/

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Figures, data, facts

Social media mostly take place in social networks. These can be identified by the following characteristics:

- ✓ The use requires a **registration** in advance. Once this is done, you always log in with your username (or email address or telephone number) and password.
- ✓ Users maintain **profile pages** with more or less a lot of detailed information (place of residence, hobbies, contact possibilities etc.), depending on the network and preferences of the users.
- ✓ **Relationships** to other users are shown in a comprehensible way, for example whether one follows other users or is friends with them, whether one is related or in a relationship with each other.
- ✓ In order to constantly expand its own circle of contacts, the system always suggests **potential new relationships**, for example through connections to common friends, similar places of residence or work, or interests.

Global user numbers
(as of 2019)

Almost one in three people worldwide uses social media. That's about 2.8 billion of the world's population.

The world's most popular social networks (selection) in billions *(as of 2019)*

Facebook	2.4
YouTube	2.0
WhatsApp	1.6
Instagram	1.0
Tik Tok	0.5
Twitter	0.3
SnapChat	0.3

Sources: A. Ebersbach, M. Glaser, R. Heigl (2018): Social Web, p. 96.
https://de.statista.com/statistik/studie/id/11852/dokument/soziale-netzwerke-statista-dossier/ (6.12.19) Wordwide free icon made by turkkub from www.flaticon.com. Social Media free icon made by Skyclick from www.flaticon.com..

This project was funded by the European Union's Internal Security Fund — Police.

Who, how, what

A little overview (1/3)

Platform name (alphabetical order)	**What do you typically use it for?**	**Things to know**
Discord	Exchange via audio, video and text chat with a focus on gaming. Typically, communication is via Discord while playing the same video game in multiplayer mode. Furthermore, exchange in communities and (closed) groups.	
Facebook (mit Messenger)	Networking with other users and profiles of personalities, institutions and brands. Exchange in groups, by commentary or emoji, e.g. with "Like" (thumbs up). Sharing media and location. Supplementary two-person or group chat in Messenger.	
Instagram	Share, view, rate (via "Like"), comment on (partly modified) photos and short videos. Live broadcast with chat function. Quoting ("reposting") of pictures of others.	Part of the Facebook group, data is probably stored on a shared server.
LinkedIn	Networking at the professional level. Exchange in groups, job search and personnel acquisition (international).	
Pinterest	Digital pinboard for pictures, links and ideas (collections), often sorted by topic. Networking with other users.	Use without registration is almost impossible.

Sources: All icons by Pixel perfect from www.flaticon.com.

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Who, how, what

A little overview (2/3)

Platform name (alphabetical order)	**What do you typically use it for?**	**Things to know**
Snapchat	Virtual diary for media (especially videos and photos) with a maximum length of 10 seconds each, which other users can view but not comment on. Stories, meaning sequences of "snaps", are posted in large numbers and are available 24 hours a day. Also popular are filters (e.g. cute dogs) that can be placed over the pictures/videos.	It is not allowed, but possible, to record the stories of others and thus store and distribute them. By agreeing to the Terms of Use, each user grants Snapchat the right to store, use, modify and publish content.
Tik Tok	Lip synchronisation to (mainly music) video clips of 15 seconds each, partly accompanied by drama or dance interludes, recorded with your own smartphone. Livestream, interaction with other users.	Operated until 2018 by the name "musical.ly". Viewing the clips is possible without registration, upload and interaction with other users requires a profile.
Twitch	Livestream of videos with a strong focus on video games. Interaction via commentary in chat.	Is owned by Amazon.
Twitter	Dispatch of short messages (max. 280 characters each). Networking with other users (via "Follow"). Quoting ("Retweet") the messages of others. Search by keywords/hashtags (#).	A very popular medium for journalists and media professionals due to the rapid spread of news.

Sources: https://www.snap.com/de-DE/terms#terms-row (6.12.19), Tik Tok icon by Freepik from www.flaticon.com. All other icons by Pixel perfect from www.flaticon.com.

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Who, how, what

A little overview (3/3)

Platform name (alphabetical order)	**What do you typically use it for?**	**Things to know**
WhatsApp	Individual and group chat with written or spoken messages. Share media and location. Recently, photo/video sequences can also be shared by "status".	Part of the Facebook group, data is probably stored on a shared server. Profile picture and shared "status" are visible for all WhatsApp contacts (e.g. also clients if you communicate with them via WhatsApp).
XING	Networking at professional level with other professionals or institutions and companies. Exchange in (topic-, location-related) groups, job search and personnel acquisition (German-speaking area).	Optional: Profiles can also be found by search engines (e.g. Google).
YouTube	Watch videos, produce them yourself, comment and discuss them. Subscribe to your favourite channels. Content comes from professional YouTubers, musicians and labels, broadcasters, companies, institutes and private individuals.	Watching the videos is possible without registration, video upload and interaction with other users requires a profile. The more videos viewed and the more subscribers you have, the better you can earn money with YouTube.

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Instagram in focus

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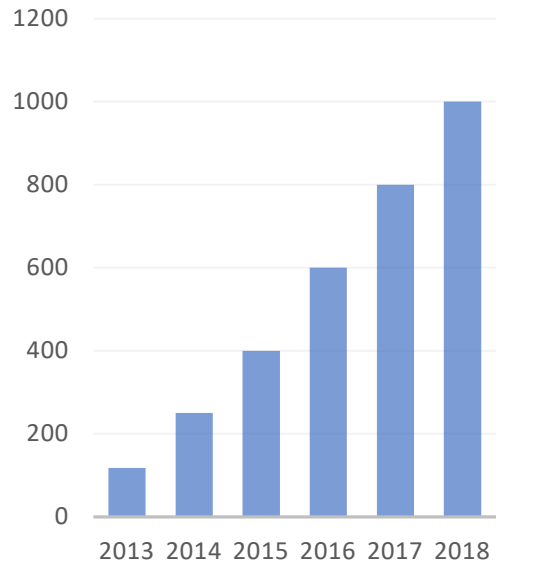
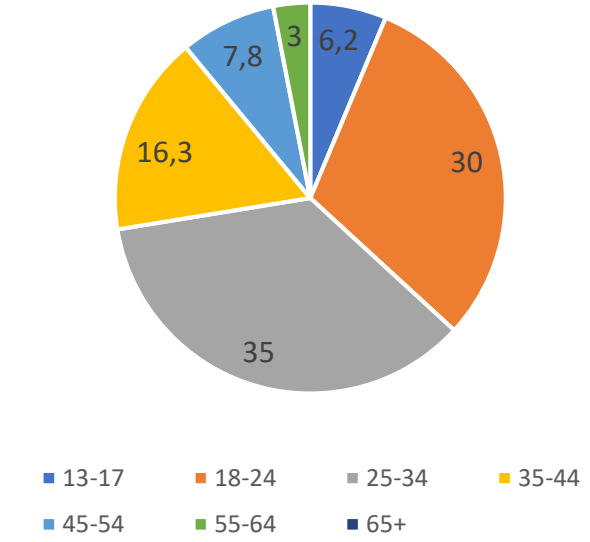
Factsheet Instagram

Monthly active users (global)
in millions (as of 2019)



Age structure of users globally
in percent (as of 2019)



Profiles with the most followers worldwide in millions (as of 2019)

Instagram	318
Christiano Ronaldo	190
Ariana Grande	167
Selena Gomez	162
Dwayne Johnson	162
Kim Kardashian West	152
Kylie Jenner	151
Leo Messi	136
Beyoncé	135
Neymar Jr.	129

Sources: https://de.statista.com/statistik/studie/id/11852/dokument/soziale-netzwerke-statista-dossier/ (6.12.19)
Love free icon by Freepik from www.flaticon.com.

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Terms and topics

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Data protection and privacy

By according norms and rules, which are visible for all users and usually require approval during registration, operators commit themselves to handle carefully the personal data, which the users entrust to them - what works sometimes better, sometimes worse, as we have been taught by various incidents of data theft in recent years. In the EU, stricter rules have been in force since May 2018 through the General Data Protection Regulation GDPR). The following hints and tips are intended to provide additional protection.

Attention with picture and video recordings

When sharing photos (and videos), be aware of who is pictured and what is shown. In principle, everyone has the right to their own picture, i.e. you need the consent of the persons depicted. In the case of minors, the parents or guardians must give their consent. Posted photos can be deleted, but remain on the servers of the operators, have been saved or distributed by other users. It is therefore better to weigh them up carefully beforehand.

Share information wisely

Be sparing with the publication of personal data: especially in social media one can reveal a lot (e.g. hobbies, place of residence, work and training, occupation, location, email address and telephone number), but is not obliged to do so. Also with the user name and profile picture one should not be too open-hearted and communicate if possible not with clear names.

Use secure passwords

For every user account on the web you should use different passwords that are as cryptic and long as possible: a mixture of upper and lower case letters, numbers and special characters is good. Passwords should never be stored on the PC or in the browser, and should be changed regularly. Always log out correctly, don't just close the browser window.

Configure Browser

Many websites track and store user behaviour using so-called cookies. With many browsers, you can change settings for the above behavior, or install additional features, so-called add-ons, free of charge

Tip for secure passwords
Form a row from the first letters of a song line, replacing a few letters with numbers (1 = i, 4 = A, 5 = S etc.).

Further information, free of charge and in several languages, can be found on the **Safer Internet Day (SID)** website https://www.saferinternetday.org

Sources: Password free icon by Darius Dan from www.flaticon.com.

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Fake News

What are Fake News?

Fake news (also known as hoax) are deliberately scattered rumors and untruths that can spread rapidly via social media by real users or so-called social bots, i.e. automated programs.

Fake news often look like a typical newspaper article, appear professionally written and well researched, and sometimes evidence - such as manipulated images or forged or suitably designed studies and statistics - or expert opinions are used to plausibly substantiate their statements. For this reason, it is not always easy to unmask fake news as such. This applies equally to young people and adults and requires a high degree of media competence and critical thinking.

Find and report Fake News
https://hoaxmap.org/
https://www.mimikama.at/

Detect and unmask Fake News

Use these four steps to check the truth of a message:

- ✓ **Check sources:** Who wrote this article? In which medium was it published? Is it impartial and not promotional (i.e. commissioned by a company)? A good question to ask is always: who benefits from this report?
- ✓ **Check facts:** What is the article about? Do other media also report about it? If so, where are there similarities and differences? Attention with the same or very similar formulations: here the same article was either copied from one another or distributed to several media (e.g. happens with cooperating editorial offices).
- ✓ **Check pictures:** Does the picture really match the content of the article? It could be retouched images, collages of several motifs, or a matching detail that does not represent the entire image. Use Google's reverse search for this check, for example.
- ✓ **Check time:** Is the article or the information it contains up to date, or are there more recent reports and findings?

Sources: https://www.klicksafe.de/themen/problematische-inhalte/fake-news/ (6.12.19).
Fake free icon by Freepik from www.flaticon.com.

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Hate Speech

Hate Speech refers to verbal discrimination of individuals or whole groups that occurs not only, but increasingly (publicly) in social media. Like group-focused enmity (GFE), Hate Speech is directed against individuals or whole groups because of their alleged or real characteristics such as age, gender, sexuality, nationality, skin color, religion, ethnicity, ideological disposition, social status, disability. Hate Speech can also include the call to violence and hatred, or the social exclusion of certain people or groups.

What can you do if you notice Hate Speech on the net?

- ✓ **Solidarize** with those affected, for example by supporting the discussion with positive, appreciative words.
- ✓ **Counter Speech** to the perpetrators, for example by asking questions (naming sources), enumerating facts, humor, etc.
- ✓ **Report** incident to site operator
- ✓ **Document** incident (e.g. with screenshots). This is important for a possible report to the police.
- ✓ **Protect yourself**, e.g. with a separate profile that you only use for Counter Speech

Initiatives that use Instagram against Hate Speech (selection)
https://www.instagram.com/debatedehate
https://www.instagram.com/nohatespeechde
https://www.instagram.com/werteleben.online
https://www.instagram.com/hatebreach
https://www.instagram.com/juuuport/
https://www.instagram.com/initiative_schau_hin

Here you can find further information
Hate Speech – Hass im Netz. Informationen für Fachkräfte und Eltern (Link)

Themenschwerpunkt mit Hintergrund-informationen, Projekten und Downloads der Amadeu Antonio Stiftung (Link)

Sources: https://www.amadeu-antonio-stiftung.de/wp-content/uploads/2018/08/hate_speech_fake_news-1.pdf (6.12.19). http://www.inach.net/wp-content/uploads/WHAT-IS-CYBER-HATE-update.pdf (6.12.19). Conversation free icon by Freepik from www.flaticon.com.

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Cyber Bullying

Cyber bullying has similar characteristics to Hate Speech, but differs in the temporal component: this form of harassment - ofline as online - once takes place over a longer period of time.

Cyber Bullying includes insults, harassment and the spreading of lies on the Internet, including in social media. Victims and perpetrators often know each other, for example from school or the workplace. Cyber bullying, like hate speech, can lead to exclusion from the community or chat groups.

Here you can find further information
Ratgeber Cyber-Mobbing mit Informationen für Eltern, Pädagogen, Betroffene und andere Interessierte (Link)

Handbuch „Was tun bei (Cyber) Mobbing? Systemische Intervention und Prävention in der Schule. (Link)

Halten Sie Ihre Schweigepflicht ein
„Wenn Sie einen Notstand oder eine Kindeswohlgefährdung ausschließen können und Schulsozialarbeiter, Schulpsychologe, Beratungslehrer oder Jugendberater sind, unterliegen Sie der Schweigepflicht nach § 203 StGB. Gegen den Willen des Opfers oder auch Täters ist Ihnen eine Weitergabe der Daten und vertraulichen Informationen in der Regel nicht gestattet! Die Schweigepflicht gilt in dieser uneingeschränkten Form nicht für Sie, wenn Sie eine Lehr oder andere Betreuungskraft sind. Hier müssen Sie in aller Regel tätig werden, die Schulleitung und die Eltern informieren. Das schließt Einzelhilfe oder Konflikthilfe nicht aus, wenn Sie die Erlaubnis haben, in diesem Sinne zu agieren.“ (klicksafe.de)

Sources: https://www.klicksafe.de/themen/kommunizieren/cyber-mobbing/tipps-fuer-paedagogen-und-jugendliche/ (6.12.19), Conversation free icon by Freepik from www.flaticon.com.

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Legal aspects

The Internet is not a legal vacuum. The following norms give you some initial indications. If you have any questions or suspicions, please contact your nearest counselling centre or one online.

Some of the laws are particularly relevant in connection with hate speech, right-wing extremism and racism.

Aus dem StGB:

§ 86 Verbreiten von Propagandamitteln verfassungswidriger Organisationen

§ 86a Verwenden von Kennzeichen verfassungswidriger Organisationen

§ 111 Öffentliche Aufforderung zu Straftaten

§ 130 Volksverhetzung

§ 130a Anleitung zu Straftaten

§ 131 Gewaltdarstellung

You can find all laws online at
https://www.gesetze-im-internet.de/

Aus dem JMStV:

§4 Unzulässige Angebote, darunter fallen (u.a.).:

- Propaganda und unerlaubte Kennzeichen,
- Aufruf zu und Schilderung von Hass und Gewalt,
- Verharmlosung oder Leugnung der Taten des Nationalsozialismus,
- Sexualisierung Minderjähriger,
- (Kinder-) Pornografie,
- jugendgefährdende, indizierte Medien

Good to know
Im Rahmen von Lehre und Aufklärung dürfen Sie Propagandamittel zeigen (StGB § 86)

Here you can find further information
https://www.jugendschutz-aktiv.de/
https://www.kjm-online.de/
https://www.bundespruefstelle.de/
http://www.jugendschutz.net/

Sources: Law free icon by Icon Pond from www.flaticon.com.

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Recommendations for action in practice

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Key questions for the establishment of social media in the institution

For what purpose do we use Instagram?

Advertising of our services, documentation of our activities, education and political activity, networking with other institutions, exchange with our target group, recruitment of personnel, ...

Which topics do we work on (and which not)?

Do we only report on our own projects, or also on other topics (e.g. local events, exciting projects of other intuitions and initiatives)? Do we refer to (daily) news from politics and society (e.g. elections or incidents)? Do we offer insights into ourselves as an institution (who works here, what tasks are there, how is a brochure or further education created, for example), do we release - after consultation! - information (text, picture) about our employees?

Here are a few posting ideas for the start: presentation of the institution (and employees), presentation/promotion of all publications and offers (existing and soon to be published), anniversaries, birthdays, theme weeks and specials, local/regional and historical stories.

Who's in charge?

It is best to have 1-2 permanent responsible persons who then have an overview of the contents and activities on the profile. They are best equipped with a (company) smartphone on which Instagram is used and an editorial plan in which all postings are maintained in numbered order (picture, text, hashtags, location yes/no). If a picture is posted, it is best to mark it as 'done' in colour in the editorial plan.

Important: Social media is not maintained as a sideline; certain time resources must be made available for the initial considerations, the ongoing development of postings and the exchange with the community.

How do we behave in case of problems?

Which strategies do we use to be overwhelmed with negative criticism by a ‘shitstorm’? How do we position ourselves and how do we treat inappropriate comments, endless discussions, etc.? Do we block users, do we point out rules of conduct (these would then have to be deposited e.g. on your website), do we go into conversation? The reaction to shitstorms can be time-consuming.

Sources: Target free icon, User free icon by Good ware from www.flaticon.com. Triangle free icon by Pixelmeetup from www.flaticon.com. Puzzle free icon by Freepik from www.flaticon.com.

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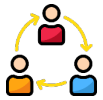
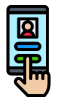
3 golden rules for Instagram



Connect: Networking with other institutions, associations, NGOs and other stakeholders is recommended not only in order to increase one's own level of awareness and sphere of activity, but also in order to build up cooperation potential and strengthen mutual support in the area of political education work, in dealing with political radicalisation and polarisation.



Interact: Of course you can use Instagram as a one-way street and post without any exchange with other users. However, your profile won't grow much and you'll probably not enjoy it as much as it does, because **the medium comes alive with lively communication**. So: interact with other users by allowing comments under your pictures and answering (questions, comments). Share "Likes", comment on other users' contributions, point out exciting activities of other profiles to your followers.

Monitor: This point means two things. Firstly, you should keep an eye on the development of your account: how do postings resonate, what works better, what works worse, how do followers and like numbers develop? By **regular evaluation** you can turn the adjustment screws of the profile, make contents more attractive and win more interested parties for your postings. On the other hand, monitoring means keeping an eye on developments on Instagram. In particular, it is about activities of the far-right and politically polarizing groups, whether they include memes, content in legal grey areas or forbidden by law (which should then be reported to the site operator), calls to meetings, events or the like.

When working with young people, it is also advisable to know how their favorite idols, especially from the music scene, are active on Instagram. Sometimes racist, sexist or other discriminatory content is spread through these channels and brought closer to children and young people. These topics can be discussed with the young people.

Sources: Collaboration free icon, mobile free icon by mynamepong from www.flaticon.com.
Care free icon by Freepik from www.flaticon.com

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Further information

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Data protection, privacy, legal aspects

- Handreichung: Ethik macht klick - Werte-Navi fürs digitale Leben
- Datensatz – Datenschatz? Warum Datenschutz und Datensicherheit wichtig sind
- Nicht alles, was geht, ist auch erlaubt

Protection of minors on the Internet

- Jugendmedienschutz. Informationen für Pädagogen und Erziehende – für einen verantwortungsvollen Umgang mit Medien (Link)
- Unterrichtseinheit „Jugend und Internet“ (Link)

Right-wing extremism on the Internet

- Rechtsextremismus hat viele Gesichter
- Rechtsextremismus im Internet. Tipps für Eltern
- Unterrichtseinheit „Hass in der Demokratie begegnen“ (Link)
- https://www.belltower.news/

Fake News

- Fakt oder Fake? Das Handysektor Fake News Quiz (Link)
- Unterrichtseinheit „Realität und Fiktion im Internet“ (Link)
- Fakt oder Fake? Wie man Falschmeldungen im Internet entlarven kann

Die mit diesem Zeichen versehenen Materialien können Sie über www.klicksafe.de/bestellung kostenfrei als PDF herunterladen oder durch eine Druckkosten-beteiligung sehr günstig in gedruckter Form bestellen.

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PATRIR

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