

Needs assessment

Use surveys, interviews and other methods to find what local people and businesses need to support their work.

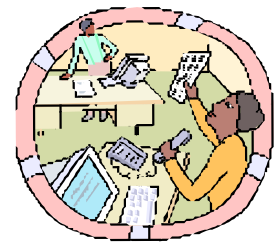
2



Local canvassing

Informal meetings, letter drops, phone calls are treated as a crucially important part of the mix of media.

2



Social media clinics

Drop in sessions run by volunteers help people get started with digital media - from photos to video and blogging.

1



Media support centre

Set up a local centre that supports schools, youth centres, libraries, groups in working with multi media tools as well as providing some more basic computer training.

3



Events programme

Make meetings and larger events part of a planned engagement programme, with content also reported online.

2



Health check

Digital health checks offered to organisations to find what they need to learn about social technology

2



Network mapping

Key interests and connections are mapped to provide an "architecture" for the online system and services.

2



Co-design workshops

Collaboration workshops enable people to design projects and tools needed together from the start.

2



Collaborative comms

Ask partners and supporters of the project to promote and engage on your behalf in their networks

1



Press and media

Substantial time and effort is spent on briefing traditional media.

2



Media coaches

3-month training provided for teachers, librarians, youth workers and others to become specialised media coaches in their organisation.

3



Digi-bus

Fit out a bus with audio visual materials, and staff with a media coach who can support media literacy projects on location in schools, libraries, elderly homes, etc.

3



Your idea?



Media ads and direct mail

Get contact details for potential users and send them targeted communications. Pay for ad space in newspapers, magazines and other media

3



Your idea?



Your idea?



Your idea?



Your idea?