

Chester World Development Forum

Jake, Megan and Carrie

Project Objectives

- ▶ Identify areas of the CWDF most likely to appeal to younger people.
- ▶ Explore the websites and social media presence of similar organisations elsewhere and develop suggestions and draft enhancements for CWDF.
- ▶ Assess the awareness of CWDF among younger people and their interest in the issues that it deals with
- ▶ Evaluate the findings and provide recommendations and draft materials to the client

Methods:

- ▶ Background research
- ▶ Focus groups
- ▶ Observations
- ▶ Questionnaires

Focus group outcome:

Attend others meetings

“Stop preaching to the converted”

Allow for activities to be set up and created in the CWDF name but run by younger people



Create more connections and network with other groups to ensure contacts are not lost

Activities of the CWDF

- ▶ Bi- monthly meetings
 - Talks given by members and other influential speakers.
- ▶ Lectures at the University of Chester.
- ▶ Campaigns
 - Make Poverty History, Trade Justice Movement.
- ▶ Help host large events run by member groups.
 - Fairtrade fortnight.



Geography and International Development
Chester World Development Forum
Encouraging Local Action for a Fairer World

International Development:
the way ahead for the UK

Lecture by
Stephen Twigg MP

Stephen Twigg is MP for Liverpool West Derby. He is a member of the UK Parliament International Development Committee and the Independent Commission for Aid Impact (ICAI). This group is responsible for the scrutiny of UK aid and maximising the impact and effectiveness of the UK aid budget.

Friday 7 October 2016
7.00pm, Binks CBK 011
Everyone welcome

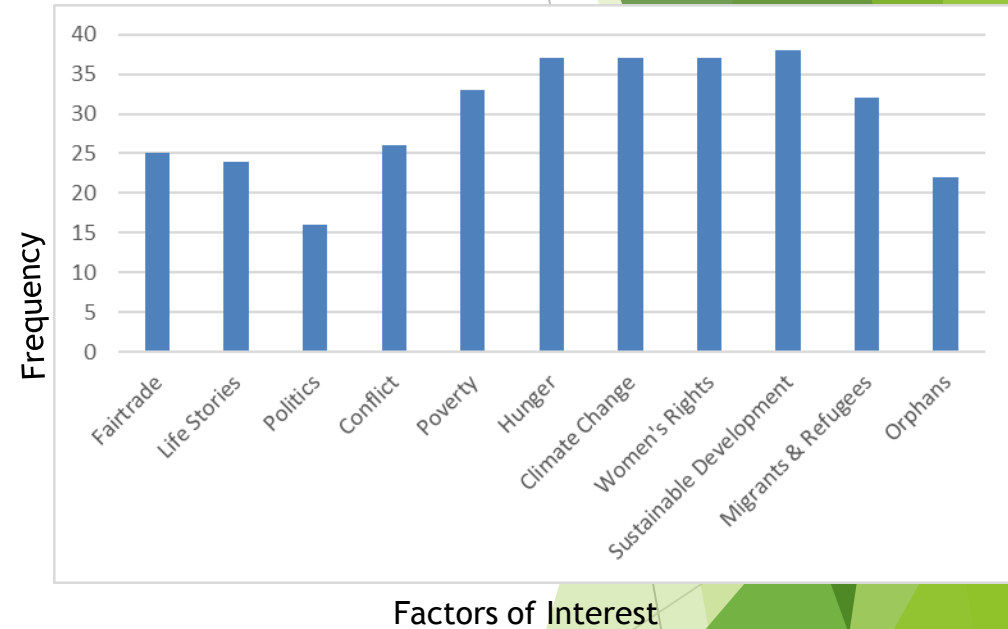
University of
Chester

Source: GID Department.

What appeals to young people?

- ▶ Most interest in ending world hunger, climate change, women's rights, and sustainable development
- ▶ Also interested in ending world poverty, and migrants & refugees
- ▶ Less interest in Fairtrade, life stories, politics, conflict, and orphans

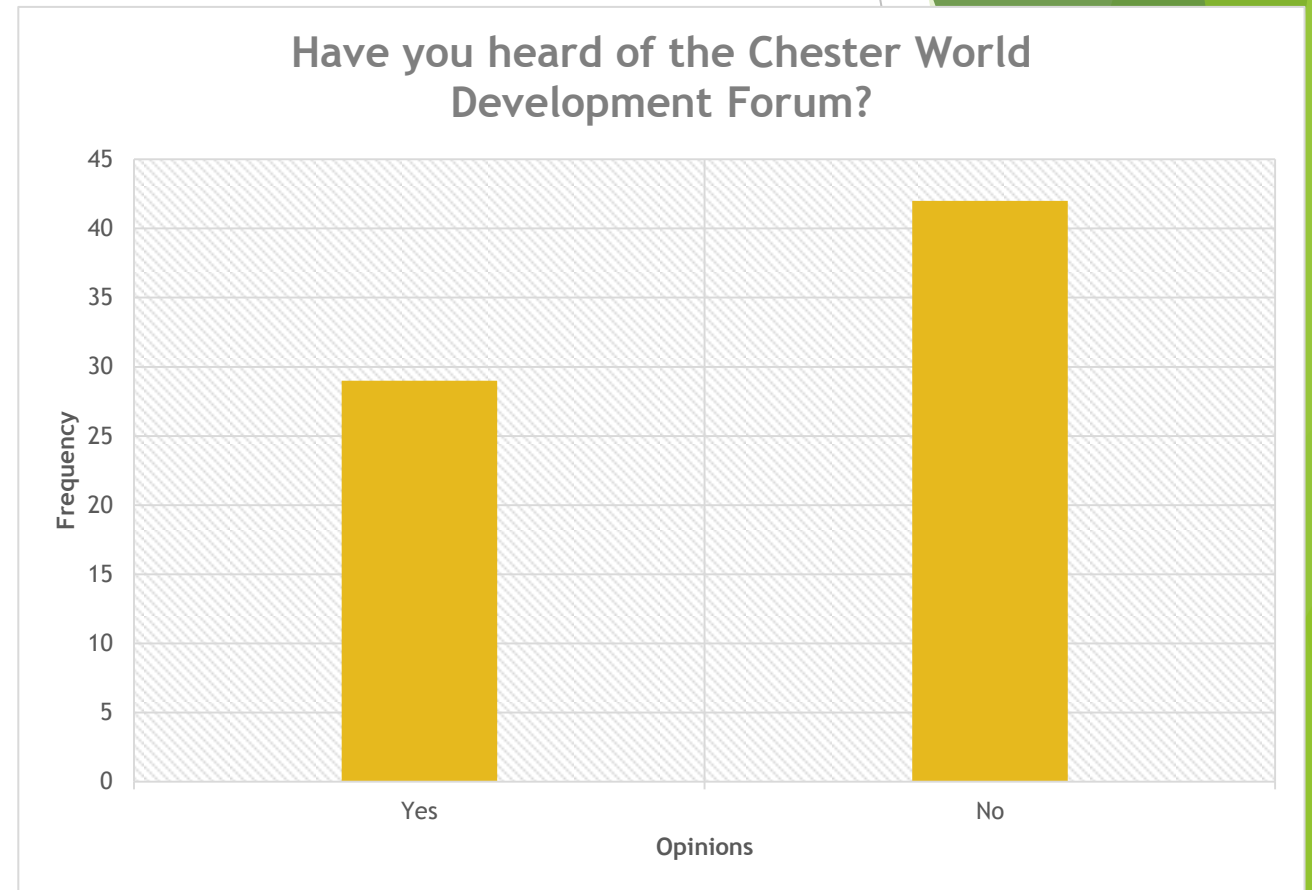
Factors that appeal to young people.



Awareness of the CWDF

“Developing awareness is vital as it allows organisations to more effectively engage with their followers in such a way that increases membership, allowing the institution to grow further”

- Cullather (2012)



Methods of raising Awareness

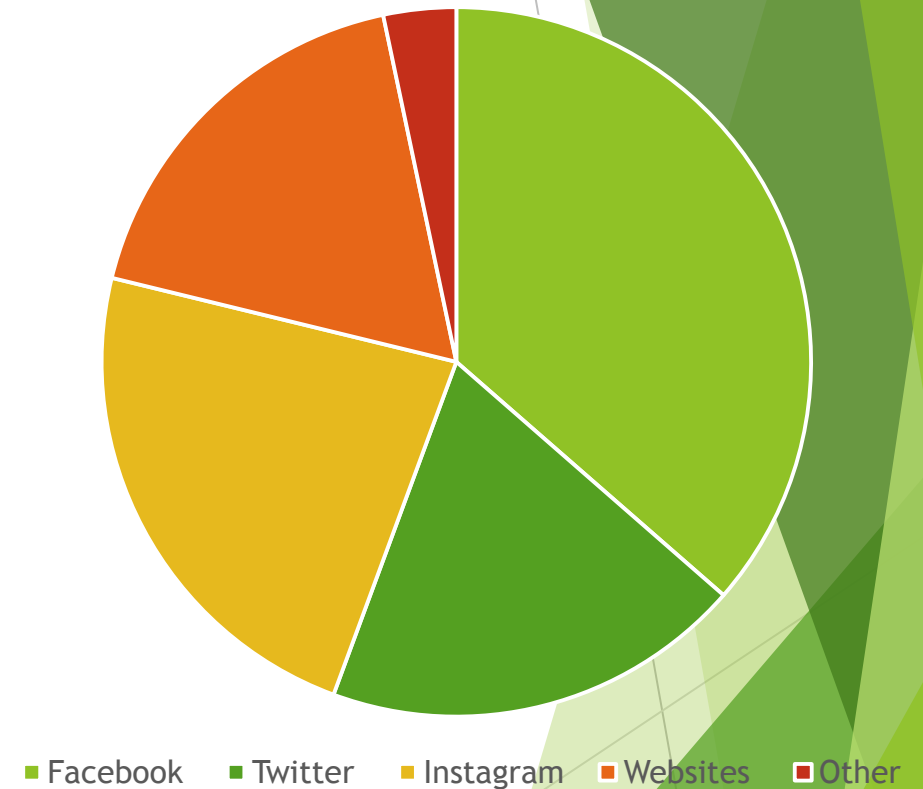
Tank (2016) methods of raising awareness:

- ▶ Social media
- ▶ Email
- ▶ Posters, flyers, and billboards
- ▶ Host local events

Social Media

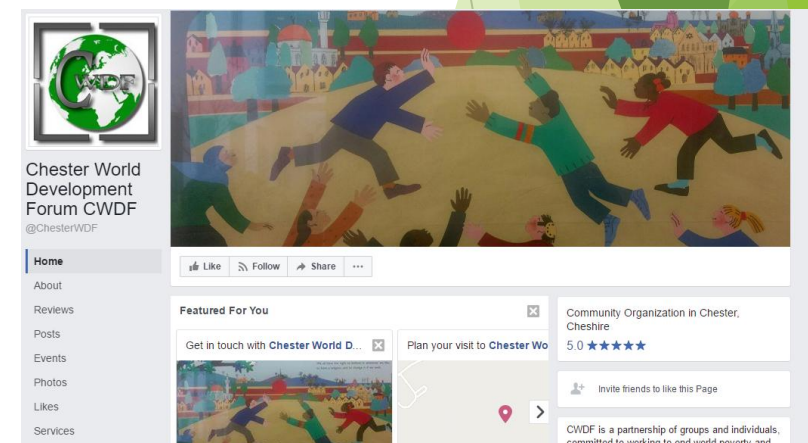
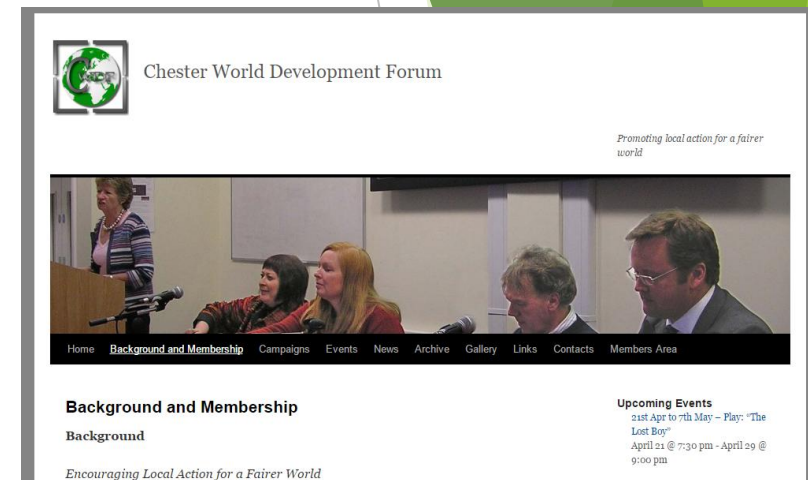
- ▶ Social media helps to expand the awareness, membership and continuation of an organisation.
- ▶ Facebook, Twitter, Instagram and official websites are the most popular sources.
- ▶ Jefferson & Traughber (2012) found 88% of businesses that use their social media effectively have seen an increase of their organisations awareness.

What type of social media do you like to use?



CWDF Website & Social Media

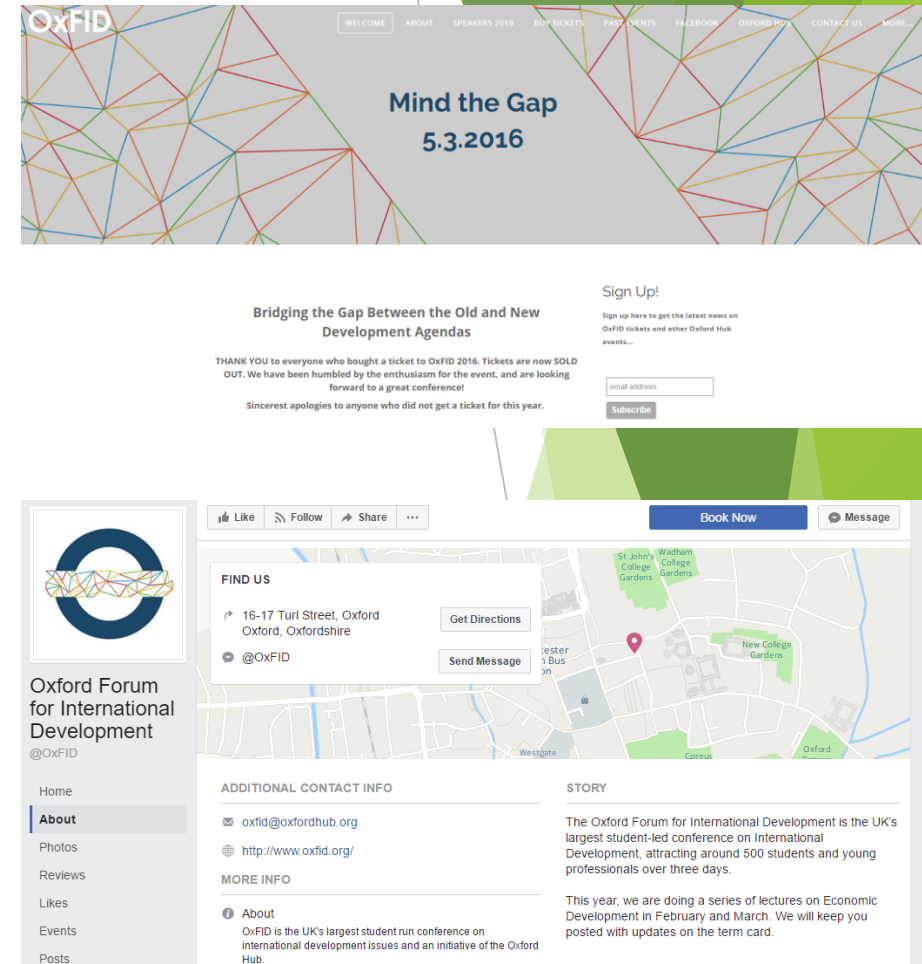
Website	Facebook
<ul style="list-style-type: none"> • Layout is clear but basic • Calendar on website is clear • Local development news (however need more updates) 	<ul style="list-style-type: none"> • 111 Facebook ‘likes’ • Re-share a lot of development related information that is up to date and relevant.
<ul style="list-style-type: none"> • Old fashioned • Unclear what the organisation actually does • Faults in display - Member page • Unclear how to become a member • Google search status • Gallery - poor 	<ul style="list-style-type: none"> • Events are not promoted/ advertised effectively • Not interactive with ‘followers’ • Sporadic in posting



Source: CWDF Facebook and Official Website.

Oxford Forum for International Development (OxFID)

Website	Facebook
<ul style="list-style-type: none">• Modern and clear layout.• Has clear links to its Facebook page and OxFID hub.• Advertises events, campaigns and key note speakers.• Uses website to fundraise for development charities.• Opportunities for non-members to sign up.	<ul style="list-style-type: none">• 4,460 Facebook ‘likes’• Regularly posts on page - min 3 times a week.• Uses Facebook events effectively - average of 50 people interacting with events.• Posts events onto other local forum pages.• Uses a variety of different media on page to keep followers interested.



Source: OxFID Facebook and Official Website.

Conclusions and Recommendations

- ▶ Create a better connection with the University of Chester International development society.
 - Nick Todhunter President:
nicholastodhunter@outlook.com
- ▶ Target popular issues among younger people
- ▶ Increase awareness:
 - increase social media presence
 - Advertise and promote events

Acknowledgements

- ▶ Thanks to the CWDF for all their help throughout this project and those who responded to our survey.
- ▶ Also thanks to Roy Alexander for helping oversee our project.

Reference

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