



SPARKBROOK AGEING BETTER LAP PARTNER OUTLINE ACTIVITY 3

This outline is linked to

Workstream 1, Connecting Communities - Developing infrastructure

Activity to be developed within this partnership agreement is

NETWORK DEVELOPMENT SOCIAL MEDIA DEVELOPMENT (an asset-based approach)

Workstream 1 Targets – Objective 1

Improve local community infrastructure

- Greater connectedness across and between the communities of Sparkbrook
- Increased self-confidence and a more positive view of – and feeling towards – the Sparkbrook area

Additional information

Included in:

Delivery Plan outline 1	-	DP1
Expression of Interest form	-	EOI1
Reporting forms	-	3.1, 3.2, 3.3, 3.4
Muath Partnership agreement		



This outline is linked to the following component(s)

3. Network Activity

Developing networking structure – including social media
 Social Media Research and discussion with partners / review/ oversight / support
 Develop Social Media / Digital [engagement] model
 Initiate networking session – inviting new groups to participate
 Review Social media activity

PURPOSE

- Providing Social Media training and support to organisations to improve infrastructure, communication and networking as well as providing training for individuals to increase networks and support and reduce isolation
- To review the current structure or social media usage within organisations in the area.
- Initiate new models of networking that utilise current platforms and remove / reduce the fear of such platforms.
- Developing ‘curriculum’ – talks, topics etc, lead person – support of that person
- Develop / review / initiate network structure

OUTLINE

Developing social media networking activity for organisations. This element of the programme aims to improve infrastructure by enabling groups to communicate in a less formal, but co-operative, manner

This process will be linked Social Media training focused at ‘people’, component 8, that provides social media training to individuals to increase their active citizenship role.

- **Research as to participant organisations social media usage**
- **Develop SM development plans with organisations**
 Utilising existing platforms projects will be encouraged to communicate and network, share information skills.
 Social Media Research and discussion with partners / review/ oversight / support
- **Implement SM training and information sharing for organisations**
- Develop Social Media activity
- Develop peer to peer support network
- Develop social media model
- Training and support will be offered to organisations following an assessment of their current social media usage.

Expected Activity – Networking, social media

- Research current activity and practice
 - Identify current social media and digital [engagement] activity – platforms and processes
 - Explore and identify use across variety of current and developed activities – identifying recreational activity, arts, sports, gardening etc
- Work with organisations to develop model of digital engagement and recording
 - Identify staff and organisations that can offer peer support identify issues and potential costs
 - Identify needs issued and training
- Developing networks, inviting organisation, sessions to be developed on a themed basis with a group / organisations leading the session, informing of action and allowing others to share and learn
- Sharing activities and overcoming issues
 - Enhancing other developments including the ‘social prescribing’ process, building on established programmes and support
 - Widening the ‘offer’ – what else can we do to support individuals and reduce isolation
- Linking peer support activity to social media skills development so as to maximise platforms and time of staff
 - Additional training, conversations and modelling of potential benefit of activity of being involved in peer support programme
- Completion of required reporting process (forms 3.1, 3.2, 3.3)

Expected Outputs /Numbers*

Component Related**	Quarter 1&2		Quarter 3&4		Quarter 5&6		Quarter 7&8	
	Activities	Numbers	Activities	Numbers	Activities	Numbers	Activities	Numbers
Networking activities	3	30	6	30				
Social media training sessions	4	20	4	20				
Participants in developed activities		10		10				
Total	7	30	7	30				

***Activities** are defined as delivered training / networking sessions. **Numbers** are the recorded participants of such sessions of those engaged in Peer to Peer support programmes

****Activities and numbers** can relate to more than one component, by recording this way we are maximizing impact of activity – the Total number is the outcome that the Partner organisation will be measured against.

Allocated Budget £ 7,000

Presentation outline

- Knowledge of geographic area and community
- Experience of operation in the area
- Experience of developing and delivering activities within this outline
- Experience of meeting objectives / delivering outputs
- First five things you will do