

OCTOBER 2009



SOCIAL MEDIA

As part of the promotion of UCPH's new bachelor's programme, Communications & IT, secondary school students in Denmark showed how organizations can use social media to improve and expand the reach of their communications.

The Danish Refugee Council (DRC) experienced a fundamental challenge of how and to what extent they should incorporate social media into their communications strategy. Questions they faced included:

- 1: How can the DRC recruit young fundraisers to volunteer with their annual fundraising event? Furthermore, how can they ensure that these volunteer youth return the following year?
- 2: How can the DRC distinguish itself from other humanitarian organizations and ensure that young people opt to support the DRC?
- 3: How can the DRC best be integrated into the everyday lives of youth?

RESULT

Based on an analysis of 15-20 year olds and their needs, three teams were established. Each group was presented with a different challenge.

Team 1 created a concept based upon a before, during and after Facebook experience: The young DRC volunteers are part of a Facebook group .. with DRC's stand-up-ambassadors. The concept was that volunteer fundraising groups should be established and that a contest be arranged among volunteers. The fundraising was to be filmed and uploaded onto Facebook. Finally, the videos were to be judged by the DRC ambassadors and awards presented. The Facebook group was to be kept active year-round, continuously setting up competitions and rating systems.

Team 2 created a transparency concept involving a new communications strategy. This was aimed at young, smart users who feel disillusioned and misled, and want to know and understand the whole picture. The concept was to give these users access to DRC management, and involve users in things such as viral films about DRC that highlight operational transparency.

Team 3 created a concept that reversed the roles of the DRC and the refugees it works with. Instead of the DRC being the aid actor, the concept was to have the refugees help the DRC. This was conceptualised as a way through which refugees could gain recognition and confidence in their new country.

THE PROCESS

The problem was examined during a one-day innovation workshop. This involved twenty final year high school students working in interdisciplinary groups. The students were guided by professional innovation consultants from Katalyst. The process was based on a humanistic innovation method in which humans and human needs are essential for successful innovative thinking. The students were introduced to theories and practical exercises in the fields of user-driven innovation, communications, experience economy and strategic concept development.

FACTS

Participants: Final year high school students from different Danish secondary schools
 Guest lecturers: David Decker, Crossroads Innovation
 Duration: 1 day
 Principal actor: The Danish Refugee Council
 Facilitator: Katalyst, Marjanne Kurth and Alexandra Kida