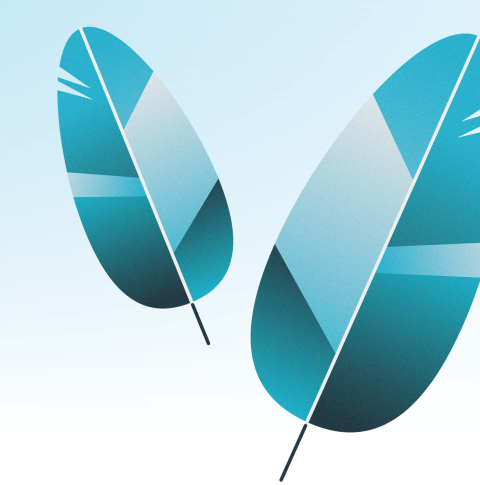


Digital engagement: translating online views and clicks to program enrolment for NEET youth in an IPS program

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Introduction

The Foundry Work and Education program is a new evidence-based supported work and study program offered at Foundry, a provincial integrated youth service organization in British Columbia (BC), Canada. The implementation of this program, first as a pilot, and later across 12 centres and Foundry's provincial virtual service occurred during the COVID-19 pandemic. Restricted access to in-person services changed the way the program could be promoted and shared with youth across the province from physical spaces (schools, clinics and other youth areas) to digital environments. To adapt, the program employed a digital marketing and enrolment strategy that supported youth not in employment, education, or training (NEET) to discover, understand and self-refer for Individual Placement Support (IPS) services. The focus of this project is the success and challenges of creating and translating youth awareness from organic and paid digital marketing materials to program enrolment through a digital pathway.

Objectives

The objective of this project was to create a digital pathway that was effective in translating youth engagement in digital spaces (social media platforms and websites) to program enrolment by:

- 1) Optimizing program awareness with youth and families/caregivers through organic and paid digital marketing.
- 2) Understanding navigation trends of youth and families/caregivers viewing the IPS program website.
- 3) Understanding youth preferences relating to, and the effectiveness of, different self-referral pathways including a web form and app.

Methods

A digital marketing and enrolment strategy was designed with the primary focus of engaging and enrolling NEET youth across BC as directly and effortlessly as possible. The content for the campaign was created in partnership with youth from across BC. Google Analytics was used to evaluate and optimize the use of search terms, ads and social media content in generating and tracking traffic to the program website. "Hotjar" software, in combination with Google Analytics, was then used to record trends in how individuals interacted with and navigated the website. Enrolment options were provided using a web-based form and the Foundry BC app.



"You've helped me feel more confident in the job application process and overall, feeling more prepared for the future jobs." – Work & Education Program client

What is the Work & Education Program?

Foundry Work & Education is a **free** supported employment and education program if you are interested in working, going to school, or completing a training program. Foundry Work & Education helps you build the skills and experiences you need to achieve your goals.

Who can join the program?

- Any BC youth between the ages of 15-24 who is experiencing multiple barriers to work, school, or training.
- Is interested in working, going to school, or starting a training program.
- Is legally entitled to work in BC.

How do I get started?

You can access the program in-person through 12 local Foundry centres or online through our provincial virtual services. If you visit a centre in-person, **you still have the option of accessing the program virtually**. For more information, see our FAQ below.

Ready to get started?

Connect with us to learn more about how the program could support you!

REGISTER NOW!

Have more questions?

Scroll through the FAQ's below or send us an email if you still have questions.

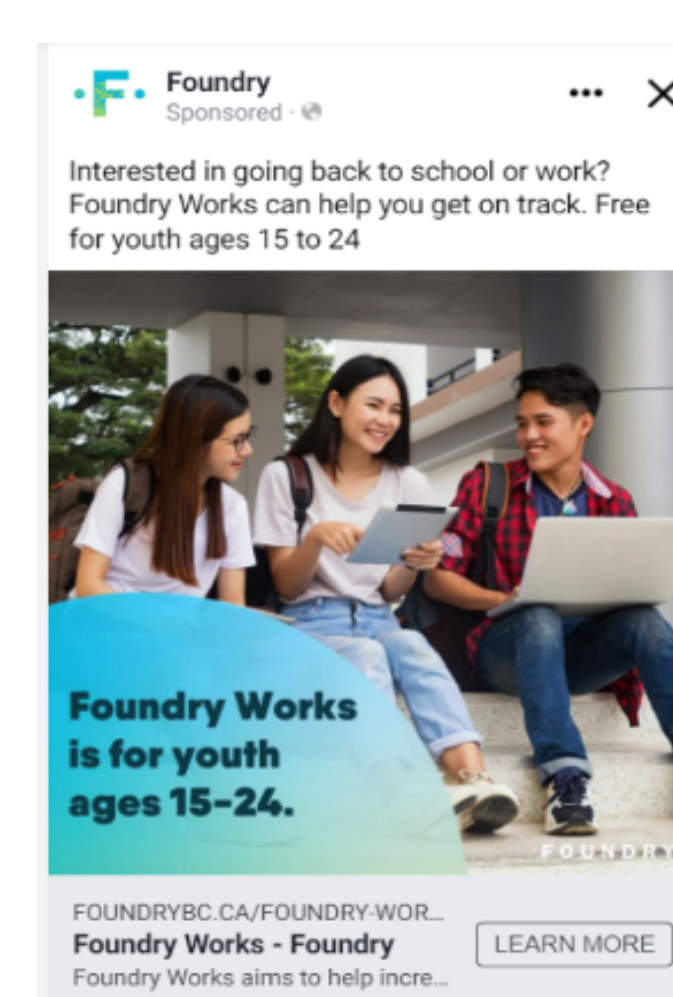
WE'D LOVE TO HEAR FROM YOU!

Results

Within three weeks, the Foundry Work and Education program increased website visits from 150 to 2162. The program was able to collect information on the top performing search terms and ads based on click-through rates to the program's website. Based on navigation trends, the program was able to understand what content was most viewed and engaged with and how to modify the website to create a better experience. Within three months the website was averaging 3500-4000 views per month. On average, visitors were spending 1 min and 40 secs on the website's main page, scrolling through and interacting with the full range of content. This work dramatically increased enrolment in the program.

Lessons Learned

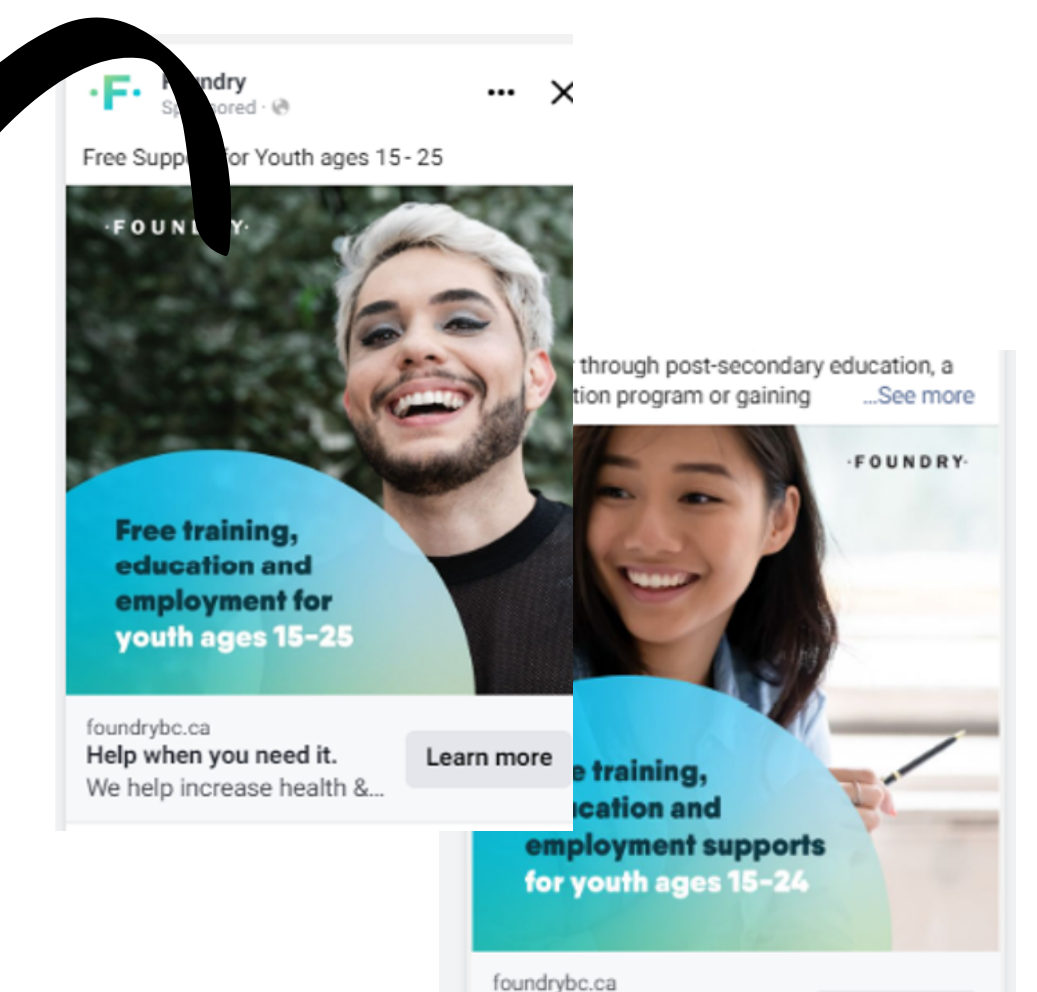
Authenticity



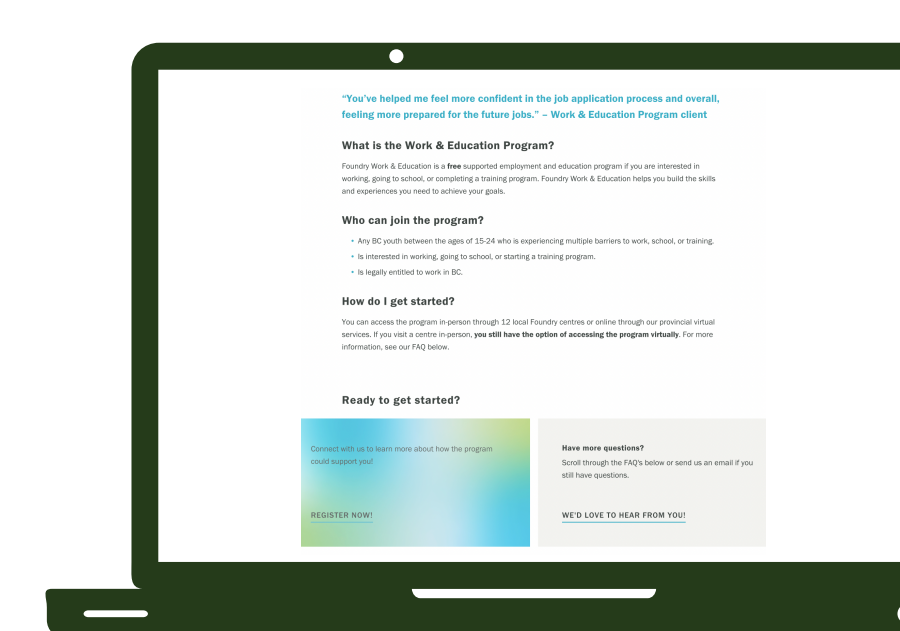
Feedback from youth highlighted that some images were experienced as not being real or authentic. Youth pointed out small details such as adding stickers to the laptops in the ads would make them more real and relatable.

Diverse images of individuals

Some of the highest levels of engagement were observed in ads featuring diverse individuals over group photos. An ad focused on gender diverse youth was the highest performing ad, with approximately 218,000 views in one month.



Ads influencing search terms



An interesting trend was observed with ads influencing the top performing search terms in the following weeks. This suggested that youth were viewing the ads on social media and later searching for the program using Google.

Ease of enrollment

Enrolment rates for the program increased dramatically following the start of the digital advertising campaign. Providing youth the ability to register online or directly book an appointment through the Foundry BC app further assisted with youth uptake.



Conclusion

Now more than ever, understanding the ways youth engage with and navigate digital environments is critical for promoting and enrolling youth in health services. When a comprehensive digital pathway/strategy is utilized, it can lead to a greater number of young people accessing the support they need, in the way they want.

