

TECH2503-18 Community Media Production

Workshop Ten: Telling People About Your Community Media Café

1 Activity – Planning for Using Social Media

- Form a small group of no more than four people.
- Read the comments below about planning for using social media to communicate about your café.
- Make a note of any issues that you might have a concern about, or are unsure about, and add it to a post-it-note.
- Once you have read through the ideas listed about social media, discuss in your group your experience of using social media to engage people with events and activities.
- Open a new topic on DMU Talk (<https://talk.dmu.ac.uk>).
- Use the 'Community Media Café' category. **Do not reply to an existing thread, start a new topic.**
- Identify the elements that you feel most comfortable with in using social media, then those elements that you feel most un-comfortable with.
- Return to the main group and use the whiteboard to discuss the issues you have considered in your groups.
- Map these issues as a mindmap.

1.1 The role of social media in community building and development

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. <https://www.theguardian.com/voluntary-sector-network/community-action-blog/2011/dec/08/facebook-social-media-community-development>

1.2 Developing a Social Media Strategy

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:

- 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

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.

<http://www.communityradiotoolkit.net/social-media/developing-a-social-media-strategy/>

1.3 5 Key Questions for Developing a Social Media Strategy:

- 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?

<http://www.communityradiotoolkit.net/social-media/developing-a-social-media-strategy/>

1.4 11 Effective Ways to Use Social Media to Promote Your Content

You've spent hours researching, analysing, 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. <http://www.curata.com/blog/11-effective-ways-to-use-social-media-to-promote-your-content/>

1.5 Posts Tagged: Social Media

12 Tips for YouTube

<http://www.commedia.org.uk/tag/social-media/>

2 Discussion – Evaluating Community Media Projects

- Read through the articles listed in this section.
- Identify any issues that you think might be relevant to your proposed community media café activities.
- Make a note of these issues.
- Create a mindmap on the whiteboard and develop a cascade diagram about the value of using social media to promote your community media café.
- Use the ‘So What?’ method – for each statement that is made, the ‘so what’ question is raised (i.e. why does it matter?).
- For each statement or observation that is made, the ‘so what’ question is asked seven times (if you get that far).
- Make a note of the final points and discuss how you can turn this into an evaluation plan that you can use to account for your communication strategy for your community media café activities.
- Share the final observations on your DMU Talk thread.

2.1 Community Media Sustainability

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.

<http://en.unesco.org/themes/community-media-sustainability>

2.2 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

2.3 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 bi-directional 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/>

2.4 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>

2.5 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

2.6 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>

3 Coursework B & C Group Objectives

- 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?

3.1 Does your Community Media Group Project Wiki page include?:

- 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.

4 Activity – Blog Planning

- Can you write any key points from this session into a blog?
- How will you use links and embedded media in your blog post to enhance the discussion and information that you present?
- Do you think you can write in a way that prompts other people to respond and engage with what you have written?
- How can you incorporate these practices into your planning for your coursework B and C projects?

References