

Project Name **Content Creators**

Supporting young people to create positive content about their local area – and using this as an opportunity to develop their online citizenship skills and awareness of e-safety. Content created through the process will be brought together on a online hub, where it can be showcased to other young people and to decision makers in the local area.

Detailed description

In partnership with schools, the Youth Parliament and local youth service projects where digital media tool access is available, facilitate a programme of training and media based activities where young people are encouraged to create content about the local area. This could be:

- **Photo stories** about their estates;
- **Podcasts** with information on positive activities;
- **Slideshare presentations** about opportunities for young people to get involved in creating change;
- **Using video for 'social reporting'** on local events and issues;
- **Online spaces** for youth parliament members to get into dialogue with other young people;
- **Blog posts** with information for young people in the area;
- **Ring tones** of music by local youth people;
- **Mash-ups** of information about the local area for young people;
- **Creating a group on a social network site** to campaign for change in the local area.

Project focus (what are we intentionally addressing?)

- Developing practitioner awareness
- Developing practitioner skills

Preventing...

- ...inappropriate content
- ...inappropriate conduct
- ...inappropriate contact

Promoting

- ...creativity
- ...citizenship
- ...critical skills

- Promoting youth participation
- Promoting other ECM outcomes: _____

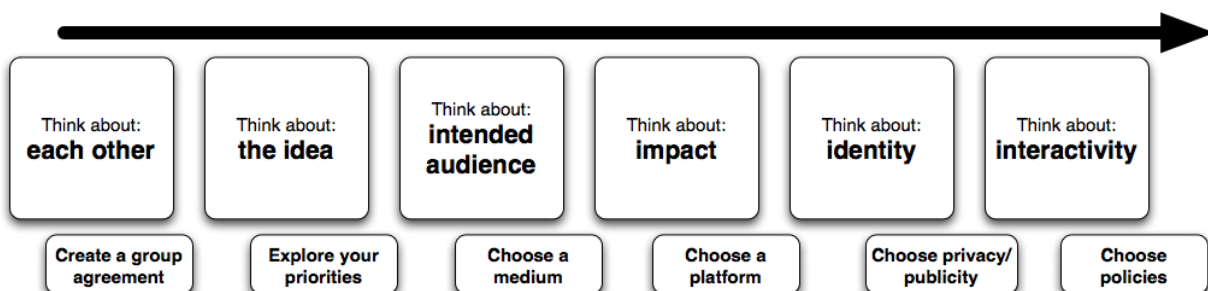
Project metrics (how will we know we've succeeded?)

- Quantity of content produced (analytics)
- Self-identified behaviour change (evaluation exercise)

The groups will gain skills in creating and sharing social media content, and will be encouraged to think critically about e-safety during the process through a series of guided critical questions.

The diagram below sets out a series of stages to a Content Creators project, linking critical group discussions to the sorts of decisions that may be made during the creation of media content.

These stages may occur in a single session (in abridged form) or through a project running over a number of weeks.



Delivery Model

Content Creators should be run in a number of formats as a trial project in partnership with the e-safety co-ordinator and volunteer worker. The resources used to run these sessions should later be made available a franchised model for local staff to deliver – with the option of a training the trainers model to promote effective uptake.

Bringing it together:

Whilst content will be published on free social media sites, a content hub could be set up, using a blog or social media aggregator to pull together and 'curate' an archive of content from the Content Creators project.

Key Challenges

- Encouraging participation in the project and sensitively embedding e-safety and online citizenship messages;
- Finding a technical platform for aggregating the content from young people in a way that allows young people creative independence in their content creation, but which also manages reputational issues for the local authority;
- Encouraging existing media project providers to integrate Content Creators critical questions into their offerings;
- By focussing on 'Content Creation' as the activity 'hook' there is a risk that the project does have a strong enough focus on 'social' and 'relational' aspects of online interaction;

Outline risk assessment (to be completed before implementation)			
Risk	Likelihood	Severity	Response
Young people create content which is unsuitable or could harm the reputation of the local authority	Low	Low	Make clear the distinction between equipping all young people with social media/media literacy skills – and supporting or condoning the production of particular media messages.
Young people publish content in a way that puts them at risk online.	Medium	Varied	Make sure the critical questions cover and discourage key risk behaviours. Maintain staff vigilance.
Young people are exposed to inappropriate content, contact or conduct through the project, or are exposed to cyber bullying.	medium	Varied	Maintain staff vigilance and ensure staff (a) are equipped to respond to instances of cyber-bullying, and (b) have access to support and guidance on how to respond.

Project Plan

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
↓Tasks↓															
Develop resources for each stage of a Content Creators programme E.g. PowerPoint/Flash presentations. Short case study narratives. Workshop handouts. Online resources.			---	---	---	---									
Pilot a range of Content Creators projects E.g. Saturday session, 4 weekly sessions, school setting, evening session.					---	---	---	---	---	---	---				
Develop Content Creators resource pack & training the trainers model							---	---	---	---	---				
Develop models for aggregating created content and feeding into social media spaces (e.g. Facebook, Bebo etc.)									---	---	---	---	---		
Evaluate project													---	---	---

Key project partners

Local schools, youth service projects and the youth parliament are potential groups to engage with a content creators programme.

Local community groups and specialist groups should also be approached. Offering support to young people from these groups to 'tell their story' may assist in reaching 'long tail' target groups and providing added value in the nature of the content created.

Existing youth media projects in the area may be willing to adopt a Content Creators framework for their work.

Brent Brain is a key partner for the aggregation and 'curating created content' phase of the project.

Further resources and reading

- **One Page Guides** – Creative Commons guides covering a range of social media tools. Licensed under a creative commons agreement which allows their adaptation and re-use.
<http://www.timdavies.org.uk/tags/onepage>
- **Civic Life Online: Learning How Digital Media Can Engage Youth** (2008)
<http://www.mitpressjournals.org/toc/dmal/-/1>
A full journal available for free download exploring youth media creation for citizenship and engagement.
- **Peter Levine, A Public Voice for Youth: The Audience Problem in Digital Media and Civic Education** (2008)
In the above journal. Exploring the need to develop and audience for young people's civic media creations.

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See <http://www.timdavies.org.uk/2009/05/11/online-citizenship-for-young-peopl> for background details