Notes and processes (B.A.S.I.C.S.)	Detail for Workshop
B.A.S.I.C.S. - **B**eginnings	

Title of the workshop / Words for the centrepiece:
Social Media + Sectarianism Online

Aims of the workshop:
- To explore young people's use of Social Media
- To explore young people's knowledge + understanding of sectarianism online
- To explore knowledge of 'Online Digital Footprint'
- To understand sectarianism from a young person's point of view
- To identify possible Social Marketing messages

Nature and number of participants:
8-10 young people

Social media sites are important aspects of contemporary social life. They offer great potential for a range of social interaction both on and offline – from social gatherings to political mobilisations. However, as Community Links discovered through previous work in this area, social media also represents forums for the creation and distribution of offensive and sectarian material. The purpose of this workshop is to encourage discussion around social media and sectarianism with particular focus on the consequences and social harm of posting offensive material online.

B.A.S.I.C.S. - **A**ctivities	

Legend: SOCIAL MEDIA
Brown
Which social media sites do you use?
Yellow
For what purpose?
Green
How and when do you access these sites?
What information/posts do you share?
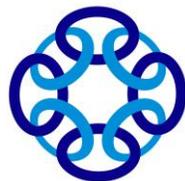
Community Links (South Lanarkshire) | Unit 1a | Clydeview Shopping Centre | Blantyre |Glasgow | G72 0QD
T: (01698) 827583 | F: (01698) 829000 | E: administrator@communitylinkssl.co.uk | W: www.communitylinkssl.co.uk
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IN REGENERATION

Notes and processes (B.A.S.I.C.S.)	Detail for Workshop

Legend: DIGITAL FOOTPRINT

Brown
What do you think happens to the info you post/share online?
Grey
Do you know all of your contacts online?
Who do you receive friend requests from?
Green
How likely would you say the things you post online out loud, or to your friends?

Legend: SECTARIANISM ONLINE

Brown
What do you understand by the term sectarianism?
Grey
How often do you see sectarianism or offensive material online?
In what format?
Yellow
How do you react? What do you think when you see this online?
Green
On what sites do you see material? What are the messages?
Exclamation Mark
Highlight the biggest issue/what you find most offensive

Legend: ANTI SECTARIANISM SOCIAL MARKETING

Brown
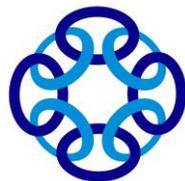*What is the best way to grab someone's attention?*
Grey
If you wanted to tell your friend something important, how would you do it?
Yellow
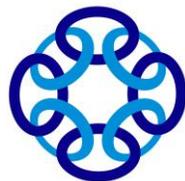*What types of messages would you pay attention to? (tone)*
Green
What is the best format to deliver the message? What should the message be?

**COMMUNITY
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IN REGENERATION*

Notes and processes (B.A.S.I.C.S.)	Detail for Workshop
B.A.**S**.I.C.S. - **S**equencing	
What do we know *Future Possibilities* *Challenges* *Interests/Goals*	
B.A.S.**I**.C.S. - **I**nputs	

Branches:
SOCIAL MEDIA
DIGITAL FOOTPRINT
SECTARIANISM ONLINE
SOCIAL MARKETING MESSAGES
ANTI SECTARIANISM SOCIAL MARKETING MESSAGES

Branch definitions:
SOCIAL MEDIA
Use of any social media platform that allows online communication and interaction (Facebook, Twitter, Linked In, Instagram, Vine, Snapchat, Pinterest, Bebo, YouTube, Devian Art, Playstation Network, Xbox Live etc)

DIGITAL FOOTPRINT
The way in which information is stored and posted online through social media sites.

SECTARIANISM ONLINE
Sectarianism and offensive material that young people have came across or seen online and offline.

SOCIAL MARKETING MESSAGES
Exploration of what messages and creative ideas should be used in the campaign in order to achieve overall aim.

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Notes and processes (B.A.S.I.C.S.)	Detail for Workshop
B.A.S.I.**C**.S. - **C**onclusions	
Key takeaway messages: *- A better understanding of social media and how it used by young people* *- What information young people share* *- What sites in particular young people use* *- The messages young people would like to see in a social marketing campaign* *- The sectarianism and offensive content (online and offline) that young people engage with* *- How young people react when they see this type of content*	
B.A.S.I.**C.S. – S**kippables, Squashables & Supplements	
Skippables: No skippables	
Squashables: Social media section - more time spent on **Social Marketing Campaign Messages**	
Supplements: Examples of Social Marketing Campaigns Examples of Digital Footprint Design and development of potential creative ideas	

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