

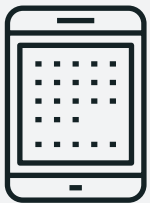
Creating engaging content for young people



Let young people tell their own stories in their own voices



Invite your readers to interact with stories and share their views



Use videos, games, blogs, responsive design or supporting visuals to make your content more appealing to a younger audience



Keep the mood upbeat and focus on positive outcomes to show how young people have overcome their obstacles



Subtitle all video content and include a transcript for accessibility



Avoid difficult stories that might upset or frighten your readers

Supporting young people in using our digital products and services



Use clear language that young people understand and use themselves



Use headings to break up long text and make content easier to navigate



Use simple headings, bullet points and lists to help young people find what they need more quickly



Make suggestions rather than set rules



Make it clear that any external sites Barnardo's recommend are safe to use



Explain what any services you link to do, and why and when they might be useful

Engaging with young people using our digital products and services



Introduce yourself to the young person before asking them for any personal details



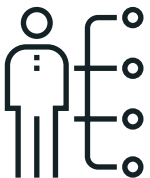
Be clear about what you do, how you can help and when you are able to respond



Explain how and why having information about them will help you give them the support they need



Listen without making assumptions



Offer different ways of getting in touch and explain how and when they should be used



Keep your profile up to date

Encouraging young people to interact with each other across our digital products and services



Be clear about boundaries and behaviours



Offer help and advice on how to get the most out of sharing information and interacting with other young people



Allow young people to manage their own privacy



Understand different levels of digital literacy among young people



Make sure posts are moderated so they are always appropriate and helpful



Manage and verify users vigilantly so you can keep everyone safe and their information secure



Ensure young people understand how to report when something isn't right



Allow young people to lead the conversation

Designing digital products or services for young people



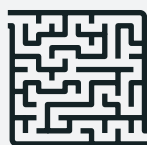
Give simple and clear guidance on how to use your product or service



Show how the service can help young people overcome their obstacles



Make privacy settings easy to understand and change



Make use of games, videos and other interactive content to provide an alternative, relaxing space



Use positive and encouraging content



Let young people personalise the service so it reflects their mood or personality