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STOPPING “FAKE NEWS”

A digital mentor scheme
to provide peer support
and develop digital
capabilities

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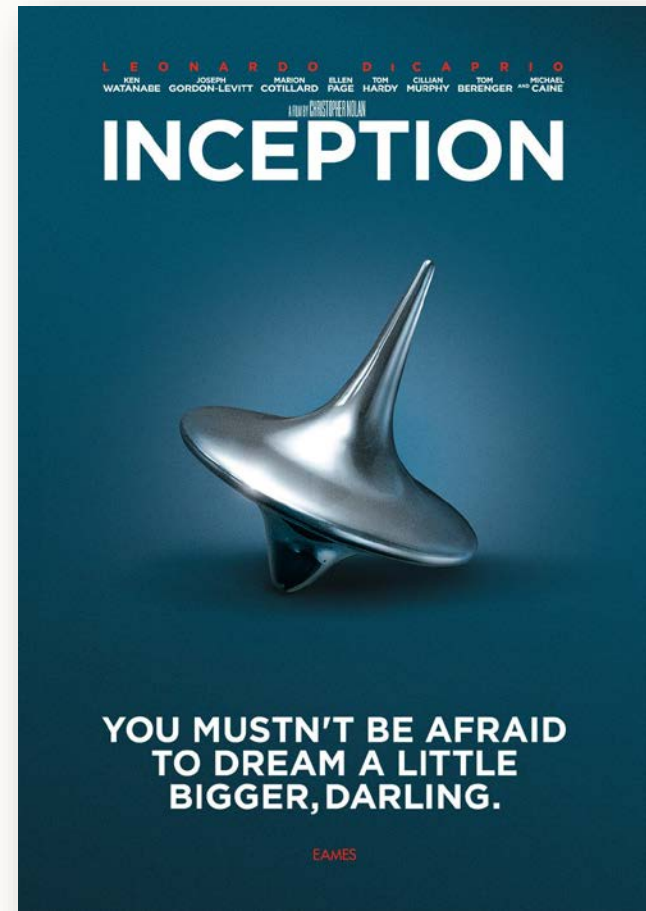
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CREATION



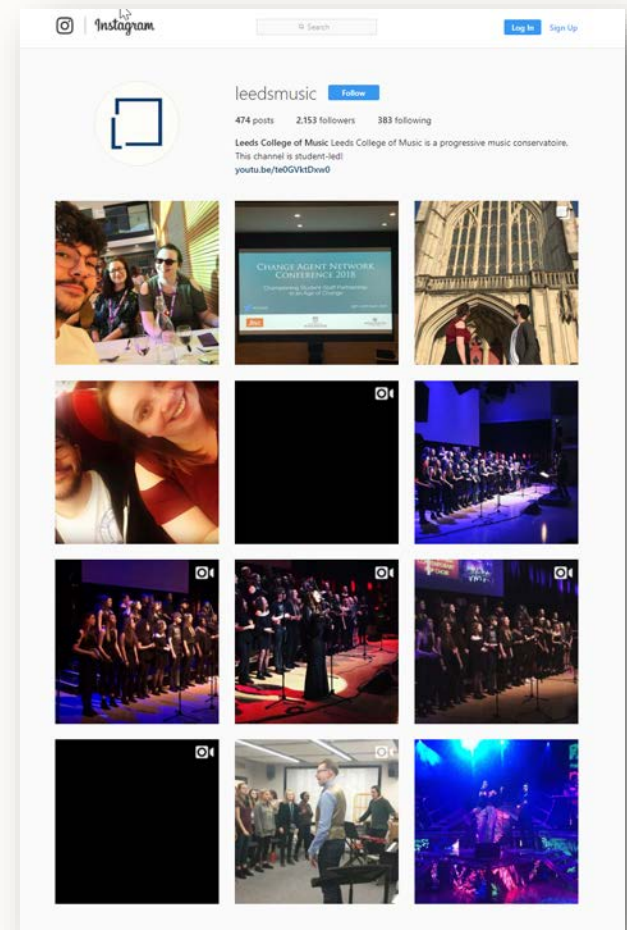
INCEPTION

- 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



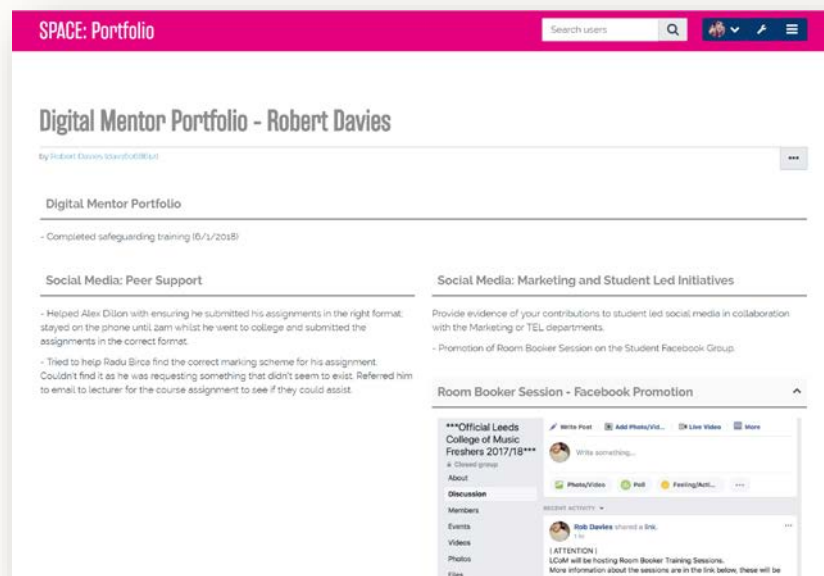
MARKETING COLLABORATION

- 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



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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



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STUDENT EXPERIENCE

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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






34 likes
leedsmusic | TONIGHT |
At Brudenell Social Club we have the night at the Sounds Like This #Ambrosefield with visuals by @:

22 likes
leedsmusic Edweezy 🙌🙌
#leeds #leedsmusic #lcom #gala2018 #soundslikeTHIS #live #gig
23 MARCH

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SAY CHEESE!!!!!!



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WHAT WE'VE LEARNT: STUDENTS



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WHAT WE'VE LEARNT: STAFF



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WHAT WE'LL DO NEXT

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THANK YOU

- Ruth Clark
- Adam Fennell
- Kath Hartley
- Rob Davies
- Molly Schofield

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