

Community Engagement

Assessment 1

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Introduction

Community engagement refers to the working process in which different group of human resource work collaboratively towards the same interest and also tries to find solutions for the situations that are impacting the well-being of society, and it also plays a key role in the development of environmental and behavioural changes in society. The report will study the social project Kickstarter to help society to make their ideas reality. There are many big and small creative projects that have come in support of the Kickstarter community. Their projects enhance the overall skills and knowledge of the individual in the field they have an interest. The report will also study the different challenges that increase from lack of community engagement and then the development of corrective measures through these social projects. The report will also show the various practices of community engagement that different organization can use to increase the growth and productivity in the competitive market.

Kickstarter

Kickstarter is the American public benefit organization with headquarter based in Brooklyn, New York that maintain the crowdfunding for the society that focus on creativity. The main mission of the organization is to " help bring creative project to life". There are some of the tangible rewards or experience is provided by the Kickstarter in exchange of the pledges of the people. Kickstarter help musician, artists, designers, and other creators to find their resources of different creative project and support they need to make their dream or ideas reality. This program enhances community engagement as different people of different ideas and dreams come together to fulfil their dreams. Kickstarter is the enormous global community that is formed around creativity and creative projects. With the help of Kickstarter, there are many big and small creative projects have come to life. All the creators have control over their work and the opportunity to share it with the vibrant community of the backers. The success of the organization is measured by how well the mission is accomplished not by the size of the profit. The Kickstarter was converted into Benefit organization in 2015, and with the positive impact on the society, it becomes the part of Benefits corporations legally defined goal.

Engage with community and stakeholder through the digital platform

Digital platform refers to the platform where the organization can effectively promote their products and services through using the internet. The social media platform is one of the digital platforms that provide new advantages to the society and stakeholders of the community by enhancing the level of information, organize, projects, common interest, share demands and ideas, and also coordinating creativity and innovations (Ali et al., 2015). The digital platforms are considered as the best tool for the organization to enhance the community as well as stakeholder engagement efforts. Social media help the individual organization to know their audience and to know identify the new trends and need and demand of the society that needs more concern.

Through this organization determine the need and demand for attention and resources to devote to the groups of stakeholders. All this process is done through the social media platform and also very cost-effective. Social media is considered as the major platform for the creators and developers and also for non-professional users to produce and share their innovative and creative contents that enhance the knowledge and skills fo others. Social media is considered as the very

helpful in connecting people of the same mind and same interest, provide infrastructure and also support for coordination. Every individual globally mainly uses social media platform to share their skills and creative knowledge or to for gaining new trends and engage people of different community and also play an important role in the engagement of the different community.

Core community issues arise from lack of community engagement.

Community issues refer to the problems that arise from different cultural values and social norms of the people. The community issues include customs, lifestyle, attitude, ethics and values, and cross-cultural differences that divide the society into different groups. The main negative influence of community issues is on information seeking (Buheji, 2019). The following are the different issues of community due to lack of engagement and increase problems for people of society to live accordingly:

Lack of incentives: the organization need to change the procedure and policies related to the promotion and incentives, which is considered as the biggest barrier of the community. Incentives play an effective relationship between the management and human resource to enhance the performance of the workforce and provide students with different opportunities. Incentives and rewards play an important role in motivation, and if not provided effectively, then there are chances to increase in community issues (Stahl et al., 2017).

Operational: operational factors are related to the fulfilment of the need and demand of consumers of different communities. The individual face issues of completion of task in given time with a given budget and the geographical distance between consumers and the community raise more challenges (Sherren, 2006). The organizations require a human resource that learns through a different experience, and there is no need to formulate training and development programs for their grievances.

Cultural differences: the community has different cultures with people having different thoughts, feelings, needs and perceptions. The individual need to work with homogeneous culture and interact with different people and people having the same expectations, beliefs, norms, ethics and values (Parra, 2018). but the cultural difference can lead to break-in rules of other cultures, and this can lead to an increase in grievances and break of relationships.

Solutions for different community issues

Community problems raised from different sources and can have a negative influence on different data and information. To solve the community issues, there is a need for community engagement so that each member of society has to different social projects for contributing to all the meaningful activities. Various solutions for community issues are:

Through effective community engagement, the individual learns different cultures that help society to express their thoughts and feelings effectively with an increase in the knowledge of different cultures that can enhance the workplace relationship.

Hiring a different individual that consist of different cultural knowledge can enhance the knowledge of an individual in learning cultural skills and knowledge. This increases the level of creativity and innovation in the operations and enhances coordination between the people with an increase in community engagement.

The people of society need to enhance their communication and communicate in a clear and polite manner with the other people to decrease the confrontation and cultural crisis. The management and employees need to take into consideration the diversity and cultural differences among the top authority and subordinates with proper implementation of communication (Chang et al., 2019).

The other corrective measure to overcome the community engagement is formulating diversity training and development programs to enhance the knowledge related to the work culture, encouragement of teamwork, leadership and communication flow that increase the opportunities and creativity to develop effective and positive work culture. Implementation of such training and development programs can increase the skill of an individual to understand the cultural differences of the other human resource and try to embrace each other in work culture.

Best practices of community engagement used by the organization

Community engagement has various practices that are implemented by the organization to enhance the growth and success with the welfare of society. Community engagement practices enhance the relationship of the organization with employees and consumers (Chin, 2019). The major practices of community engagement are project design, maintenance of the relationships,

preparing community, decision making, community meeting, and proper flow of communication and assessment of the success.

Community engagement plays an important role in providing ***society to express their ideas***, where society can interact with each other. There are different platforms through which the organization can enhance the engagement of the community and provide them with an effective creative platform. It is also beneficial for ***the moderation of the community*** to prevent the community from bullying, trolling and offensive behaviour of individuals of society (Seering et al., 2019). ***Social media community*** is considered as the closed community and help in bringing the community together. Social media play an important role in building followings and bring creative ideas together. Through this, the organization can create their community. Community engagement helps individual to ***become responsible*** for the effective working of community strategies. Community engagement helps society to invest their time and efforts so that the potential consumers keep coming back to creative and innovative services. The individual needs to develop an effective CV or LinkedIn profile that play a key role in the effective building of brand value and image. Through this, there will be an increase in new members and also innovation and creativity in society.

How employees can add values to operations through interpersonal skills

Such social projects develop different skills of an individual that are essential to work in an organization with different community human resource. Through proper implementation of such skills and knowledge, the individual can add values to the operations of the organization and enhance the overall performance of the organization (Tyson 2020). The interpersonal skills of an individual refer to the behaviour that is used to interact with the people and tasks of the organization. Different skills that will help to add values are as follow:

Self-management skills: self-management refers to the feelings, actions, and ideas of the individual that need to control at some point. With this, the individual can determine the goal through their own knowledge and skills and can take the initiative to achieve them.

Listening skills: with effective listening skills the individual can effectively understand the operations and activities and to also understand the grievances of the workforce that will lead towards the development of effective solution and achievement of the goal of the organization

(Tyson 2020). Through effective management skills, an individual can enhance the performance of the organization.

Communication skills: communication is major skills that need to pass the information to the top level of management to lower level of organization. Proper communication of tasks and operation can automatically enhance the efficiency and add value to the operations of the organization with an increase in productivity.

Conclusion

From the above report, it is concluded that community engagement is essential for an organization to enhance its productivity and relationship with society. Community engagement plays an important role in providing social welfare to the community. The report has studied the social project of Kickstarter that enhance the creativity and innovation of the individual. The organization has also studied the best practices of community engagement that is beneficial for organizations. The report has also shown the various reasons that lead to the challenges due to the lack of community engagement and also determining their corrective measures. In the end, the report has concluded the interpersonal skills and knowledge that the individual can use to add values to the operation to increase the overall performance of an individual as well as of the organization.

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