

Assignment 1

Community engagement

By Ivanka Kukova

Student No.1919654

Tutor: Rula Alousi

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Part A: UNICEF EDUCATION

INTRODUCTION

Community engagement is an important concept which is needed to be considered as it helps in implementing and developing of relationship between the people. It is to be defined as a process of working with groups and teams in order to achieve desired goals and solve them specific problems of a specific situation.(Jami, 2017). Main of this report is to understand impact of community engagement on business organisation. **UNICEF**, which is also known as United Nations children's fund

which is an agency headquartered in New York, United States. The organisation used in providing development and growth as well as help to the children across the globe. It also has many subsidiaries such as UNICEF Australia UNICEF Ireland and many more. This report consists of business practices of community engagement in business environment and social media platforms as well as integration, training and development programs Indian society and at workplace.

MAIN BODY

Analyse the best practices of community engagement in a project/ business environment.

UNICEF is a large organisation and it also works for students and provide education. UNICEF makes ensure that every child is being provided with good elevation school learning and teaching without any discrimination. Education is included as a crucial part of children without which it is not possible for country to develop and improve the state of economy. Organisation works in more than 190 countries and territories and assured that they are able to reach every child and individual to make a show that appropriate education is being provided to them at all level (Community engagement, 2019).

Due to this covid-19 pandemic situation, UNICEF is implementing social programs and new guidelines by correlation with government and authorities in order to provide distance education learning as well as teaching to the children's. It is critically important focus on the on-going pandemic situation as because it has impacted upon students at global level and the selected enterprise is working with partners to keep school safe and students learning in classrooms or at home through online applications as well as channels.

Engagement with stakeholders and social media platforms

Stakeholders important to the organisation as they play crucial role in management. It is necessary for company to have a positive relationship with the stakeholders so that benefits are easily achieved. In context of UNICEF they also have many stakeholders like employees children's parents shareholders government etc. The relation with the stakeholders is positive as well as because of the brand Goodwill across the globe.

Chosen organisation also engages which social media platforms like Facebook,Instagram and YouTube as well as through E-Commerce platforms. They promote their brand and motive by giving ads on the YouTube channel and reaching to the customers and provide a data insight at larger scale.

From the above discussed matter it has been analysed that stakeholders are the essential component of organisation who takes major decisions within workplace. The use of social media platforms has increased and every enterprise is connected digitally and accordingly these activities are carried out. Therefore it is necessary for selected corporation to engage with stakeholders and used most favourite social media platform which are beneficial for organisational development (Jeannin, 2018).

Evolvement of community engagement with time period

The concept of community engagement is essential as it helps in analysing and understanding the view point of others which results in better relationship and decision making. In relation of UNICEF, engagement has been involved with the period of time as because the company was founded date 11th December in 1946 and now it has a number of subsidiaries as well as partners work as a collaborative team in order to provide help to children's as well as community (Krutka, 2020).

In between 2008 to 2012, it was difficult to execute the process of community engagement due to the market flexibility and people behaviour (Kumar, 2020). Also determining the engagement was adopted earlier with the short business project and recognition. Comparing it with present state of situation, each and every individual in organisation work with generating society and government agencies on the basis of which they are able to set objectives. It is seen that physical channels were used earlier in order to develop the community engagement whereas in today's time, physical and wellness non-physical channels both are used simultaneously which helps in implementation of engagement easily. For example- UNICEF promoted the importance of education by government campaign and social programs in college's universities and seminars. But with changing time interval the awareness of education is created through the social media platforms and e-commerce websites.

Use of social media (UNICEF)

Social media is the great source of engaging with the community and society in effective manner. It has been also seen that in accordance with the selected enterprise UNICEF they are also active on social media and post latest reports or news social media platforms like Twitter, Instagram and Facebook are mostly used by company (Medina, 2019) They have also drawn their perceptions on whether social media is good for children's development or not. This is also stated that through social media platforms organisation is able to engage with community as well as society in most efficiently and it also helps them to make proper decisions towards education and children.

It is evaluated that most of the children's and Individual or say young people are well active on social media al niche impact upon their attitude and behaviour at wider scale. This also stated that UNICEF uses online seminars which helps students and children's to gain the knowledge of how social media is to be used and at what level (Montalvo, 2020).

Training and development

In organisation it is necessary to conduct training and development programs on the basis of which it is easier for enterprises to analyse the talented employees and appreciate their work accordingly. As UNICEF works for society and community social issues are being faced by them. In this covid-19 situation, it is becoming difficult for government to provide appropriate level of education to the students so the problems are indirectly linked with UNICEF. Therefore in order to deal with social issues it is necessary to adopt this approach so that solutions are presented and engagement is done properly (Olson, 2017).

Training and development is also essential as because it helps in hiring and staffing of skilled employees as well individuals who can increase the productivity of enterprise and also deal with social cultural issues within society in most effective way. Furthermore, it is also stated that with use of training and development at workplace it is easier to identify the deserving candidates who are applicable for roles and responsibilities and vacant post. So,HR department make ensure that training as well as development is being conducted on monthly basis (Pote, 2021).

Importance of forward looking approach in training employees on multiculturalism

The forward looking approach is important as because it helps in training as well as developing employee skills knowledge within multiculturalism at appropriate level. Moreover it has been also seen that with adoption of diversity training and development programs it become easier for team members to examine and understand the differences between them and other colleagues as well as employees who work for the same work and goals. So it is important to adopt this forward looking approach within multiculturalism which results in positive output and higher productivity at workplace.

This has been examined that training and development and multiculturalism are linked with each other. It is duty of the supervisors and seniors in organisation to ensure that appropriate type of approaches as well as methods are used which helps in promoting the community engagement within workplace.

Best practices used in community engagement

Developing and creating engagement need to be done in proper manner so that goals are accomplished (Top 10 Creative Community Engagement Strategies You Can Try Today, 2018). So it is essential to use best practices in order to engage with the community and society. There are various types of practices which can be used by UNICEF and are mentioned as follows-

- **Analysing the needs of community members-** It is the most important practices that can be used by UNICEF in order to develop the community engagement in organisation. As because in this practice main focuses on examining and analysing the needs of community members. It is getting very crucial to identify the actual names of committee members so that decision making and brainstorming sessions are being done appropriately (Rakotomanana, 2020).
- **Focus on community moderation-** It is also the best practices which is to be adopted by UNICEF as because this is necessary to analyse and regulate the community moderation which it is States about the protecting the committee members and making them feel safe and secure. So, it is important or moderates the community with him off preventing them from bullying or distress, inappropriate behaviour.
- **Segment the base-** It is another practices which is to be used in which it reflects about the identifying and segmenting the base of a community so that appropriate engagement strategies can be used. To do this it is necessary for selected organisation to examine they are targeted committee members who can easily and least with each other identify those members who are less angry with each other. Further, another analysis needed to be made for members who are not likely to be engaged at all. By analysing the situations, it is easier to segment the base and make appropriate decisions (Török-Ágoston, 2017).
- **Use social media to community-** It is another practice which is to be also used as a best practice in engaging with the community members. With the increased use of internet and digital social platforms many people are active and also like to engage with each other. There are many types of social media platforms like Facebook Instagram and YouTube also Twitter which is mostly used by individual's organisations and businesses with the purpose of enhancing and increasing their brand goodwill and customers ratio. In relevance of selected company they need to be more active on social media which will help them to engage with community members and society in easier and proper way (Zhen, 2020).

So, about discuss the paragraph states that practices and strategies are crucial which are need to be used after properly conducting market and research analysis. It is also seen that with use of the above discuss the practices it is easy for selected entity to make decisions regarding the development of community engagement (Zajic, 2020).