STOPPING “FAKE NEWS”
A digital mentor scheme to provide peer support and develop digital capabilities
CREATION
INCEPTION

- Observed students went to peers for support
- Wanted to harness this and prevent 'fake news'
- Project devised for students to provide peer support in person and online. Transferable skills as well as gaining valuable work experience
- Wider student population benefit from enhanced support mechanisms
MARKETING COLLABORATION

- Student voice central to the story of our brand
- Instagram is very audio-visual - students are in a very content rich environment
- Offered students opportunities to work on a major social media channel - invaluable experience for a career in the Creative Industries
ACTIVITIES AND PORTFOLIO

- Paid activities in peer support, some Insta takeovers and other events
- Unpaid activities contribute towards a portfolio that encourages students to reflect on the development of their skills and knowledge (including digital capabilities but wider transferable skills)
RECRUITMENT

- Interview and two tasks – quite intense!
- Support: communication, empathy and willing to learn!
- Imperative to have right team in place
- Interview process and task to ascertain understanding of social media & our audience
MANAGING AND TRAINING

- Mixture of physical and remote activities.
- Resource page on learning environment.
- Independent group on Facebook.
- Monthly briefings (bring sweets!).
- Engaged students = great communication.
- Always room for improvement – continual reflection and development.
- Social media – guidelines & contract
- Intensive training on audience & aims
- Ongoing support & guidance
STUDENT EXPERIENCE
WHY WE APPLIED
WHAT DO WE DO?

- Drop in Sessions
- Pop Up Sessions
- Briefings
- Conferences
- VR Experience
- Social Media Support
- Feedback on college systems
- Portfolio
- Committees
SAY CHEESE!!!!!

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#lcomdigimentors
WHAT WE’VE LEARNT: STUDENTS
WHAT WE’VE LEARNT: STAFF
WHAT WE’LL DO NEXT
THANK YOU

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