

TECH2503-17 Community Media Production

Workshop Ten: Telling People About Your Community Media Cafe

	<p>Activities:</p> <ul style="list-style-type: none"> • Devise a plan for sharing and amplifying your community media café • Review the coursework assignment brief B & C
001	<p>The role of social media in community building and development</p> <p>Despite the increasing importance of social networks, community development needs to take place both on and offline. Social networks are beginning to have a bigger role in building community and catalysing neighbourhood co-operation and social action. The recent post-riot clean-up Twitter campaign was one example of how social media can be used to inspire people to get involved in community life.</p> <p>https://www.theguardian.com/voluntary-sector-network/community-action-blog/2011/dec/08/facebook-social-media-community-development</p>
002	<p>Developing a Social Media Strategy</p> <p>Everything you do on social media should, ideally, be underpinned by a set of goals/aims and a social media strategy or action plan. Having a strategic plan will help you to address:</p> <ul style="list-style-type: none"> • what your organisation wants to achieve through social media • which social media sites to focus on • how to engage your audience • how frequently to post • how to measure your social media impact • what to do if things go wrong, or when you're criticised <p>A social media strategy or action plan may exist as a document, or it may be more a set of understood principles shared by your Social Media team, or it may take the form of a calendar in which you try out different approaches at different times so that you can evaluate what works best for you.</p> <p>http://www.communityradiotoolkit.net/social-media/developing-a-social-media-strategy/</p>
003	<p>5 Key Questions for Developing a Social Media Strategy:</p> <ul style="list-style-type: none"> • What do you want to achieve through social media? • What time can you commit to social media? • Who are your social media audience? • Which social media sites are most likely to help you achieve what you want? • Who will be involved in the delivery of your action plan? <p>http://www.communityradiotoolkit.net/social-media/developing-a-social-media-strategy/</p>
004	<p>11 Effective Ways to Use Social Media to Promote Your Content</p> <p>You've spent hours researching, analyzing, and finally creating compelling content to help you reach whatever content marketing objective you have. Just like authors who write a book, you'll probably need to spend just as much, if not more time promoting your content than actually writing it.</p> <p>http://www.curata.com/blog/11-effective-ways-to-use-social-media-to-promote-your-content/</p>
005	<p>Posts Tagged: Social Media</p> <p>12 Tips for YouTube</p> <p>http://www.commedia.org.uk/tag/social-media/</p>
006	<p>Community Media Sustainability</p> <p>Community media, whether broadcast or online, are crucial to ensuring media pluralism and freedom of expression, and are an indicator of a healthy democratic society. As an alternative medium to public and commercial media, as well as social media, they are characterized by their accountability to, and participation of, the communities they serve. They have a greater focus on local issues of concern and facilitate public platforms for debate and discussion.</p> <p>http://en.unesco.org/themes/community-media-sustainability</p>

007	<p>International Seminar on Community Media Sustainability: Strengthening Policies and Funding Community media stakeholders, representing governments, regulators, practitioners, NGOs and experts from all regions of the world pooled their experiences and developed the following recommendations. They are addressed to Governments and Regulators, to Community Media Outlets and Associations, and to UNESCO - the UN organization with the mandate on media, and to the international community. http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/news/community_media_sustainability_recommendations_en.pdf</p>
008	<p>Use of Web 2.0 Social Media Platforms to Promote Community-Engaged Research Dialogs: A Preliminary Program Evaluation Community-engaged research is defined by the Institute of Medicine as the process of working collaboratively with groups of people affiliated by geographic proximity, special interests, or similar situations with respect to issues affecting their well-being. Traditional face-to-face community-engaged research is limited by geographic location, limited in resources, and/or uses one-way communications. Web 2.0 technologies including social media are novel communication channels for community-engaged research because these tools can reach a broader audience while promoting bidirectional dialogs. This paper reports on a preliminary program evaluation of the use of social media platforms for promoting engagement of researchers and community representatives in dialogs about community-engaged research. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5035380/</p>
009	<p>Monitoring and Evaluation: a Guide for Community Projects It is intended that anyone who is involved with the planning, set up, management, commissioning or supporting of community based projects will find this guide useful. The guide is primarily aimed at stakeholders linked to projects in green space or involving green infrastructure who would like to demonstrate the value of community-based projects across the three dimensions of sustainability (social [including health], natural and economic). http://www.cph.org.uk/wp-content/uploads/2013/02/Monitoring-and-evaluation-a-guide-for-community-projects.pdf</p>
010	<p>The Role of Social Networks in Community Engagement Understanding a community's social networks is essential because of their potential to affect population health. Social networks can also provide access to a community and generate knowledge of its characteristics. For example, traditional healers may be widely known within Hmong or Latino networks but unknown to those outside these social networks, including those working in health care institutions in the same community. It is only by bridging to the relevant networks that health care workers can learn about these traditional healers. https://www.atsdr.cdc.gov/communityengagement/pce_social_role.html</p>
011	<p>IMPACT: A Practical Guide to Evaluating Community Information Projects This guide aims to help organizations collect useful information about the effectiveness and impact of their community information projects by highlighting aspects of the evaluation process that are unique, challenging or critical in a community information context. It also describes and includes relevant and meaningful tools that can be used to assess community information projects. The guide is not meant to be a comprehensive how-to guide on evaluation; many books and resources on evaluation practice already exist elsewhere. For any of the community information activities described above, this guide is designed to help you chart your progress and achievements toward those goals http://cmsimpact.org/wp-content/uploads/2015/11/IMPACT-A-Practical-Guide-to-Evaluating-Community-Information-Projects-Resources-case-study.pdf</p>
012	<p>Coursework B & C Planning Component Two - Community Media Development Project Investigation (15%) This assignment consists of investigation and research into your chosen group project for component three of your coursework. This means discussing ideas with members of your group, finding out if other people have undertaken similar community media projects, and explaining how these project work. The final blog post of this section of your coursework portfolio should be a three-minute reflective video, posted either to the blog directly, or embedded as a YouTube video.</p>

	<p>This assignment is an assessment of your digital capabilities, skills and literacies for community media production, consisting of a portfolio of different types of media submitted to your personal blog on the DMU Commons http://our.dmu.ac.uk, with a feed to the http://diy.our.dmu.ac.uk/ blog site and a link and description of each blog posted to your DMU Wiki profile page https://wiki.our.dmu.ac.uk/w/index.php/TECH2052_Learners</p> <p>This should aim to incorporate a wide variety of content such as podcasts, videos, blogs and wikis, or whatever forms of media you are asked to experiment with and try out.</p> <p>You will submit five blog posts, the last blog being a three-minute video blog that reflects on what you have learnt so far. It is essential that you establish the habit of blogging regularly, so you will be expected to post a blog each week, with an updated link on your wiki profile page, and an explanation of what is distinctive and innovative about the blog post.</p> <ul style="list-style-type: none"> • Minimum Work: Five weekly blog posts published from week 6 to Week 10. • Deadline: Week 11 (before Christmas break), 10am Monday 12th December. • Marking & Feedback by: End of Week 12 (after Christmas break).
013	<p>Component Three – Community Media Development Group Project (30%)</p> <p>How can we help and support people to use media to report and share stories about what is going on in their communities? How can we help and encourage people to talk with one another, and how can we support them to discuss openly the issues that are important to them? How can we support people to develop their skills when they share and use forms of community media to talk with other people in their communities? How can we develop and work with different forms of community media so that we can help foster understanding of our social and community differences?</p> <ul style="list-style-type: none"> • Using the DMU Commons Wiki as the main collaborative platform, you will work in a group of no more than four people to put together, develop, trail and reflect-on a ‘real-world’ community development group activity. • Your job will be to create and develop a ‘community media club’ using a dedicated page on the DMU Wiki as an organisation tool, that will help people to share information and ideas about your real-world community media activity. • Your job is to use different forms of at-hand media to manage and develop this project, and to include members of a real-world community as participants and learners. • You will focus on working with students and associates of DMU Local and the Faculty of Health & Life Sciences. <p>Your final Community Media Group Project Wiki page will include:</p> <ul style="list-style-type: none"> • A definition of what your project is. • Examples of this type of activity being undertaken elsewhere. • Instructions and essential information about getting started. • Examples of how your group has tried out the activities. • Video footage, photographs, audio capture, blog write-ups, links to Tweets, Facebook Groups, Google Groups, pages, and so on, that show how the activity was undertaken. • Comments from participants from beyond the group that have been drawn-in to join the group and participate in the activity. <p>Blog Journal: You are expected to keep a journal that records your involvement and level of participation through the process of developing your Community Media Group Project. Entries will be posted to your blog each week and listed on your personal wiki profile page. The final blog post will consist of a video presentation lasting no longer than three minutes, that reflects on what you have personally learnt about social media, how you have improved and developed in this module, and how this relates to the content that you will have posted to your own blog site and the module wiki.</p> <ul style="list-style-type: none"> • Minimum Work: Ten blog posts published each week 12 to Week 21. • Deadline: Week 22, 10am Monday 20th March. • Marking & Feedback: Thursday 13th April 2017.

014	Coursework B & C Group Objectives <ul style="list-style-type: none">• Have you set up your wiki page on the DMU Commons Wiki?• Have you discussed and identified a theme or topic of interest that you want your activity to focus on?• Have you looked at other groups to see what you can learn from them?• How will people find out and learn about the group and how to get involved?• Who is doing what to support your activities?• What creative community engagement techniques will you use?• How will you capture and share the activities that you develop?
	References: