

TECH2503-18 Community Media Production

Workshop Eleven: Publishing & Making Your Media

1 Activity – Assessment on Promotional Material

- Working in pairs, read through the articles and links in section one.
- Please note any issues that you come across that need to be resolved in order to promote your community media café activities?
- When you have noted these issues, return to the main group and use the whiteboard to develop a SWOT analysis of the types of communication format that you are considering (Strengths, Weaknesses, Opportunities, Threats).

1.1 To promote your community media café do you need:

- Pop-up banners?
- Fliers?
- Posters?
- Press release?
- Web site?
- Podcast?
- Photoblog?
- Social Media?

1.2 Can you make use of existing content and resources?

<https://diy.our.dmu.ac.uk/>

<https://dmulocal.dmu.ac.uk/>

<https://civic.our.dmu.ac.uk>

<https://wiki.our.dmu.ac.uk>

1.3 Marketing for Community Groups

We know that community groups operate on limited budgets and the idea of developing and implementing a marketing plan may seem a financial challenge. But remember – marketing is not just advertising! There are a lot of free and low cost options for marketing your group or its activities. Marketing encompasses promotion, publicity, media, networking, advertising and branding. By incorporating varied marketing activities in all these categories you can develop a rounded marketing strategy and increase your chances of success. The best ambassadors of your community group are your members, volunteers and supporters. They know what you do and they are best placed to tell others. This is your most powerful form of marketing – one on one, word of mouth, direct marketing. When developing a marketing plan, you should include as many people in your group as possible to help spread your key messages.

<http://www.buloke.vic.gov.au/ArticleDocuments/519/Marketing%20for%20Community%20Groups.pdf>

1.4 Different ways to get your message across

There are many different ways to promote your organisation and your project, from networking, informal chats, representing your community on a partnership board, right through to the more usual publicity flyers, interviews etc. Here are a few ideas:

- **Websites and social media:** these can be a powerful tool, and we explain both in more detail below, to help you get the most out of them;
- **Leaflets:** use the Community First logo, consider printing in one or more community languages, and perhaps large print, which can be mail dropped, left in libraries, clubs, religious centres, newsagents, shops, advice centres, council receptions, community centres etc. Numbering the leaflets will allow you to work out what response you get from each distribution point, which can help you in planning your next publicity campaign. We provide a sample leaflet at the end of this publicity pack;
- **Newsletter:** written by your organisation and distributed to members and potential new members through local shops, libraries, schools etc. use the Community First logo;
- **Press release:** send to local, regional, national and specialist media – press, radio and TV. There is a press release template at the end of this publicity pack;
- **Letters to the editor:** write to the length your local newspaper usually publishes, so that they edit yours less;
- **Posters:** can be many-coloured or one or two colours. Put them up around the neighbourhood where the people you have targeted can read them, the Community First logo will give the posters real impact;

- **Mounted display:** include photographs or illustrations and text, mounted. You could place it in a local library, community centre, or a school;
- **Slides and a PowerPoint show:** slides and a PowerPoint demonstration can bring to life a presentation about your group for little cost, the Community First logo can be used to make it instantly recognisable. A tape recording can provide a running commentary, or can break up your talk with other people’s comments/music/sound effects;
- **Video and CD:** you could consider approaching a local college to film your work as part www.cdf.org.uk/wp.../Communications-Tips-for-Community-Groups-Sept-2012.doc

1.5 Marketing and your Community Group - Tips on getting free exposure for your event

Having limitless money to spend on expensive publicity, marketing and advertising campaigns is simply a dream for most community groups and not-for-profit organisations. Because of this, many groups have to use their wits, ingenuity and their contacts to find ways of getting their message out without spending money. Even groups that have marketing budgets are looking for ways to leverage their money with some free promotion. Below are a dozen tips on gaining attention for your group without spending money. While many of these tips are money-savers, they also encourage groups to look more widely and be more innovative. https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1612

1.6 How to promote your group or activity

Good promotion means communicating more than just facts. It’s a good idea to start with a positive solution that creates hope, illustrate it with a brief story, and have someone credible and trusted to support your message. Then, do the rounds and get your message out to as many people and places as possible. http://www.enablingchange.com.au/community_tools/How_to_promote_your_group_or_activity.pdf

1.7 Going beyond the ‘usual suspects’

If you don’t understand the user needs and perspectives of less vocal members, they are unlikely to grow as community members. Think of ways to involve, consult, represent and listen to them. This may be uncomfortable or difficult for you, but is worthwhile. Set yourself a challenge to engage with a number of members each week. Remember to try different approaches such as calling or visiting them. <https://www.gov.uk/government/publications/community-development-handbook/community-development-handbook>

2 Discussion - Media and marketing training

- Visit: <http://www.communityradiotoolkit.net/social-media/evaluating-your-social-media-presence/>
- Read through the section ‘Evaluating your social media presence.’
- Can you note any issues of your proposed forms of social media that you think are more relevant than others?
- Take the results of the SWOT analysis and use the create a list using the table below of what forms of media you will be using to promote and support your community media café, and a list of what you will look for that demonstrates that it is effective.
- Can you identify what need you will be dealing with in using this form of media?

Media Platform	Use & Form	Effectiveness	Need
Facebook			
Twitter			
Etc...			

2.1 Free training to help you create and tailor your message for the media

Raise the profile of your community work and get your message heard with our free media training programme! Media Trust and My Community have teamed up to develop the media and marketing skills of community groups in regions across the country from November 2016 – March 2017.

2.2 This training programme offers four training sessions:

- **An introduction to PR:** learn how to identify stories, write press releases and how to pitch stories to local media
- **An introduction to marketing:** create your own communications plan, identifying your key messages, target audiences and the best channels to reach them
- **An introduction to social media:** discover how to maximize your social media to reach people in your community
- **Networking with local and regional journalists:** You will meet with media professionals for one to one advice and the opportunity to pitch your story into the media.

<http://mycommunity.org.uk/funding-options/media-marketing-savvy-training/>

2.3 Ideas Into Action - for small and new voluntary organisations or community groups

This booklet contains information for small and new voluntary organisations and community groups to help put your ideas into action. 'Ideas Into Action' is a general guide, so you may need to find further information that is specific to your area of work, for example, if you are working with children, you will need a child protection policy. We have tried to cover the areas that most small and new organisations will need to know and have included some important legal information. http://www.voluntarynorfolk.org.uk/data/Development_work/Ideas_into_Action.pdf

2.4 Leicester, United Kingdom Events for You Next Month

Eventbrite is the world's largest self-service ticketing platform. We build the technology to allow anyone to create, share, find and attend new things to do that fuel their passions and enrich their lives. Music festivals, marathons, conferences, hackathons, air guitar contests, political rallies, charity events, gaming competitions — you name it, we power it. Our mission? To bring the world together through live experiences. <https://www.eventbrite.co.uk>
<https://www.eventbrite.com/d/united-kingdom--leicester/events--next-month/?mode=search>

2.5 Cool as Leicester

Leicester is full of scenesters. You know the types... the "music glitterati", the skater boys, the Top Shop girls and the All Saints boys. You know who you are! Leicester's far too small, everyone knows everyone, yet in spite of this there is a whole heap of events and general happenings that people don't seem to know about.

<http://www.coolasleicester.co.uk/>

2.6 Leicester's Not Shit

Welcome to Leicester, it's not shit! An independent and anonymously run website for people who want to dig up and experience the bloody marvellous things that Leicester has to offer.

<http://leicesteritsnotshit.co.uk/>

2.7 Great Central Magazine

Great Central is a Community Interest Company dedicated to promoting culture, arts and entertainment in the city of Leicester, and bringing it's creative community closer together.

<http://greatcentral.org.uk/>

3 Activity - Social Media Curation Tools

- Go to DMU Talk (<https://talk.our.dmu.ac.uk>) and start a new thread, use the 'Social Media' category.
- Do not just reply to an existing topic, but start a new topic.
- Read through the articles listed in this section, discuss, identify and note any issues of concern that you find relevant to your experiences.
- Use the thread you have opened on DMU Talk to share your experience of information flows that you have experienced since starting as a student at DMU.
- For example, how have you found the use of email?
- How do you feel about the way that content for your learning is shared?
- What are the practical problems of using so many different types of communication systems?

3.1 The Three S's of Content Curation: Seek, Sense, Share:

Content curation is a three-part process: Seek, Sense, and Share. Finding the information or "seeking" is only one third of the task as Mari Smith points out in this video about why curation is important and some tools for doing it. Making sense of the information is just as important. Sense making can be as simple as how you annotate the links you share,

the presentation, or what you've left out. Sense making can be writing a blog post using the links (like this post) or summarizing the key points in a presentation. However, you create meaning, but it has to support your organization's communications objectives or your professional learning goals. Finally, the sharing – is about giving the best nuggets of content to your audience in a format that they can easily digest and apply it. <http://www.bethkanter.org/content-curation-101/>

3.2 At the mercy of your inbox? How to cope with email overload

Email is over 30 years old and hasn't changed that much since its inception. But over the years we have been letting it take over our lives. It started out as a basic electronic messaging system, and we now use it to communicate everything – from the simplest to the most complex messages. Many of us email people we sit next to in the office instead of talking face to face, and let new emails interrupt whatever we are doing. https://www.theguardian.com/small-business-network/2017/nov/06/at-the-mercy-of-your-inbox-how-to-cope-with-email-overload?CMP=Share_iOSApp_Other

3.3 Continuous Sources of Stories

Curation provides another offering for your on-line audience. It also helps reduce the noise of the plethora of information on the internet. Curation also provides a stream of fresh posts for your site or blog. <http://socialmediapearls.com/40-social-media-curation-sites-and-tools/>

3.4 Curation Skills: The Keys to Personal and Social Knowledge Navigation

In the modern, knowledge-driven economy, one of the critical new skills is developing one's own subject matter domain -- the place that one stakes out and establishes as his or her expertise domain. Traditionally this was the exclusive purview of the academic within a formal university context. But today's world is moving too fast for the academic community to keep up; and the requirements for credentials in these emergent fields has become subsidiary to the ability to build around one's self a network of co-creators and collaborators, and a following of consumers of the expert's guidance and advice <http://www.rheingold.com/university/pages/curation-webinar.php>

3.5 Flipboard, your personal magazine <https://flipboard.com/>

Flipboard is a news aggregation and social network aggregation company based in Palo Alto, California, with offices in New York, Vancouver and Beijing. Its software, also known as Flipboard, was first released in July 2010. It aggregates content from social media, news feeds, photo sharing sites and other websites, presents it in magazine format, and allows users to "flip" through the articles, images and videos being shared. Readers can also save stories into Flipboard magazines. As of March 2016 the company claims there have been 28 million magazines created by users on Flipboard. [citation needed] The service can be accessed via web browser, or by a Flipboard application for Microsoft Windows and macOS, and via mobile apps for iOS, Android and Windows Phone. The client software is available at no charge and is localized in 21 languages. <https://en.wikipedia.org/wiki/Flipboard>

3.6 Using Twitter lists

A list is a curated group of Twitter accounts. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the accounts on that list. <https://support.twitter.com/articles/76460#>

3.7 Paperli

Use the full force of Paper.li to find and collect content that's aligned with your audience's interests. We use natural language processing, machine learning and social signals to analyse and extract the most relevant and engaging stories from social media and the web. <http://paper.li/>

3.8 Storify

<https://storify.com/>

Storify is a social network service that lets the user create stories or timelines using social media such as Twitter, Facebook and Instagram. Storify was launched in September 2010, and has been open to the public since April 2011. <https://en.wikipedia.org/wiki/Storify>

3.9 CiviCRM

CiviCRM is an open source CRM built by a community of contributors and supporters, and coordinated by the Core Team. CiviCRM is web-based software used by a diverse range of organisations, particularly not-for-profit organizations

(nonprofits and civic sector organizations). CiviCRM offers a complete feature set out of the box and can integrate with your website. <https://civicrm.org/>

3.10 Amplified Leicester - Impact on social capital and cohesion

Amplified Leicester is a city-wide experiment designed to grow the innovation capacity of Leicester across the city's disparate and diverse communities, and to share new skills which are fast becoming essential in 21st century workplaces and communities. The project was inspired by the potential of this unusual city to nurture a unique creative environment, and it was enhanced by the extensive use of social media for communication and collaboration. The Amplified Leicester project is an exemplar of the ways in which transdisciplinary academic research can impact on the wider community. It grew from the triangulation of three areas of research: difference, amplification, and transliteracy, and had the benefit of a dedicated social researcher who tracked and analysed the outcomes.

https://www.nesta.org.uk/sites/default/files/amplified_leicester.pdf

<https://www.nesta.org.uk/publications/amplified-leicester-impact-social-capital-and-cohesion>

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