

Sowing the Seeds: Germinating Online Community

Online Digital Community Building Workshop

- As an NGO do you wonder why social media efforts remain haphazard and lack consistency of results?
- Are you confused about which platforms are the best investment of your time and resources?
- Do you experience small wins but find their momentum difficult to maintain?

Organisations can't be all things to all people. Being effective online begins with identifying and building your community. Coordinating online communities in a way that is effective, efficient and compatible with your team's capacities is tough. We can work on that.

Visionaries and change-makers need great campaign skills to deliver real world impact.

Let's go together beyond campaign communication and foster a genuine dialogue with your supporters and allies.

In our interactive workshop we will work together on mapping your community of supporters, organisational partners and key voices. We will build a strategy approach you can use in your organisation to create volunteers, vocal supporters and broadcasters of your shared goals and messages.

From her kitchen table in rural South Australia, Lyndsey Jackson initiated, coordinated and led the volunteer-driven campaign #notmydebt against Centrelink's "robo-debt". The campaign started with one tweet. That one tweet grew into:

- A **staggering 592 stories** (and counting) from people adversely affected by "robo-debt"
- The **mobilisation of volunteers** who contributed in ways both big and small
- The forming of a **new organisation remotely managed by women** across Australia
- A **senate inquiry** which played out over nine public hearings
- **\$18 million in false debts** being revoked in New South Wales alone
- Over **20,000 false debts** being revoked Australia wide
- Hundreds of thousands of tweets **using the hashtag #notmydebt**
- **Individuals submitting** to and speaking at a Senate Inquiry for the first time

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In response to community concern about #NotMyDebt national and state peak organisations including the Council of Social Service's (COSS) and legal and community organisations formed a response group. As a participant in this group, Lyndsey will discuss lessons and improvements that will help when planning your digital collaboration campaigning.

Dates: Wednesday 1 November 2017 **or** Wednesday 8 November 2017

Time: 9:30am - 2:30pm

Location: Community Data Solutions, Level 1, 214 Greenhill Rd. Eastwood

Price: 1 ticket is \$300 (plus GST) for two participants (places are limited)

Registrations: Please email hi@lyndseyjackson.com.au invoices will be emailed



Lyndsey Jackson is a passionate advocate for using open source technology to foster a sense of community and facilitate collaboration. She is also passionate about empowering women and non-techs to make the best use of great tools.

Having worked for nearly ten years building web and digital strategies for not-for-profit and government organisations, Lyndsey develops strategies and builds models for using technology to enhance asset-based community development and strengths-based approaches when building community.

"Lyndsey is a true online maven with infectious enthusiasm and total commitment to community empowerment"

- Doug Jacquier Founder and former CEO, Connecting Up

This training can be customised for your organisation, network or community for \$1500 a day for up to 15 participants with you providing venue, hospitality and registrations.