**Minutes Social Media Meeting 25th May 2011**

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| Date: 25th May 2011 | Start Time: 10:30am  |
| Venue: QYIL Caboolture Suite 20, 42-44 King Street, Caboolture 4510 | Chair Person: Tom McCue  |
| Attendees: Sarah White (The Smith Family), Deborah Mosley, Tom McCue, Siobhan McGregor, Annette Homann  |

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| **Item** | **Agenda Item** | **Responsibility** |
| 1 | How can the proliferation of social media and the attendant skills and knowledge contribute to the engagement, training, and employability of young people in the modern workforce? |  |
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| 2 | How can young people share their digital literacy skills with older people in age care institutions (or other young people who have a disability) regarding use of mobile phone, social media, internet use and I-Pad technology? |  |
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How many businesses in Moreton Bay would use the internet? Or have a webite?

You can register your business as a place over the internet by using a Google application.

How do you do this – register through Google and confirm a code to verify. This is social media as in “online review”

Ning site is a social media site. It is “the world’s largest platform for creating social websites”

Sarah knows a special school that has created a network for parents on Ning. (Purpose is to connect parents that may have limitations to getting into the community, helps with transitioning to society for students leaving school).

Need Social Media platform & sympathetic business & get discounts for dealing with the business & get discounts for dealing with the business.

Implications for Chamber of Commerce – CBEC – Sarah & Dennis & Wayne Boesmans (MBRC runs 3 facebook sites, 2 twitter pages, 3 UTube channels, and 1 MySpace site. CBEC has a twitter page)

Would be an advantage for PB’s to have a Ning site or other social media site.

Social Media is not an add on. Communication & marketing are crucial. Develop the Social media skills.

[www.posterous.com](http://www.posterous.com) , [www.wordpress.com](http://www.wordpress.com) , [www.tumblr.com](http://www.tumblr.com) are all good sites to use for our needs.

Using social media can via a blog can do the following for QYIL PB’s

* E – Newsletter replacement
* Comments, feedback, interest, questions
* Policy, procedures
* Communication strategy – videos on blog – Utube
* Subscribers

Run the blog closed within QYIL for 6 months before venturing out – able to buy templates for policy regarding social media over internet for $150.00US

Could potentially have a PB National Blog – to discuss certain issues and gain information

Aged Care rehab by Social media – are computers available in aged care facilities?

Network of Alternative schools – Arethusa, Genesis, Edmund Rice, Shekinah as a possible target group to work with.

Social media forum in conjunction with CBEC/CC for MBRC business owners?

What is happening with Caboolture library in regards to social media? There is a library in Western Australia that has a “community lounge room” with self directed learning. Is that able to be replicated within Moreton Bay.

Need to have 1 platform per partnership so as to keep information separate. Everyone in partnership needs to be able to access the site, and know how to use it. Also separate platform for the MRYA and each of the KAG’s.

We are now talking methodology. What is the process?

PB’s get started & mirror the behaviour & usefulness of the site. We can be an advertising medium for our partners.

What are the opportunities?

* Certificate II business (social media)
* Certificate II volunteering (social media)
* Ning & Facebook
* Social media must be interactive eg QYIL newsletter could be turned into a blog
* One blog per partnership
* Dedicated QYIL blog for a period of time then introduce partners (a posterous account has been set up by Sarah)

Organizations involved

* Young Network foundations
* Conservation Volunteers Australia
* Woodford Folk Festival
* Woodford Indigenous Festival
* Aged Care facilities
* Disabilities Groups – Students and unemployed
* RDA
* MCBL
* MBRC
* CBEC & CC’s

What happens next?

* Identify target orgs
* Identify a champion (Karen Bate)
* Aged Care
* Age Group Barrier for youth working in Aged Care
* The qualification is volunteering cert II not any “care” component
* Computer bank supplies refurbished computers for $50.00 for the life of the computer

Stakeholders

* Computer bank
* Aged Care facility
* School students
* Special schools
* RSL Clubs (for hardware sponsorship and ongoing internet access sponsorship)
* Libraries
* IInet (internet provider)
* Telstra Innovation Grant
* Volunteers QLD
* TAFE Mentors
* QUT mentors

Timeline

* Sarah to set up a blog this week
* All to respond by Monday PM to set up confidential community channel
* Deb to contact her “IT” friends – this week
* To get aged care to come to the table
* Pilot program

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| Meeting Closed: 1:30pm | Date Next Meeting: |
| Venue: | Chair: |

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