

Digital Transnational Exchange

Digital Streetwork & Online-Support – Reaching and Engaging Target Groups

21. May 2025, 10:00 – 12:00 CET, online via Zoom

The model project “Social Media Streetwork” develops and offers multilingual, outreach-based initial information and referral advice via social media. This initiative is specifically aimed at marginalized EU migrants, minority communities, and individuals experiencing or at risk of homelessness.

The main intention of the Digital Streetwork workshop is to provide professionals and interested individuals with essential knowledge and skills to effectively utilize digital platforms for outreach work. Participants will gain:

- a detailed understanding of outreach strategies on digital social networks.
- insights into the strategic development of digital presences on established platforms.
- practical approaches to engaging and communicating with social media users.
- knowledge on referral counselling and how digital tools can connect users to free counselling services and social institutions.

The workshop aims to promote a broader understanding of digital streetwork methodologies and how they can be adapted in transnational contexts.

The workshop will take place **online** and will be held in **English**. To ensure accessibility and participation, breakout sessions can be organized in multiple languages. We also offer options in German, Bulgarian, Croatian, Italian, Polish, and Romanian. These correspond to the 7 working languages of the project.

The registration deadline is **May 4, 2025**.

To register, please click [here](#) or scan the QR code below.

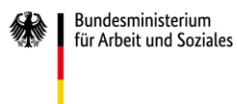


Agenda:

10:00	Welcome & Introduction Minor - Project Office for Education and Research
10:10	Presentation of Partner Organizations and the Digital Streetwork Approach: Methods, Topics, and Work of the Model Project "Social Media Streetwork" Sabina Folnović Jaitner, Minor
10:20	Q&A session
10:30	Break
10:40	Virtual Tour of Outreach Counselling in Group Settings: Group 1: Virtual Tour of Outreach Counselling for the Target Group of Particularly Disadvantaged Newly Arrived EU Citizens Sabina Folnović Jaitner and Mihai-Alexandru Andrei, Minor Group 2: Virtual Tour of Outreach Counselling for the Target Group of Homeless People or Those at Risk of Homelessness Juliane Laubichler and Mona Hörtnagl, Federal Working Group Homeless Aid (BAG W)
11:10	Q&A and Sharing of Best Practices from Different Countries
11:50	Wrap-Up

The project "Social Media Streetwork – Multilingual Initial Information and Advice on Social Media Against Marginalization" is funded by the Federal Ministry of Labor and Social Affairs and the European Union through the European Social Fund Plus (ESF Plus) and co-financed by the the EU Equal Treatment Office at the Federal Government Commissioner for Migration, Refugees and Integration, who is also the Federal Government Commissioner for Anti-Racism.

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