Training for the Community Engagement Playbook for Youth Leaders

∞ Meta | Digital Tayo

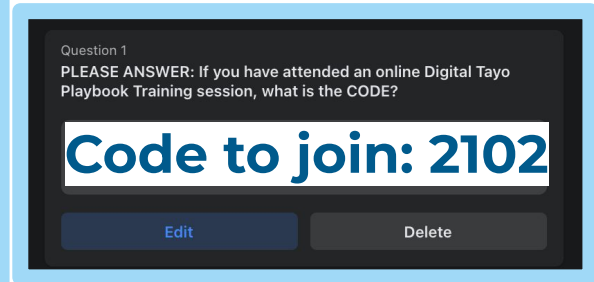# Welcome!

What to Expect

- An introduction to the Community Engagement Playbook
- An introduction to Tiny Habits®
- Activities to help immerse you in the plays of the Playbook

Let's play a game!

Mechanics:

Step 1: Join the Facebook Group

Community of Digital Tayo Youth

FACEBOOK | Digital Tayo

Community of Digital Tayo Youth

Engaged and empowered to lead change through digital

Question 1
PLEASE ANSWER: If you have attended an online Digital Tayo Playbook Training session, what is the CODE?

Code to join: 2102

Edit   Delete

Mechanics:

Step 2: Answer the Ice Breaker question in the group!

Lead change digitally.

tinyurl.com/FBDTGroupParticipationForm

Workshop Rules

Workshop Rules

Always show respect. This is a safe space.

Unmute only when you are speaking.

Press Zoom's Raise Hand button if you want to speak. When called, kindly unmute yourself and answer.

Workshop Rules

- As much as possible, keep your cameras on so that we can see one another!
- Lastly, if you get disconnected, reach out to us:
  - Facilitator:
  - Tech Support:

Have you browsed through the Playbook we sent you before this workshop?

For those who did, tell us **what you found striking about it** on the Zoom chat!

The Community Engagement Playbook...

Is a guide made by Digital Tayo that aims to help you advocate for causes that matter to you

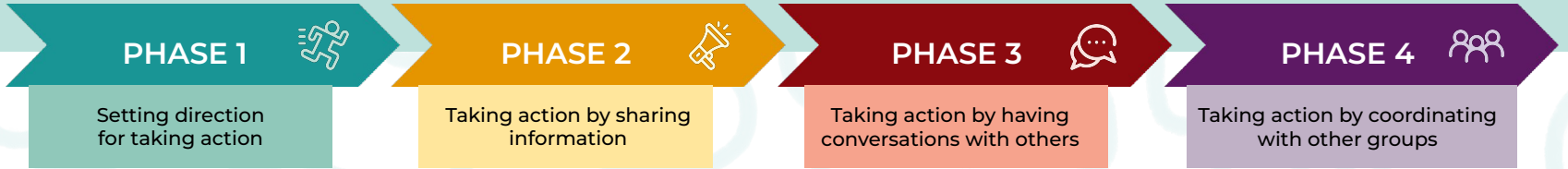**Contains actions or "plays" that**
- Are easy, practical, and creative!
- Are to be accomplished over time.
- Aren't fixed or final
- Should be contextualized to your own experiences and applied in real life.

How do all these plays fit in one big picture?

Playbook Navigation Guide

PHASE 1	PHASE 2	PHASE 3	PHASE 4
Setting direction for taking action	Taking action by sharing information	Taking action by having conversations with others	Taking action by coordinating with other groups

PLAY 01.

How can I identify and prioritize my community's needs?

PLAY 02.

How can I choose the smartest topic and content?

PLAY 03.

How can I maximize my chosen medium?

PLAY 04.

How can I personalize the content?

PLAY 05.

What can I do to become more confident to speak up?

PLAY 06.

How can I build better relationships with others?

PLAY 07.

How can I set discussion goals and agenda?

PLAY 08.

How can we identify groups to partner with?

PLAY 09.

What can we do to set up partnerships?

PLAY 10.

How can we share resources?

Play 01: How can I identify and prioritize my community's needs?
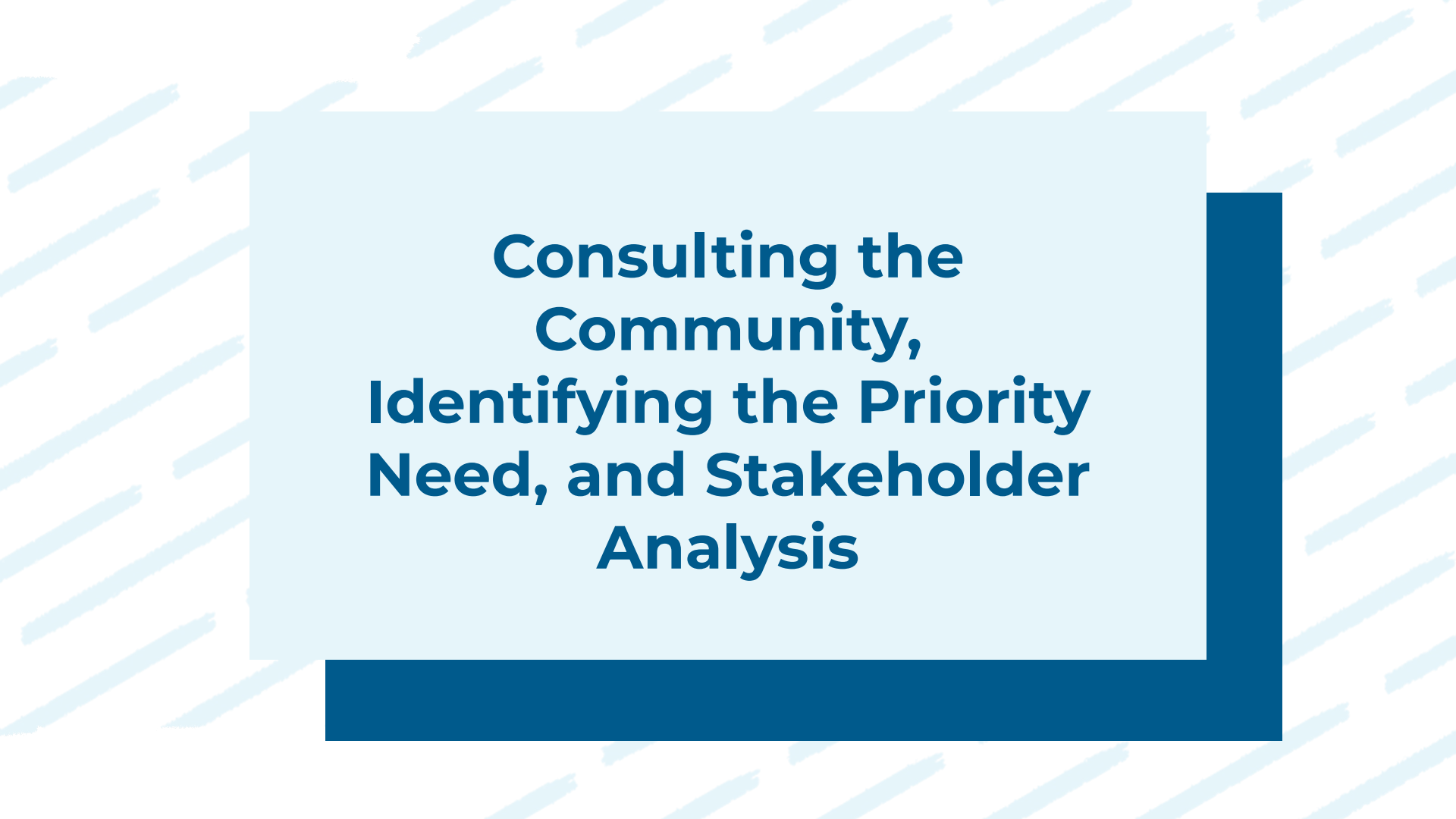
Step 1A. Individual Contemplation

1. Open the Facebook app on your preferred device. Alternatively, go to http://facebook.com.
2. Make sure you are on your "News Feed."
3. For 2 minutes, scroll through the news stories or posts on your News Feed while thinking of the following prompt: ***"Which of these stories are issues that are also experienced by people in my community?"***
4. Take a screenshot of the news stories or posts that caught your attention, or you think are most relevant to the prompt.
5. Try to look for at least 5 news stories or posts that answer the prompt.
6. Once finished, kindly wait for further instructions from the facilitator.

02:00

Link to session worksheet:
[tinyurl.com/FBPlaybook WS-v2](tinyurl.com/FBPlaybookWS-v2)

Note: Create a copy of the worksheet template for your own use.

Consulting the Community, Identifying the Priority Need, and Stakeholder Analysis

Step 1B. Consulting the Community

Step 1B. Consulting the Community

1. In 8 minutes, consult the 4 other people in your breakout room using the question: "If you were given the chance to change one thing in the community, what would it be and why?"
2. You will be facilitating the discussion among yourselves in the breakout room. Here are some tips and suggestions to help you out with this:
   a. Make sure everyone has a chance to speak
   b. Build off each other's answers
   c. Try and ask each other follow-up questions
3. By the end of your discussion, the group should have come up with 10 issues. Assign someone to list them down in the "sticky notes" on the worksheet.

Consulting the Community: Example Output

1. Safe return to classes

2. Addressing the lack of clean access to water

3. Increasing mental health awareness

4. Addressing undernutrition

5. Supplying gadgets for public school students

6. Safe family planning

7. Consistent internet access for students

8.

9.

10.

Are you ready?

We'll send you to your breakout rooms!

Please be mindful of our video and chat broadcasts!

You may now head to your breakout rooms.

5 minutes left

Consulting the Community

2 minutes left
Consulting the Community

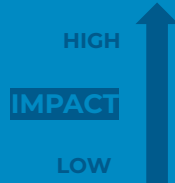# Step 2. Identifying the Priority Need

Priority Need

The issue that is *easiest* to tackle right now but is also considered to be one of the *most urgent* and of the *highest impact*.

Guidelines:

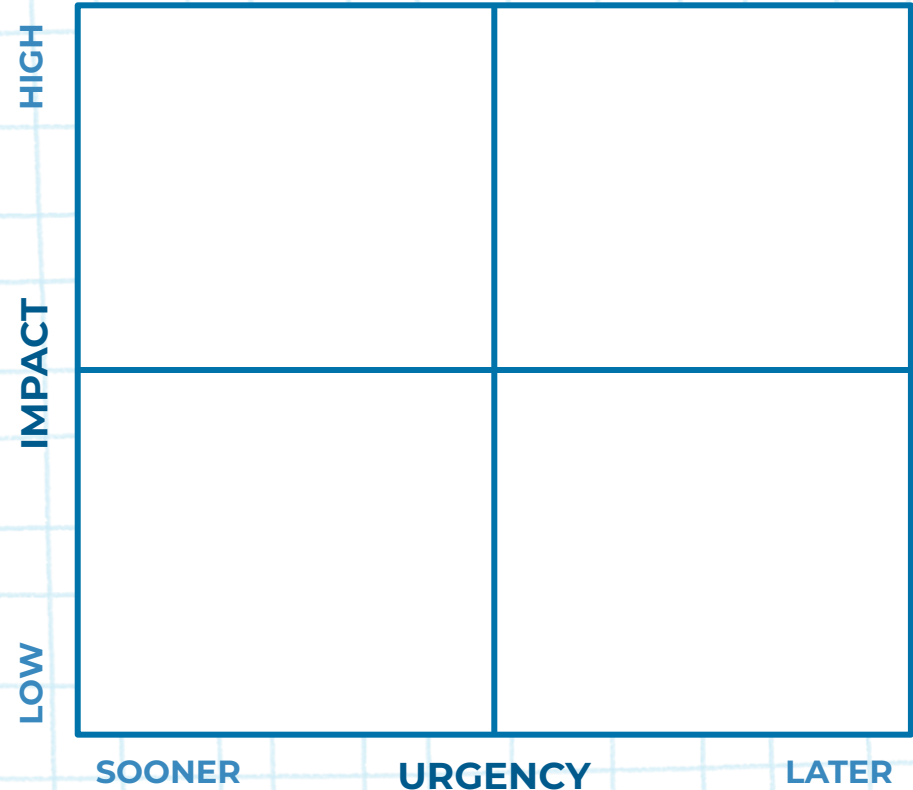1. If something is **more urgent,** put it closer to the left.

← SOONER **URGENCY** LATER

2. If something is **more impactful,** put it closer to the top.

HIGH
IMPACT ↑
LOW

3. Once you are done, look at the upper left. Pick the issue that is **easiest** for you to tackle right now. This is your priority for now.
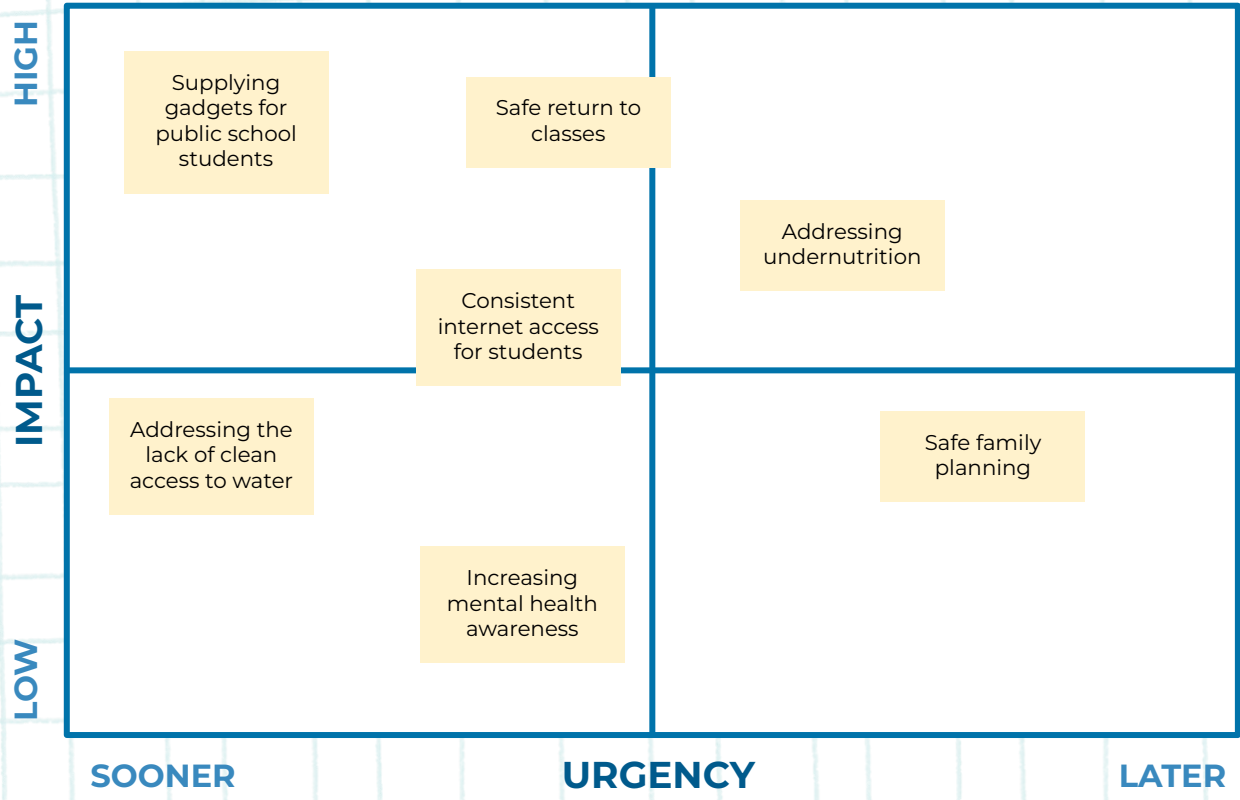
Plot them into this grid:

HIGH

IMPACT

LOW

SOONER **URGENCY** LATER

Priority Need Mapping

First, assign yourselves a number from 1-5.

- **Round 1A (1 minute)**

Everyone takes turns placing items on the landscape. Start with the person assigned to Number 1 and so on. **No discussion allowed.**
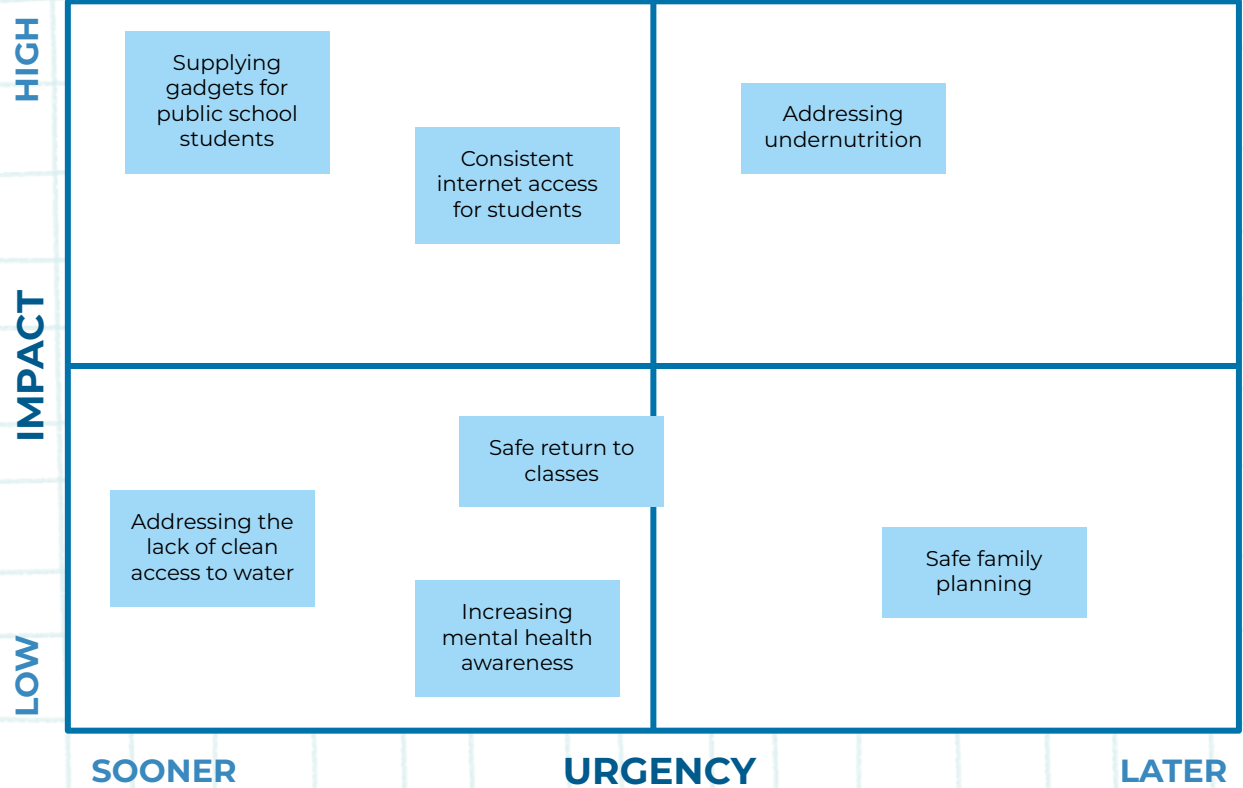
Priority Need Mapping

- **Round 1B (1 minute)**

Everyone takes turns moving items **up or down** on the landscape. Start with the person assigned to Number 1 and so on. **No discussion allowed.**
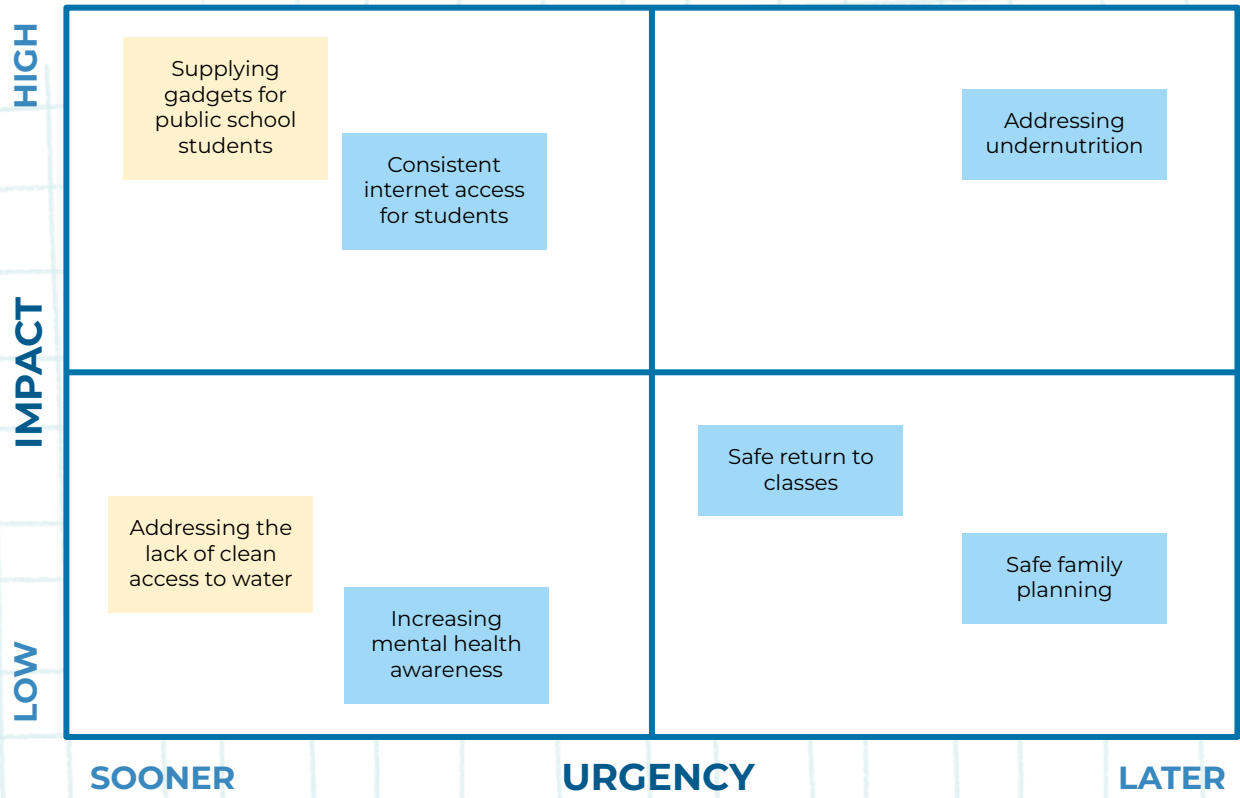
Move the sticky notes up or down, depending on what you feel is the issue with the most impact

IMPACT

HIGH

LOW

URGENCY

SOONER

LATER

Supplying gadgets for public school students

Consistent internet access for students

Addressing undernutrition

Safe return to classes

Addressing the lack of clean access to water

Increasing mental health awareness

Safe family planning

Priority Need Mapping

- **Round 2 (1 minute)**

Everyone takes turns sliding the items **side to side** on the landscape. Start with the person assigned to Number 1 and so on. **No discussion allowed.**

IMPACT

HIGH

Supplying gadgets for public school students

Consistent internet access for students

Addressing undernutrition

LOW

Addressing the lack of clean access to water

Increasing mental health awareness

Safe return to classes

Safe family planning

URGENCY

SOONER

LATER

Move the sticky notes left or right, depending on what you feel is the issue that is most urgent
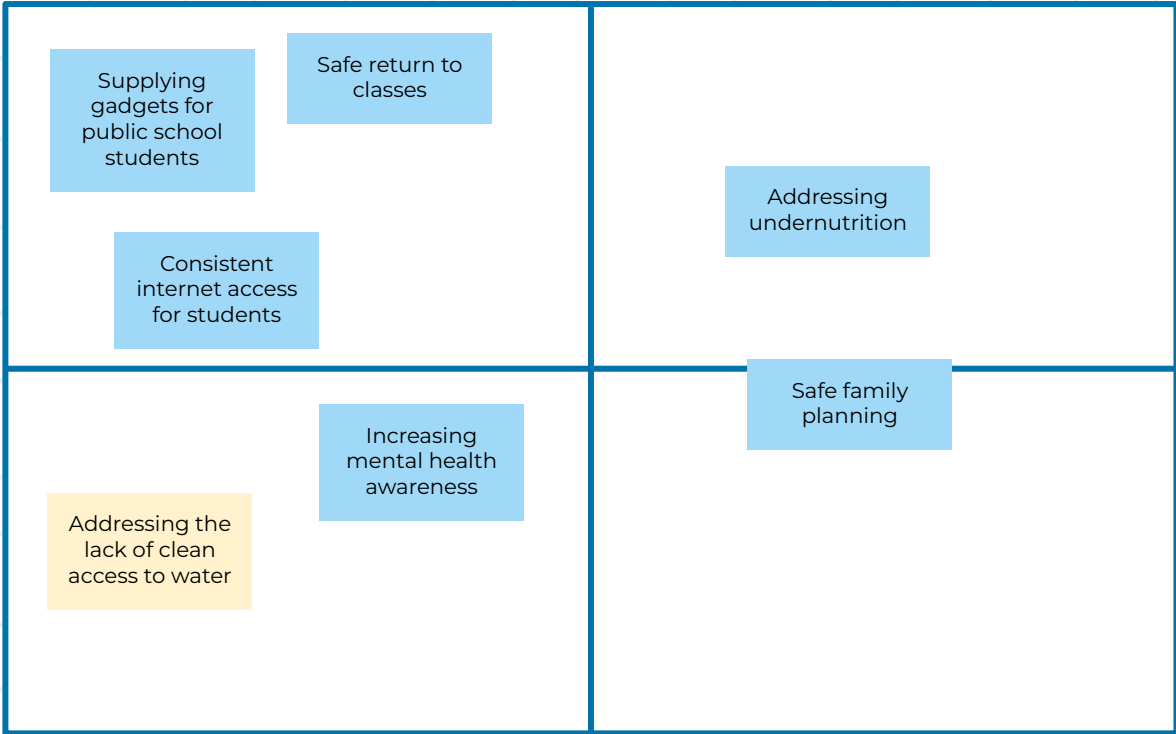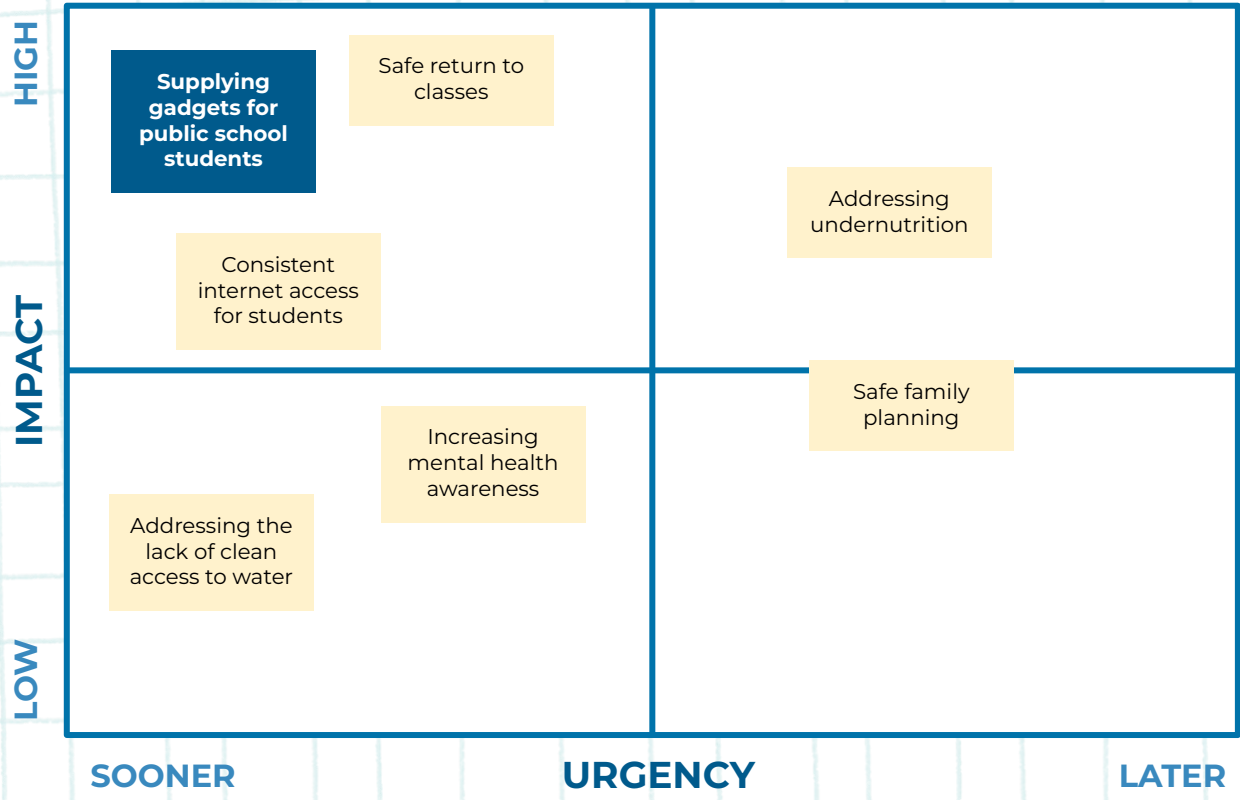
Priority Need Mapping

- **Round 3: Wildcard (2 minutes)**

Anyone can propose moving an item to any new spot. Short discussion is fine.

Priority Need Mapping

Selecting the Focus Items (Priority Need) (3 minutes)

- Determine which items are in the Focus Zone, and which are not.

- Then, everyone votes for the group's priority need.
  - If there is an even number of members in the group and a tie occurs, a coin toss will be used to break the tie.

- The item that is **most urgent and most impactful is your priority need.** If there are multiple in the quadrant, choose the most doable one.

IMPACT (vertical axis): HIGH — LOW

URGENCY (horizontal axis): SOONER — LATER

- Supplying gadgets for public school students
- Safe return to classes
- Addressing undernutrition
- Consistent internet access for students
- Safe family planning
- Increasing mental health awareness
- Addressing the lack of clean access to water

SAMPLE COMPLETED GRID

Priority Need Mapping

NOTE: You have a total of 10 minutes for this activity as a group. You may use a timer to help yourselves stay on time.

ADDITIONAL NOTE for Round 1 to Round 3:
As a general rule, when you're done with your turn for each round, let the rest of the group know by **saying "DONE" or sending "DONE" in the chat box.**

Are you ready?

We'll send you to your breakout rooms!

Please be mindful of our video and chat broadcasts!

You may now head to your breakout rooms.

10 minutes starts now!

Identifying the Priority Need

5 minutes left

Identifying the Priority Need

2 minutes left

Identifying the Priority Need

Welcome back, everyone!

Step 3.
Stakeholder Analysis

Think about who in your community has a stake in this priority need. They can be any of the following:

- People who are directly or indirectly affected.
- People who are interested or are experts on the need.
- People who have resources that can help with the need (not limited to financial)
- People who have power and influence over the need (no matter how big or small)

PERSON/GROUP	AFFECTED?	KNOWLEDGE/ RESOURCES	POWER/ INFLUENCE?

TAKE-HOME ACTIVITY

Step 3. Stakeholder Analysis

- Ask yourselves the question, "Who do we want to engage with first?"
- **Identify two stakeholders only**: one primary stakeholder (directly affected) and one secondary stakeholder.
- Then, in 1-2 sentences explain **how** and in **what ways** these stakeholders are affected.

PERSON/GROUP	AFFECTED?	KNOWLEDGE/ RESOURCES	POWER/ INFLUENCE?
1. Students	● Yes - they are directly affected because learning becomes quite difficult for them in the home without gadgets.		
2. School Administrators			● Yes - They have the power to implement initiatives to get students the necessary gadgets.

Vision Crafting

Vision Crafting

Craft a vision statement showing

- **What your ideal future looks like** (based on your identified priority need)

- **How stakeholders will benefit** from your vision.

Vision Crafting

Refer to the following prompts:

- If all of a sudden you were given the power/capacity to improve your community in any way you wanted, **what would this improved community look like?**

- Whose lives will be improved? How exactly will their lives improve?

Vision Statement

- A **1-2 sentence statement** that encapsulates your idea of what the ideal future of your community looks like.

- Priority need: Addressing quality education
  - ex. "***My ideal future for my community is a future wherein every single child is able to go to school without physical or monetary barriers. I envision a future where children are able to focus on attending school and not struggle to make ends meet.***"

Are you ready?

Write down your vision statement
on your own notes app or pen and paper

3 minutes start now!

Making Your Vision Statement

1 minute left

Making Your Vision Statement

Sharing

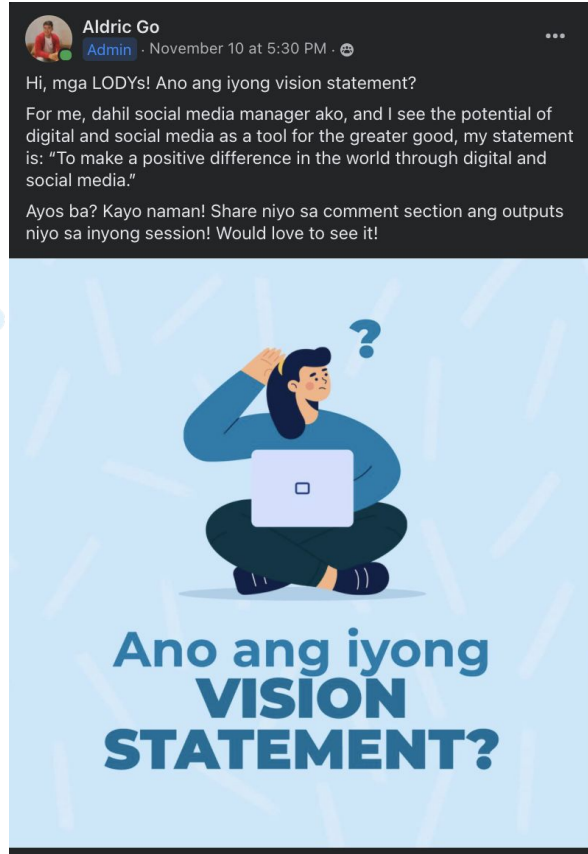Tell us your priority need, vision statement, and a short explanation!

Try to limit your sharing to under 1 minute.

Lastly, for the audience (a.k.a. those not speaking/sharing), you can use the Zoom reactions to show your support or affirmation for the one speaking/sharing.

Share your outputs!

- Comment your vision statement on this post in our Facebook group.

Aldric Go — Admin · November 10 at 5:30 PM · 😄

Hi, mga LODYs! Ano ang iyong vision statement?

For me, dahil social media manager ako, and I see the potential of digital and social media as a tool for the greater good, my statement is: "To make a positive difference in the world through digital and social media."

Ayos ba? Kayo naman! Share niyo sa comment section ang outputs niyo sa inyong session! Would love to see it!

Ano ang iyong
VISION STATEMENT?

Synthesis

Play 01: How can I identify and prioritize my community's needs?

1. INDIVIDUAL CONTEMPLATION

Read the news. Ask yourself, "Which of these stories are issues also experienced by people in my community?"

2. COMMUNITY CONSULTATION

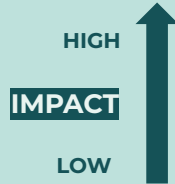**Look for 5 people in your community. Ask them the following questions:**

- "If you were given the chance to change 1 thing in the community, what would it be and why?"
- "If you were to choose the top 3 causes that would be most helpful for you and your community, what would it be?"

Guidelines:

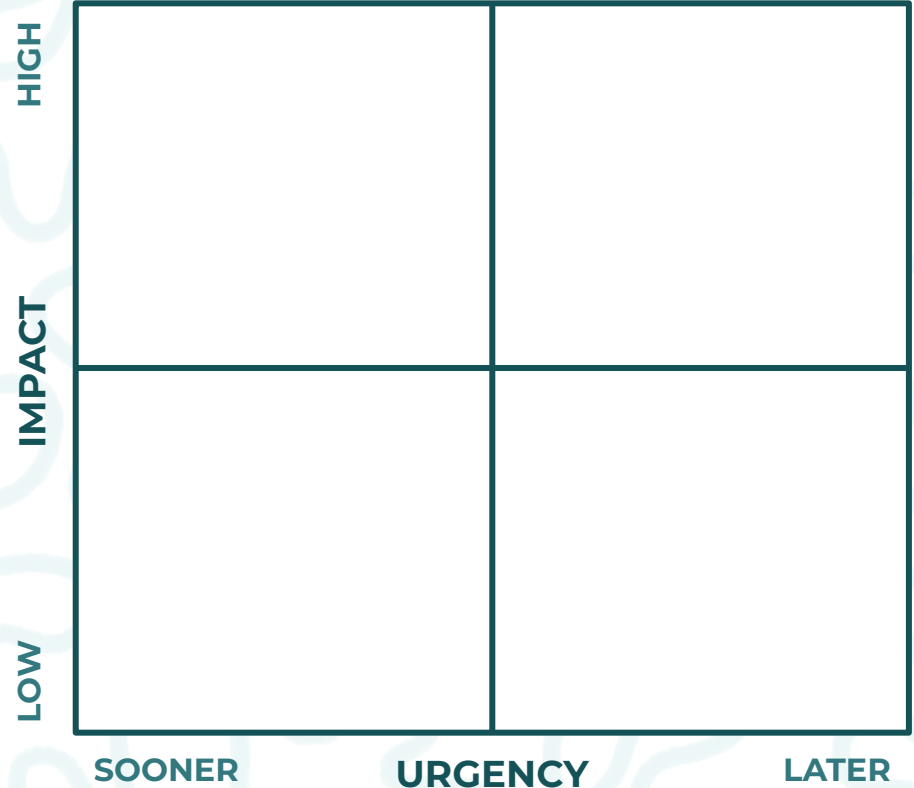1. If something is **more urgent,** put it closer to the left.

SOONER **URGENCY** LATER

2. If something is **more impactful,** put it closer to the top.

HIGH
IMPACT
LOW

3. Once you are done, look at the upper left. Pick the issue that is **easiest** for you to tackle right now. This is your priority for now.

Plot them into this grid:

HIGH

IMPACT

LOW

SOONER   **URGENCY**   LATER

Stakeholder Analysis

Think about who in your community has a stake in this priority need. They can be any of the following:
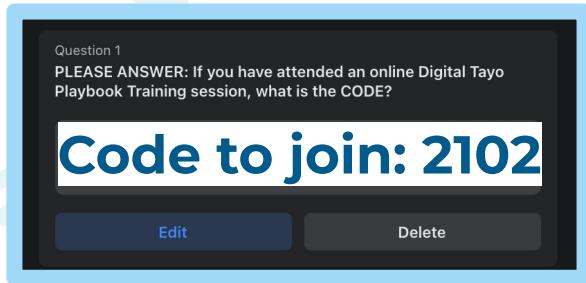
- People who are directly or indirectly affected.
- People who are interested or are experts on the need.
- People who have resources that can help with the need (not limited to financial)
- People who have power and influence over the need (no matter how big or small)

PERSON/GROUP	AFFECTED?	KNOWLEDGE/ RESOURCES	POWER/ INFLUENCE?

Vision Crafting

BREAK

FACEBOOK Digital Tayo

Community of Digital Tayo Youth

Engaged and empowered
to lead change through digital

Community of Digital Tayo Youth

Question 1
PLEASE ANSWER: If you have attended an online Digital Tayo Playbook Training session, what is the CODE?

Code to join: 2102

Edit   Delete

Join the Community of Digital Tayo Youth Facebook group

Tips on How to Maximize Your Chosen Platform

1. Use color thoughtfully.

References: https://designshack.net/articles/inspiration/instagram-color-scheme/
https://www.behance.net/gallery/93645663/Poster-design-and-infographic-design
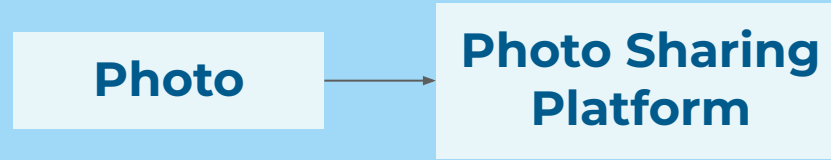
2. Keep written content, text, or duration short.
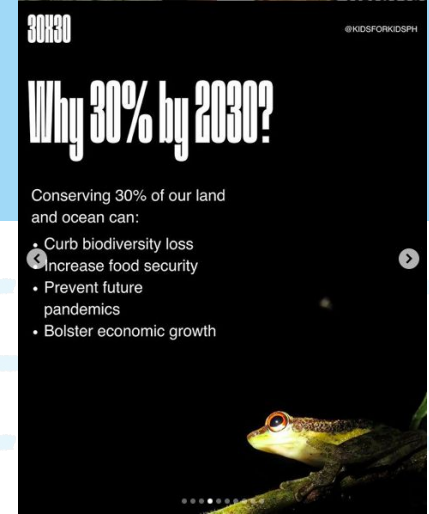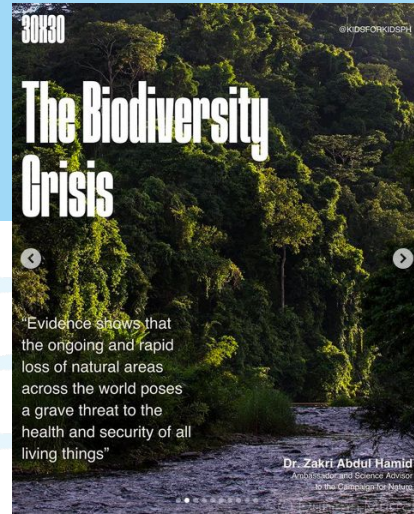
3. Make sure it matches the platform and content your audience responds to the best.

| Photo | → | **Photo Sharing Platform** |

| Blog | → | **Blogging Site** |

| Video | → | **Video Streaming Platform** |

4. Find ways to optimize it for sharing.

- **Make the content:**
  - Easy-to-digest and relatable
  - Entertaining
  - Purposeful - show the value of your advocacy through numbers and good storytelling
  - Useful - easily applicable to the lives of the viewers

4. Find ways to optimize it for sharing.

Make the content:

Easy-to-digest and relatable

Entertaining

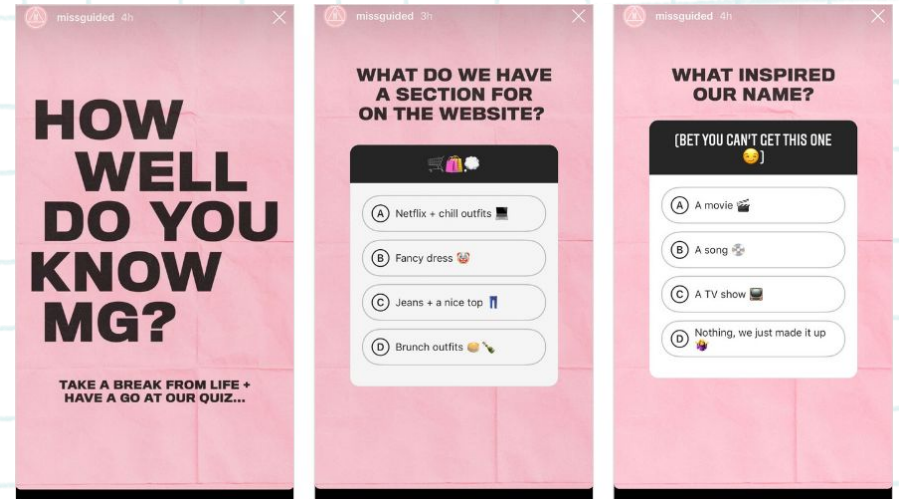**Purposeful** - show the value of your advocacy through numbers and good storytelling

Useful - easily applicable to the lives of the viewers

How do I make my content <u>stand out</u> from the crowd?

1. Offer something NEW

- Highlight unique facts
- Present information in a different way than usual
- Add interactive content
  - Quiz format
  - Bingo about a certain topic
  - "Tag a friend" challenge
  - Myth or Fact
  - Two truths and a lie

Reference:
https://blog.storrito.com/instagram/2019/06/17/4-ideas-for-using-the-quiz-sticker-son-instagram-stories.html

2. Surprise your audience!

Put a *twist* in your content!

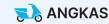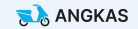# 2. Surprise your audience!

Example: Angkas Marketing Materials

No way home?
Use Angkas to get to your destination.
ANGKAS

Scan naol...
SCAN QR & PAY USING GCash
ANGKAS

Valak mo bang sumakay?
ANGKAS

Reference: *Angkas' social media pages*

2. Surprise your audience!

Example:
Influencers who bring awareness about issues as they do their makeup

Bailey Sarian talks about Muder Mysteries

Reference: https://www.facebook.com/baileysarian1/videos/588597162338453

3. Make your content relatable

See how it can be connected to your audience's current behavior and interests

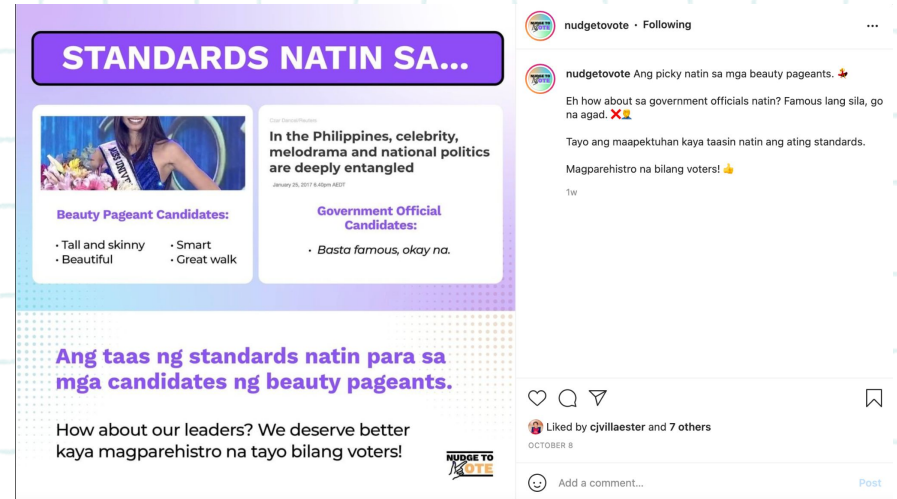Example: if your audience likes memes, use memes to inform them about certain issues!

SOCIALLY RELEVANT MEMES, NO ATTENTION

GRUMPY CAT COMPLAINING ABOUT MORNINGS, THE MOST UPVOTES OF ANY OF MY MEMES

imgflip.com

3. Make your content relatable

See how it can be connected to current events or trends

Examples:
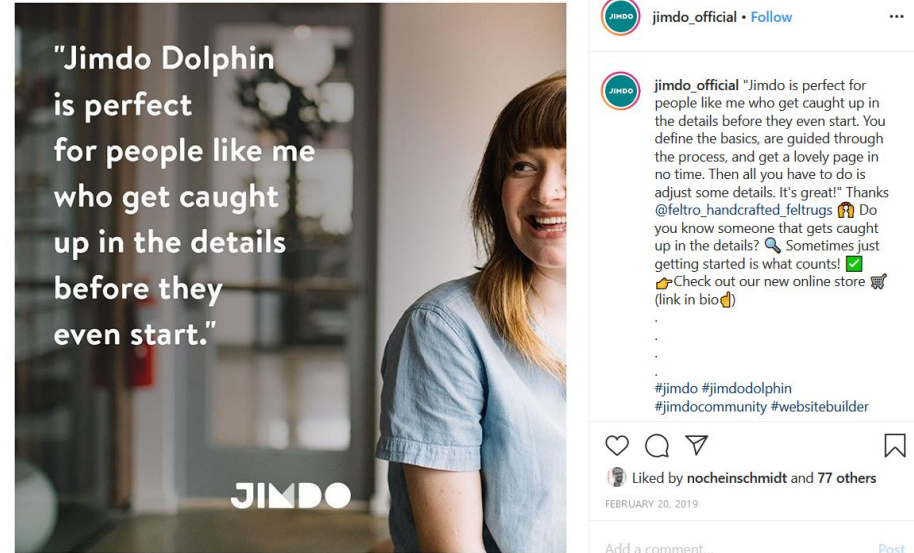- If it's voting season, you can relate your advocacy to voting.

Reference: *https://www.instagram.com/nudgetovote (owned by AHA! Behavioral Design)*

3. Make your content relatable

Add personal touches

Share your testimonials, experiences, and personal encounters with the advocacy.

Reference:
https://www.business2community.com/content-marketing/how-to-use-testimonials-to-grow-your-business-02282230

3. Make your content relatable

Find ways to make it more social

Include games, live interaction, humor, and questions

Reference: *https://www.shopify.com/blog/what-to-post-instagram-ideas*

How do you deliver your message in a way that is well-articulated?

Use the TEST strategy

Title

Start your message by summarizing your point in one sentence

- "I think the youth should play a more active role in community waste management."

Explain

Show what you discovered by explaining the steps behind your point.

- "Improper waste management is a large problem, and as the younger generation, we are more likely to live longer with its effects. Since we do not have as many commitments as our parents, it is also easier for us to find the time and energy to do simple things that can go a long way."

Support

Provide evidence or examples to support your point.

- "We can collect recyclables from our house and our neighbors' houses and turn them into creative projects. We can also help educate others about the importance of disposing of trash properly to prevent floods."

Tieback

Conclude your point and connect back to the main discussion.

- "Since it is easy to do, will help make our community safer, and will contribute to our own futures, the youth helping with waste management is a good way to protect the environment."

T-E-S-T

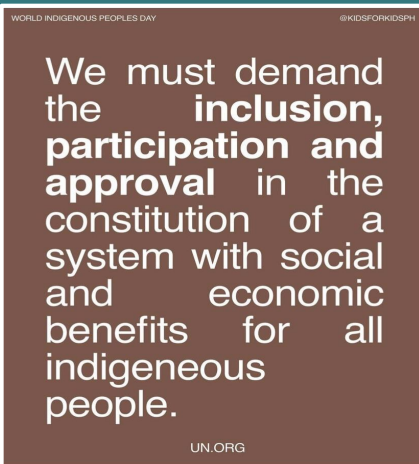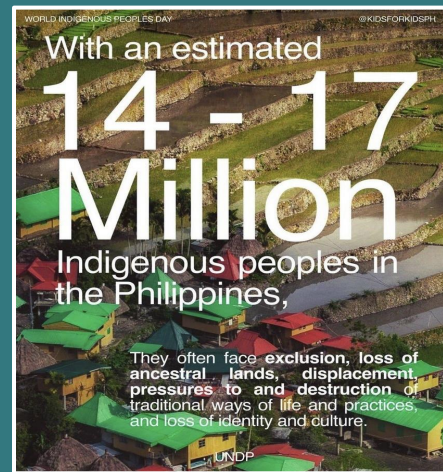**T-Title**   **E-Explain**   **S-Support**   **T- Tieback**

It's now time to turn your vision **into action!**

Challenge

As another take-home activity, come up with interactive and informative social media stories that build on your chosen advocacy

Story Guidelines

- **One,** you should make *at least* 3 stories or panels;

- **Two,** you must use the TEST strategy, as we discussed earlier, in crafting your content; and

- **Three,** the content must be informative *and* interactive to ensure that viewers absorb the information and remember them.
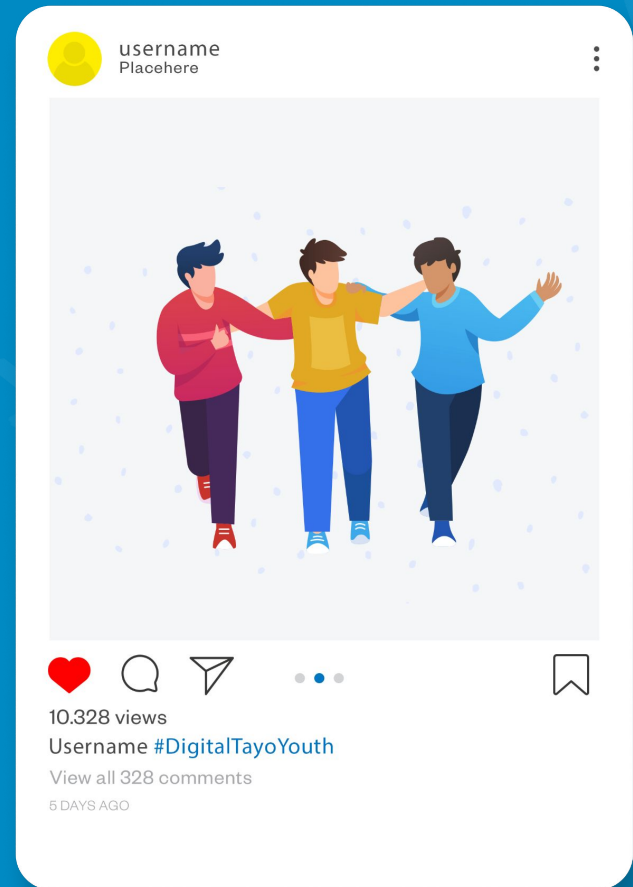 - It should be gamified, as much as possible, with engaging parts.

UN.ORG & UNDP   @KIDSFORKIDSPH

LEAVE NO ONE BEHIND

Indigenous peoples and the call for a new social contract

WORLD INDIGENOUS PEOPLES DAY   @KIDSFORKIDSPH

With an estimated

14 - 17 Million

Indigenous peoples in the Philippines,

They often face **exclusion, loss of ancestral lands, displacement, pressures to and destruction** of traditional ways of life and practices and loss of identity and culture.

UNDP

WORLD INDIGENOUS PEOPLES DAY   @KIDSFORKIDSPH

We must demand the **inclusion, participation and approval** in the constitution of a system with social and economic benefits for all indigeneous people.

UN.ORG

After creating your stories, share them with your fellow youth advocates!

Post your stories on Facebook with the hashtag #DigitalTayoYouth!

https://www.facebook.com/groups/digitaltayoyouth

username
Placehere

10.328 views
Username #DigitalTayoYouth
View all 328 comments
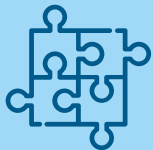5 DAYS AGO

Synthesis

Playbook Reminders

Playbook Reminder

- **The playbook contains exciting plays** that teach you how to advocate for issues you care about—both online and offline!

- **There are other plays you can explore.**

- You can play around with the order of the plays and **mix and match them to suit your needs!**

Use the plays!

They're great starting points for you.

Don't give up on your advocacy and community!

The playbook is your helper.

Let's open the playbook together!
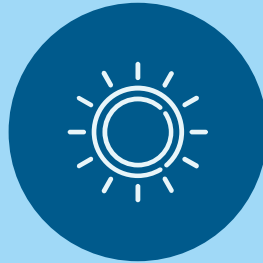
Turn to page 5.

Tiny Habits®
By Dr. BJ Fogg

Tiny Habits® Recipe

(pp. 5-7 of the playbook)

1. Start with a small and simple behavior.
"I will open my playbook to the navigation guide"

2. Make it part of your routine.
After your morning coffee, before you go to bed, when you think about watching TV
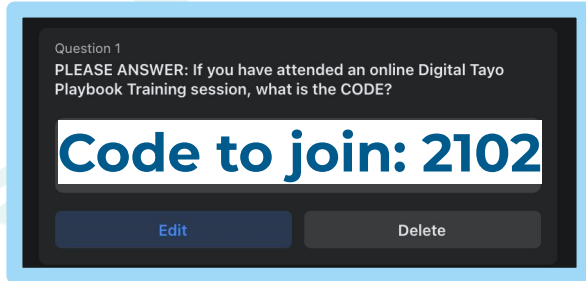
3. Celebrate when you perform the action successfully.
Tap yourself on the back, say "Good job!", or smile.

4. Put it all together.
Review your whole recipe!

FACEBOOK · Digital Tayo

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Community of Digital Tayo Youth

Question 1
PLEASE ANSWER: If you have attended an online Digital Tayo Playbook Training session, what is the CODE?

Code to join: 2102

Edit · Delete

Join the Community of Digital Tayo Youth Facebook group

Community Posting Tips:

✓ Things about your advocacy that inspires you, or a story about yourself, your advocacy that's inspirational.

✓ Things about the playbook that you find interesting

✓ Things about your community that you believe deserves attention

✓ Things that made you happy, or something you personally want to share

Share your journey with us!

Link to
Evaluation Form:
tinyurl.com/FBDT
PlaybookEvals

LODY of the Week:

Nina De Leon
Digital Tayo Online Training Moderator / Host

FACEBOOK | Digital Tayo

Be our **LODY of the Week** and help us reach more people in 2 steps!

1. Share your referrals in the survey and we'll reach out to them!
2. Wait for our team to contact them.

Group Photo

Thank you for coming!