

REGIONAL YOUTH HELP DESK

Summer 2020

- 2 Student participants
- 1 Local business owner impacted
- 4 Partners and collaborators

Utilizing a locally owned business and online resources provided by SKED via the Startup Space platform, engaged youth were trained to help small business owners with online presence and social media. Youth gained valuable skills useful for future employment as well as real world experience working with local businesses and entrepreneurs.

The participating business benefited from these free services.

“I thoroughly enjoyed working with Kassidy! She’s done a great job and totally captured the essence of my yoga classes with her posters. I would be happy to highly recommend her!...Thank you for including me in this project. It’s been a pleasure!”

– Kammy Ostrander, owner of Essentially Yours LLC

The Regional Youth Help Desk was a collaboration between:

- CEDIK
- Create Bridges
- Jackson Energy Cooperative
- FOCUS

Resources provided by:

- Southeast Kentucky Economic Development
- Kentucky Small Business Development Center

STUDENT WORK

Weekly sessions included reviews of participant work, discussions on the week's topic and information learned, and conversations about deliverables. When asked what skills they had gained from this program, students stated:

"Presenting in front of people. I feel like I've gotten better at it because I have to do it every week. I'm not as nervous anymore."

"Definitely design skills. I didn't ever think I would be able to make those ads or anything,. I feel better about it, and more confident in my abilities."

Participating in the Regional Youth Help Desk assisted both student participants with:

- Feeling comfortable in group settings with people of a variety of ages
- Understanding the viewpoints of others
- Considering multiple viewpoints when faced with a challenge
- Being comfortable when working on challenging problems

Both student participants reported that they "almost always know how to contribute to their community" now.

Student participants learned about a variety of topics related to online marketing and social media. By participating in all trainings, both student participants received certificates of completion in Be Boss Online, a 12-hour Course on Digital Marketing Training for Small Business.

Week 1

Deliverables:

Community specific engagement posts for social media (Community Bingo Card, This or That board, Top 5)

Week 3

Deliverables:

User guide on online tools for local business owners and a social media post about Search Engine Optimization (SEO) and online advertising

Week 2

Deliverables:

How-To guide for Google Business and a social media post on the importance of leaving reviews for local businesses

Week 4

Deliverables:

An unpublished Facebook page for FOCUS to highlight the group's efforts and 20 advertisements for local businesses