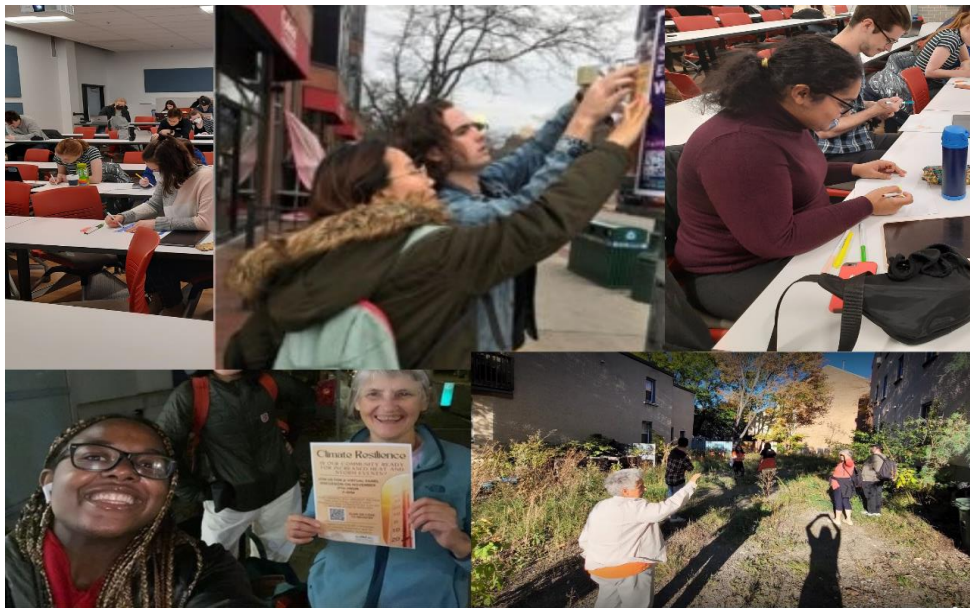


SOCI/ANTH 2180 – Foundations in Community Engagement

Resource Guidebook for Community Engagement Projects



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Introduction

Engagement changes us because it constructs a different world within which we live.

– Leanne Simpson, 2017*

Community engagement is the process by which communities can achieve common goals, organizations can ensure they are meeting their constituency needs, businesses can work to align with community values, and governments can engage citizens on proposed policies and laws. Diving into a course or project focused on community engagement can be intimidating; how can we ensure effective, inclusive, and meaningful engagement? Community engagement courses are a powerful way to gain knowledge of the theoretical applications of engagement, as well as the hands-on experience and skill-development required. The tools, technology, and resources we use are essential towards creating impactful community engagement.

This guidebook was developed to help students and faculty gain more facility with different graphic and social media tools in order to undertake an effective community engagement project. The best tools for managing such a project will vary depending on the goals of the community organization, and the scale of time and resources available for the project. This resource aims to provide guidance relevant to community engagement courses and projects focused on social media interventions. Different portions of this guidebook may be more or less applicable depending on their alignment with the course assignments.

We enjoyed working on this project and we hope that you find it helpful.

– Phillipa & Deborah

*Simpson, L. (2017). *As We Have Always Done : Indigenous Freedom Through Radical Resistance*. Minneapolis, Minnesota: University of Minnesota Press. Page 20.

Getting Started

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WHAT ARE YOUR GOALS?



Consult

- Align your goals with your community organization.
- Apply your developing theoretical understanding of community engagement.
- Consider: Who is your target audience? How many and what types of products would your organization find useful?

Plan

- Ensure your team's accountability by building collective and individual schedules & deadlines.
- Use the course MS Teams to develop and store your work. Your group has a channel dedicated to your use. Use this space to ensure your work is accessible to your teammates, instructor, and to your community organization.
- Create and submit your plan.

Communicate

- Create a space where your team can consult each other. Suggested platforms: MS Teams, Instagram, FB Messenger, WhatsApp, iMessage, etc.
- Remain accountable with your community organization by updating them weekly with a post on MS Teams.

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WHAT TOOLS CAN YOU USE?



Canva

You can build:

- Documents and presentations (similar to Microsoft or Google options).
- Planning or idea sharing tools like whiteboards & mind maps, etc.
- Product building tools such as video editing features, or templates for infographics, social media posts, website building, and printing product design.

Instagram

- Build your organization a page, add to their existing page, or create a 'student's who support ___' page.
- Ensure the page is a 'Professional' account, so that your team can use the analytics tool to track your success.

Media Commons

- Visit Carleton's Media Commons to borrow video equipment, view training videos, or book editing suites.
- Log into Carleton MediaSpace to access video & image editing tools, or to create a persistent URL.

MS Teams

- This is your class collaboration hub. You can post messages and store draft and final products here so that updates remain easily accessible to your organization and Instructor.

The Process



Research

- Get to know your community organization. What is their mission and history? Who is their community and what are their community's needs? What are their ongoing projects or plans?
- When sharing this information provide citations or links to your sources.

Products

- Ensure your products align with your organization's brand and goals.
- Your writing should use accessible, concise, and inclusive language.
- Work should be divided fairly amongst your team and completed punctually.

Drafts

- Before creating your product, send your organization's representative the text and/or visuals you're proposing.
- Plan for 4-5 drafts with feedback that will get increasingly specific with each draft.

Transfer

- Your products must be editable so your organization can repurpose your work.
- Consult with your organization during early planning on how to best transfer and make your product editable for the use of your organization in the future.

HOW TO MAKE AN INFOGRAPHIC?

8 STEPS TO MAKE IT



1) CHOOSE A TOPIC

Make sure it is a relevant, specific and interesting topic and of interest.

2) COLLECT NECESSARY INFORMATION

Research and collect all the necessary information. Make sure it is accurate and up to date.

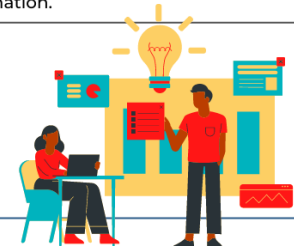


3) ORGANIZE, FILTER AND ORDER

You must extract what is most useful and important. Discard the less relevant information.

4) CHOOSE THE TYPE OF INFOGRAPHIC

Check that it is a style that best represents the information.



5) ELABORATE A DRAFT

Determine the key points of your content and use it as a guide so that there are no mistakes.



6) DESIGN YOUR INFOGRAPHIC

Choose a legible typography. Determine: style, colors, images, icons.



7) PROOFREAD AND CORRECT

This is the time to check punctuation and spelling mistakes.

8) PUBLISH AND SHARE

Publish on social networks, blogs or websites, or make a presentation.



The Resources

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Community Engagement Project

Canva



Guide and Tips

- Making a template on which to base all your products allows your group to build a common look, and can be of future use to your organization.
- Include your organization's logo by copying and pasting the logo into your products from their website. (Try to find the 'transparent' version to remove the logo's background).
- Canva has both free and paid features. If you have a free account, you cannot download your product if you have included paid features in it. Paid features have watermarks and a symbol at the bottom right corner. 🙋
Caution: paid features are not always obvious.

Transferring

- Share products by creating a shareable link or by downloading to share.
- Share video content through Canva so that your organization can edit it in the future on Canva or via a different platform.
- If you are sharing through Canva, ensure your organization's representative(s) have the information and resources to comfortably use the platform.

Resources

- Canva offers tutorials for most tools.
- This YouTube Video explains how to get the most out of the free version of Canva, while also explaining all of its functions.
<https://youtu.be/cev-A0st0q4>

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Instagram



Guide and Tips

- Making a template on which to base all your products allows your group to build a common look, and can be of future use to your organization.
- Assign 1 or 2 team members to manage and post on the account. Choose a 'Professional' account to access Instagram Analytics.
- Instagram suggests posting frequently and consistently at popular viewing times to encourage viewers to follow you.
- Plan your posts and schedule their release in advance to help your team stay on track and remain accountable. Send drafts to your representatives far in advance so that editing doesn't halt your team's schedule.

Transferring

- Make sure your community representatives have the information and tools to use Instagram and Analytics in the future.
- Safely share the username and password.

Resources

- The Instagram Analytics tool offers details and information regarding statistics.
- Here is a YouTube tutorial on creating and using a *Professional account*, and using Analytics. <https://youtu.be/fvvg56eFHTQ>
- When is the best time to post?
<https://www.adobe.com/express/learn/blog/when-is-the-best-time-to-post-on-instagram>

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Guide and Tips

- Create a shared calendar with your team to ensure your schedule remains accessible to your instructor and community organization's representatives.
- If you need to have two documents open at once on Teams, you will need to open one of them in a browser by clicking on the *editing* tab in the upper word menu.
- Add sub-channels to your team's channel to keep documents or conversations easily retrievable.
- If you post an editable document on teams make sure you keep an original just in case it accidentally gets changed.

Transferring

- Upload draft and finished content in your channel's 'Files' tab. Uploaded content is automatically available to your team.
- Download files by right-clicking on the document before opening it.

Resources

- Step-by-step tutorial on using MS Teams
<https://www.youtube.com/watch?v=VDDPoYOQYfM>
- MS Teams troubleshooting
<https://learn.microsoft.com/en-us/microsoftteams/troubleshoot/teams-welcome>

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**Carleton University
Media Commons**



Guide and Tips

- **Media Commons:** Located in 626 Southam Hall. Book a suite to film in and borrow any photo/film equipment you need. Get training or support by media experts.
- Equipment includes (not limited to) mics/mic stands, uni-pods/tri-pods, podcasting suits, software for video editing, screen/audio recording and editing.
- **MediaSpace:** Upload and control access to your media on your Carleton MediaSpace Account. You can access your account for up to 2 years after you graduate. MediaSpace includes a basic video editor that allows you to trim and clip your videos. For more elaborate video editing, you will need to use a different platform, ex. Canva.

Transferring

- You can download media and share via **WeTransfer** which is useful for sending media up to 2GB in size.

Resources

- MediaSpace instructions
<https://carleton.ca/capture/publish-your-media/>
- Media Commons
<https://carleton.ca/tls/media-production/the-media-commons/>
- WeTransfer uploading process tutorial
<https://vimeo.com/471416271>

Transferring Products

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Transferring Products to Your Community Organization



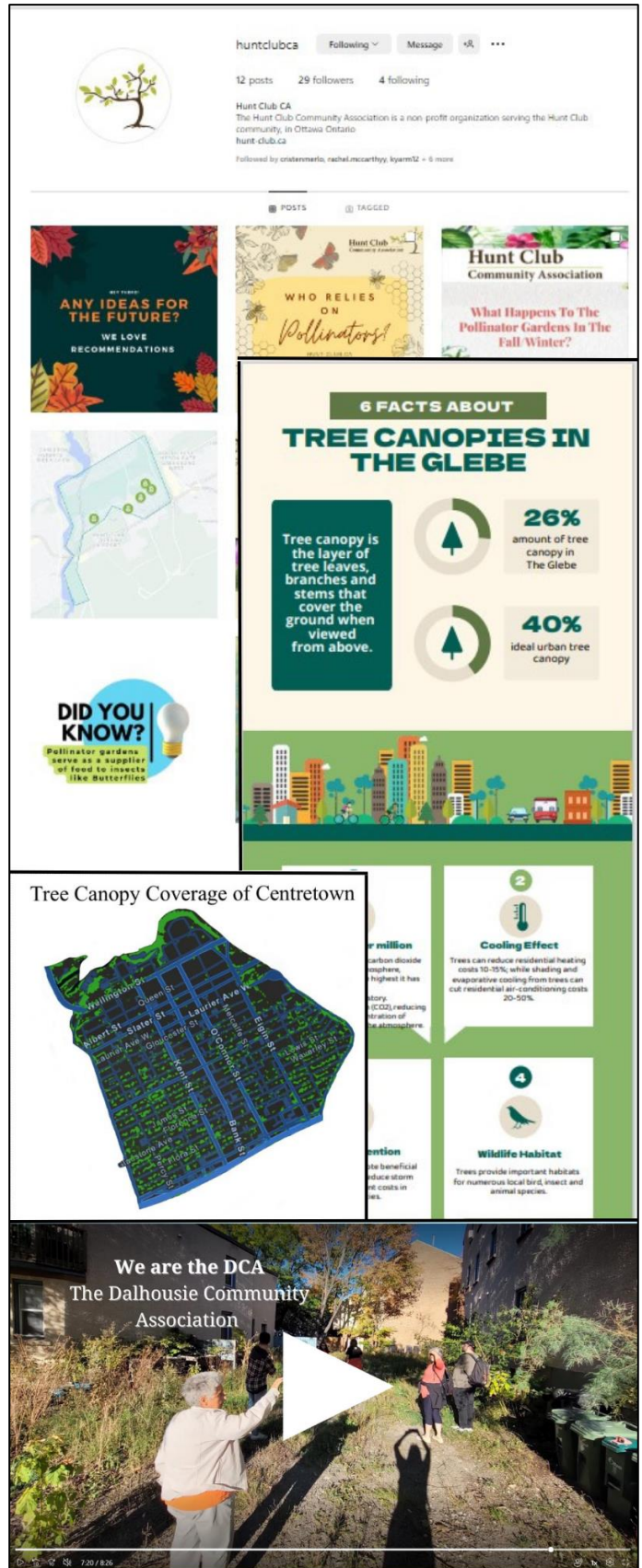
Transferring

Four Different Purposes for Sharing of Products

- 1) **Grading:** Post on BrightSpace
- 2) **Team Communication** (among student group, instructor, and community organization): Post on MS Teams
- 3) **Publishing your product:** Instagram, Facebook, Website
- 4) **Sharing the product for use:**
 - Image: Canva, MS Teams
 - Videos: Canva, WeTransfer, MS Teams

Checklist

- Products include necessary & working links.
- Information sources are referenced or communicated to your community organization.
- All products are made public (when applicable).
- Your community organization can edit your products, and any templates are available.
- Your community organization has the training or tools to use and reuse your team's products.
- Your team has transferred your product to your community organization. Methods will vary depending on the product.



Media Post Guidelines

Creating Your Social Media Post

Guide:

- Posts should include a *question* that is a hook and a *call to action*.
- Posts should aim to be educational for the targeted audience.
- Develop a brief and clear description of the post's purpose or goal and send to your community organization for approval.
- Develop your draft script for the post and send to your community organization for approval. Assume there will be 4 to 5 revisions before the script is finalized.
- Written consent is required from any individuals who are featured in media to be shared. Send signed consent forms to your CO rep. Consent forms will be available through BrightSpace.
- Document your work process. This will look different for everyone. Showing the steps that you went through to build your product demonstrates your effort and that your work is original. Try to screenshot or save a version at the 1/4, half way, and 3/4 of the way through. Do this for each product made.
- When applicable, show any templates used.
- (Note: this document was made using the *Poster* format on Canva).

Resources:

- Guidelines for obtaining meaningful consent
<https://www.priv.gc.ca/en/privacy-topics/collecting-personal-information/consent/>

Media Post Documentation Example

Social Media Post Documentation

Purpose and Work Process Description

This post is intended to spread awareness about the Hunt Club Community Association Butterflyway Project and pollinator gardens. Integrating facts about how pollinators benefit us is included to draw interest towards the gardens. The post contains facts from pollinators.org. Canva was used to create each slide of the post. Each slide is based on a template from Canva, but almost every element has been modified or I chose the features included to create the final product.

Text

Text that was approved by my community organization before making the product:

- Who relies on pollinators? Somewhere between 75-95% of all flowering plants on earth need pollinators. Including more than 1200 types of crops that humans rely on! That means 1 out of every 3 bites of food you eat is there thanks to pollinators! Pollinators contribute \$217 Billion per year to the global economy. We are in need of volunteers! To learn more about the Hunt Club Community Association visit us at hunt-club.ca .

Post Caption

Why are pollinators important? The answer is that there are many answers, ranging from cultural importance to biodiversity and ecosystem services! One answer we can all relate to is the pollinators significance in our food system. Help us support our local pollinators by joining the Hunt Club Community Association, and volunteering at one of our growing pollinator gardens!

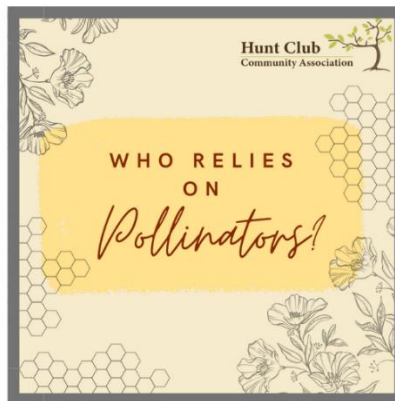
Social Media Post Documentation (Cont'd)

Image 1

Template



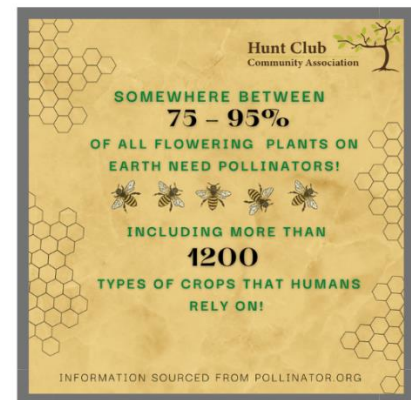
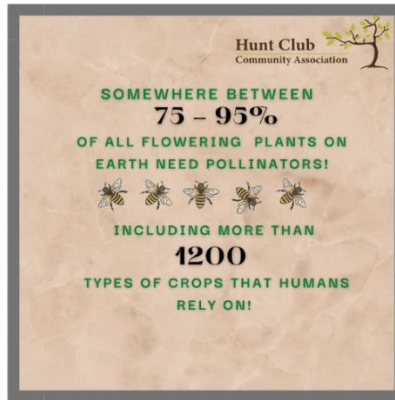
Early Work



Draft



Image 2



Social Media Post Documentation (Cont'd)

Image 3



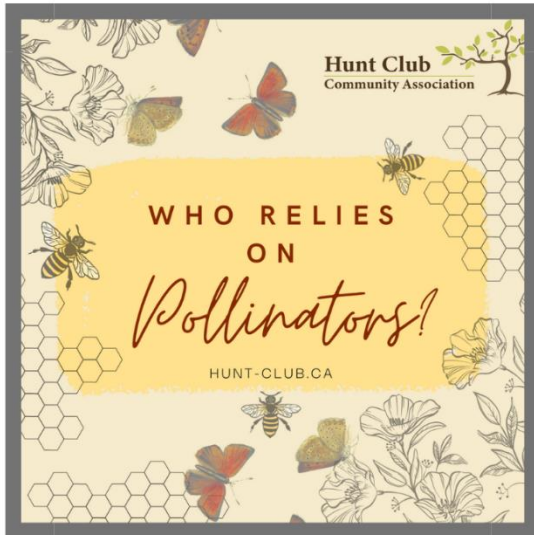
Image 4



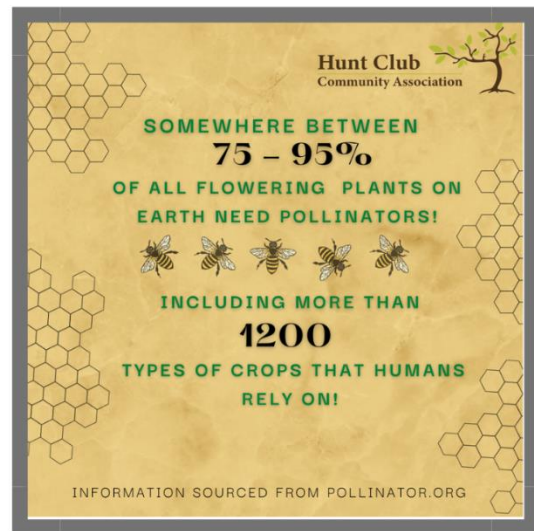
Social Media Post Documentation (Cont'd)

Final Post

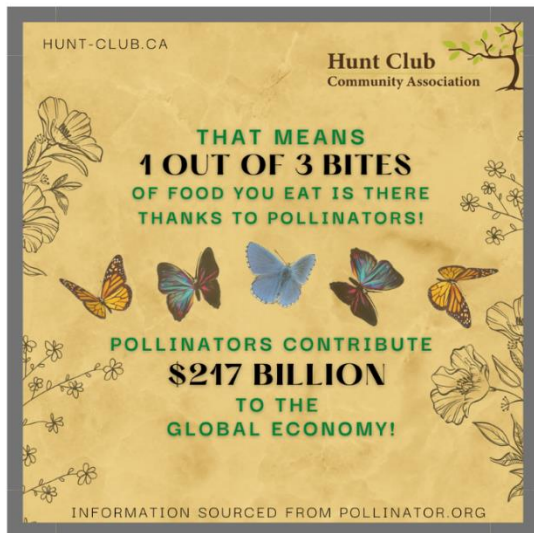
1



2



3



4



Video Guidelines

Creating Your Video

Guide:

- Videos should be based on a research question; use this question as a *hook* and include a *call to action*.
- Videos should aim to be educational for the audience.
- Develop a description of the video's purpose and how it serves to answer your research question. Send to your community organization for approval.
- Develop your draft script (such as interview questions and/or post caption) for the video and send to your community organization for approval. Assume there will be 4 to 5 revisions before the script is finalized.
- Written consent is required from any individuals who are featured in media to be shared. Send signed consent forms to your CO rep. Consent forms will be available through BrightSpace.
- Document your work process.
- When applicable, show any templates used.
- (Note: this document was made using the *Poster* building option on Canva).

Resources

- Guidelines for obtaining meaningful consent
<https://www.priv.gc.ca/en/privacy-topics/collecting-personal-information/consent/>

Video Documentation Example

Video Documentation

Purpose and Work Process Description

This video is intended to connect members of the Hunt Club Community Association through sharing volunteer experiences, connections, benefits, and memories of participating in the Butterflyway Project and pollinator gardens. The research question we based our video on is *How has the community benefited from the Butterflyway Project?* All interviewees are current participants or organizers of the Butterflyway project. Our team interviewed 4 participants/organizers. Interviews were filmed using equipment from Carleton Media Commons. Canva was used to edit the video, including some video transition features between clips. Canva was used to create the video thumbnail and video section headings. The thumbnail and headings were created without using a Canva template.

Post Caption

Hear from participants of Hunt Club CA's Butterflyway project! Help us support our local pollinators by joining us and volunteering at one of our growing pollinator gardens! Have any questions about the project?

- Contact us: info@hunt-club.ca
- Visit us: <https://hunt-club.ca/project/butterflyway/>
- Or check out: <https://davidsuzuki.org/take-action/act-locally/butterflyway/>

Video Documentation (Cont'd)

Script

- **Questions asked in interviews:**
 - What does the Butterflyway Project mean to you?
 - Do you think environmental projects like the Butterflyway Project help existing and new community members to find a sense of belonging in their community?
 - Do you feel like you have learned about your communities local environment through the project? Have you shared knowledge with others?
 - What do you like most about the project itself?
 - Have you noticed improved environmental health in your community since implementing the project?
- **Information included in the video:**
 - *What is the Butterflyway Project?*
 - The Butterflyway Project is led by volunteers, Butterfly Rangers, and helped by residents in local communities. Its objective is to create healthy habitats and pollinator patches for local bees and butterflies, and strengthen their eroded natural environments.
 - Resource: <https://davidsuzuki.org/take-action/act-locally/butterflyway/>
 - *Butterflyway Project X Hunt Club Community Association*
 - Our Vision: Hunt Club to become a leading community in Ottawa by the number of pollinator patches in public and private spaces.
 - Resource: <https://hunt-club.ca/project/butterflyway/>

Conclusion

For students of SOCI/ANTH 2180:

This guidebook presents resources for students, Teaching Assistants, and the course instructor for use in social media-based community engagement projects for SOCI/ANTH 2180 at Carleton University. Student feedback is welcome and will be incorporated into future versions of the Guidebook. We hope you enjoy the process of the community engagement project in SOCI/ANTH 2180 more for having this guide to support your work.

For course instructors:

The process of creating this guidebook clarified and refined the assignments for SOCI/ANTH 2180. It may also support community engagement projects in other courses. Deborah would be happy to discuss doing this kind of community engagement project with any course instructors who would like to do so. Suggestions for improvements or additions to future versions of this guidebook are welcome.

The guidebook is available in the teaching hub of the Carleton University Department of Anthropology & Sociology website: <https://carleton.ca/socanth/teaching-hub/teaching-and-learning-publications-and-podcasts/>

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