

# FREE - Social Reporter Training

**Dates – April 12<sup>th</sup> and 19<sup>th</sup> 2011 (need to be able to do both dates)**

**Time 4.30pm – 7.30pm**

**Venue- Fazeley Street Studios, 191 Fazeley Street, Digbeth, B5 5SE**

## What is social reporting?

Social reporting is about quick and simple ways of sharing what's going on around you with other people, using social media tools. Sharing information, getting a message across.

A social reporter might shoot a simple video about their neighbourhood, or make notes at a meeting or conference and share those with other people via the web as it happens. The point of social reporting is that it's easy to do, and it's fun.

## What to expect

- We will give you a warm welcome and a cuppa on arrival, and another cuppa during the session
- There will be Max 12 participants and 2-3 trainers.
- The training format is relaxed and informal.
- This is hands-on training – expect to start having a go!
- There will be laptops and other equipment such as Flips available for you to use.

If you have a laptop, camera or any other equipment of your own you may want to use, please bring it along.

## Outline of training sessions

This training is run over two half days. **Trainees must attend both sessions.**

### **Day one: Tuesday, 12<sup>th</sup> April 4.30pm – 7.30pm**

- Theory and principles of being a social reporter: blogging, Twitter, easy and fast use of video, audio and photographs.
- Start blogging.

### **Day two: Tuesday, 19<sup>th</sup> April 4.30pm – 7.30pm**

- Learn how to use audio or video in your social reporting.
- Basic principles.
- Hands-on recording and reviewing.

## Trainers

Your trainers will be from Podnosh ([www.podnosh.com](http://www.podnosh.com))

## About Podnosh - We want to change the way the public talks to the public sector

Before the internet, communication between public bodies and citizens was usually one way. Press releases, posters and leaflets were issued – but too often, ordinary people and community groups went unheard.

The web is changing that. Consultation can become a conversation. Bureaucracy can become transparent. Hard-to-reach groups in isolated neighbourhoods can find a voice and connect.

We help make this happen. We work at every level from the strategic to grass roots hands-on. Whether it's advising a local authority Chief Executive or helping a residents group set up their own blog – we can do it.

## Training Participants

Neighbourhood Forums and Community Groups plus Active Citizens are prioritised for this training

If there are any spare places then these can be taken up by BCC members of staff

## Training resources

There will be laptops and other equipment available for you to use. If you have a laptop, camera, smartphone or any other equipment of your own you may want to use, please bring it along.

## Finding the venue

There is car parking on the roadside although it is quite busy. Nearest Car Park is the one opposite The Custard Factory. Approx 20 mins if walking from the city centre

## Contact

For more information and to book a place on the training please contact:

Karen Cheney

Community Empowerment Lead – Birmingham City Council

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**APPLICATIONS NEED TO BE RETURNED TO KAREN BY 7<sup>TH</sup> APRIL 2011**