

Using social media and the volunteer role

Welcome to MyVoice

MyVoice is a new creative reading and writing project led by young people and run by The Reading Agency



News

MyVoice Roadshow

Great Yarmouth Roadshow
St Helens Roadshow
Sunderland Roadshow
Westminster Roadshow
Weymouth Roadshow

MyVoice

Croydon
Gateshead
Hackney
Halton
Hounslow
Isle of Wight
Kent
Lancashire
Merton
Newcastle
Oldham
Portsmouth
South Tyneside

Katy B coming to St Helens

Just take one second to think about the word library. I bet the first two words that popped into your head was "books and boring"!



MyVoice

Promote your Page too



Thamesview pupils have a story to tell

On the first day of half term, most teenagers might be slumped in front of their favourite computer game. But a group of dedicated Thamesview School students were out

Admin Panel

Now
April
2012
Joined Facebook

MyVoice

162 likes · 9 talking about this

Community
MyVoiceUK - get your stories heard



162



Events

Poll

Highlights

Status Photo / Video Event, Milestone +

What's on your mind?

MyVoice shared a link.
24 May

Alice in Wonderland in Kent! We love these costumes and signs.

Thamesview pupils have a story to tell |
MyVoice
myvoice.org.uk
MyVoice is where young people (11 - 19 years old)

Recent Posts by Others on MyVoice

See all

- MyVoice Hackney**
MyVoice Hackney Steering Group Meeting Thursday 14th June
22 May at 10:29
- Edis Goldner**
Just finished interviewing Hardeep Singh Kohli at The Asia Ho
15 May at 18:38
- MyVoice Hackney**
Get your thinking caps on... The time to plan an event for the
15 May at 15:21
- MyVoice Hackney**
MyVoice Hackney Steering Group Meeting Thursday 17th May
15 May at 15:21
- Jude Habib**

Put Your Ad Here

MyVoice

MyVoiceUK - get your stories heard
Like · MyVoice likes this.
Promote Your Page

Work so far...

- Digital Platform and social media channels
- Nine digital training days
- Development of Social Reporter role, resources and training



What social media does your library use and what are the benefits?

- Facebook
- Twitter
- Tumblr
- AudioBoo
- YouTube
- Others?

MyVoice Gateshead, A Case Study



What Gateshead Young People did...

- Posted the video to their YouTube account
- Tweeted the video generally – but also to The Reading Agency, the publisher and the author
- Posted the video on the author's Facebook page, getting lots of feedback from the author
- Volunteers tweeted and shared with their friends
- Presented the video at a Digital Skills Sharing day, getting lots of Twitter mentions
- The result: approaches from publishers to make other book reviews, offering free books and author events.
- Raising profile of library to recruit Summer Reading Challenge volunteers

Social Media Guides

Nine 'How to' Guides on:

- Audacity
- AudioBoo
- Using Digital Equipment
- Interviewing
- Picnik
- Vado Cameras
- Zoom Recorders
- YouTube
- Training other Young People

The Social Reporter Role



Veronica and Amani, Social Reporters at the Festival of Asian Literature, interview Rani Singh

What is a Social Reporter?



Social Reporter training day at Weymouth Library

“Because of MyVoiceUK we now have all of the knowledge about social media that we have used to speak up for libraries! It has helped us with our tweeting and blogging, and we both now have our own blogs.”

Poppy and Amber Ash, Social Reporters, MyVoice Croydon

Social Reporter Training



Nine regional training days, 137 Social reporters trained!

Benefits of a Social Reporter Role in libraries

Benefits for:

- Volunteers
- Libraries
- Partners

Discussion

Five volunteers have expressed an interest in becoming Social Reporters for your library...

- What can they do in your library?
- How can you make the most of their content?



Social Reporting in Action

- Book reviews
- Interviews with artists and authors: **‘MyVoice gets a graffiti makeover: Kholeo's interview with Big Daddy Kilo’**
- Opinion pieces: **"I am writing this to help dispel the view that all young people are bad." Miriam Teasdale, MyVoice Gateshead**
- Campaigning: **‘The Libraries Lobby, by Amber and Poppy Ash’**

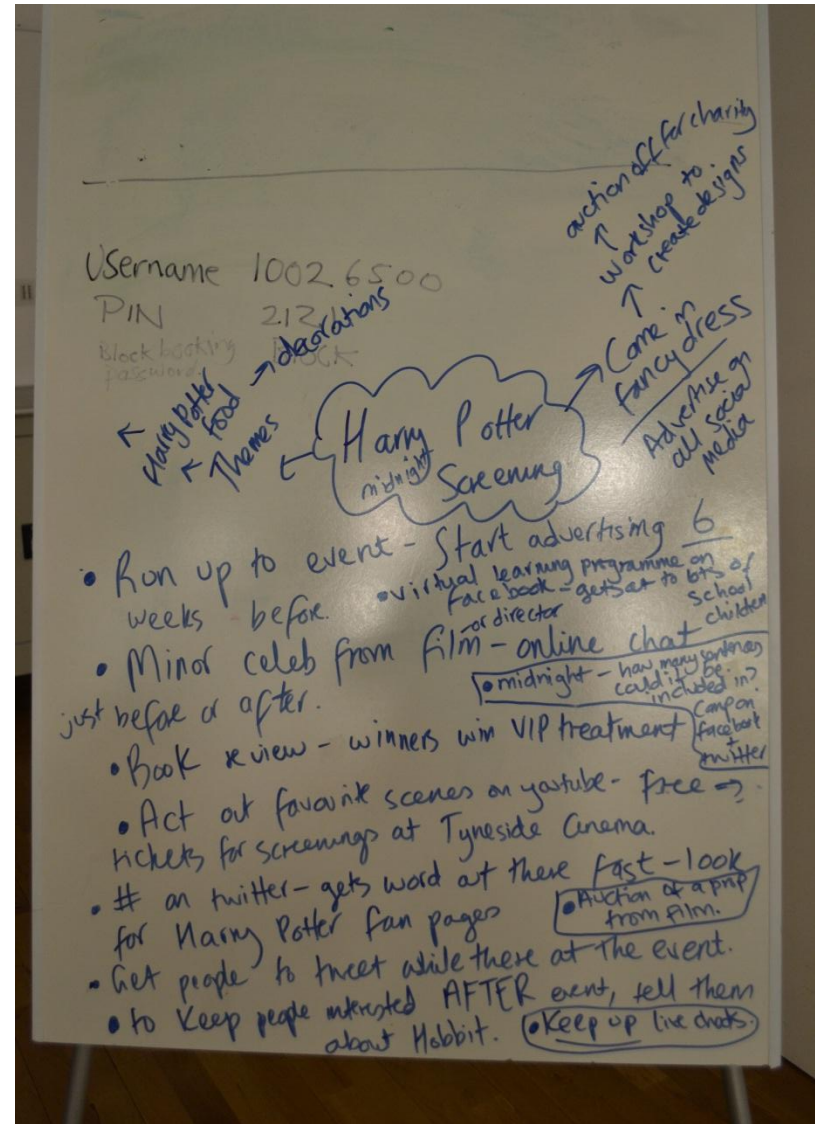
Content can be viewed at www.myvoice.org.uk

Designing a Social Media Campaign

Scenario: Your library is holding a midnight film screening of Harry Potter to raise money for charity the MyVoice reporters support. How can you promote your event to as many people as possible?

How will you use social media in the run up to the night, on the night itself and to keep people engaged in the library after the event?

Record an Audioboo to promote the screening



How can you offer the role?

A Case Study: Word2012 Festival

- One page briefing sent through library and school networks in Islington
- Full briefing sent to young people selected to take part
- Incentives and benefits clearly outlined in brief
- Young people invited to Social Reporter Induction session and trained in reporting skills.
- Risk Assessment, Media Consent and 'Reporter Rules' outlined.
- Website and social media channels set up for content
- Interviews arranged with authors and artists
- Audience and author consent obtained
- Reporters work in pairs or small groups at events: taking photos, making notes
- Reporters write up their work for their own blogs/festival websites
- Young people to sign up for notification of future opportunities: reporting on an ad hoc basis or forming a group of reporters who meet regularly to share opportunities.



MyVoice Social Reporters trainees
at Social Reporter training day,
June 2012

Further Opportunities

MyVoice Social Reporters at the
Wincott Press Awards, May 2012

