

“Enacting the internet and social media on the public sector’s frontline”

Abstract:

This talk draws on an empirical research project that focused on youth workers and how they used the internet and social media to engage and communicate with their ‘digitally savvy’ client group. In some cases the clients were vulnerable and trust was a key relational component between the organisation, the practitioner and clients. Layering new virtual channels of interaction are adding change and complexity in a wider social context where ‘norms’ of using social media are yet to be established and still often clouded by moral panic.