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COMMUNITY ENGAGEMENT

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INTRODUCTION

The report aims to provide understanding about the significance of community engagement. It is about working together for the welfare of people belongs to same community group with similar interest. Community engagement is necessary to make people aware about own society issues and make them engage to take collaborative efforts. There are a lot of issues prevailing in the society in terms of unemployment, crimes, unemployment, harassments, illiteracy and many more. There are many organisation like NGOs or NPOs who take participate in the welfare of community by providing opportunities for volunteers. It is necessary to participate in these programmes through engaging in various events and programmes. This report is going to discuss about the Age UK which is a charitable trust who founded in 2009. it supports community by helping to aged group of society (Fink, 2018). It is one of the largest charitable organisation of UK who support aged people. The report will provide many changes who are faced by the organisation and how it could be resolved.

MAIN BODY

TASK

Describe project or programme

Community engagement programmes are one of the crucial programme for the society who look for the development of community. These programmes provide many resources, knowledge as well as assistance which would be helpful to eradicate negative consequences to get better well being of people. Community engagement is the concept of working together to share same values, beliefs and thoughts for working collaboratively (Forrester, 2019). There are many reasons to establish community engagement programmes such as crime reduction, giving education and awareness and understand the perception of others as well. These programmes require much resources, rime, cost and efforts in order to drive best results from the participation of different individuals. The programme or project run by Age UK is supported by many shareholders interest, community volunteering in order to provide great support to older people. The main purpose of this programme is to provide a better living to the people who are left out from home and could not survive in the older age. For that reason, the Age UK has formed this programme to provide effective resources, care and need to the age people. As in this age, people

feel lonely and helpless due to family criticism, discrimination, monetary issues and many other internal affairs. Therefore, it is require to encourage engagement of older people which will enhance the positivity in community. There are various best practices derived from this programme and how it is beneficial through the stakeholders participation that are described below:

- As per the principle of careful planning and preparing for community engagement, Age UK has effective plans to support older people through defining their purpose i.e. to eliminate internal affairs and provide care to these people. In this stakeholders participation is important (Fohner, Volk, and Woodahl, 2019). They are the key people who directly gets in contact wit age people to feel them valued by spending time. They get guidance and support from Age UK in requirement of any resources or investing in relevant practice.
- As per the principle about Inclusion and Demographic Diversity, the programme of Age UK support diversified values. They listen to each person voice and perception to identify their problems in well manner. The organisation derive best practice through accompanying older people at many locations so that, they would not feel discomfort or inconvenience. The involvement of community engagement is effective as there are diversified personality who belongs to different culture and values.
- Transparency and trust are the main principles of community engagement which shows that shareholder participation is beneficial to communicate and carry out effective practice in the community (Di Napoli, Dolce, and Arcidiacono, 2019). This results in keeping trust over community programmes and people would be encouraged to take participate more in Age UK which is necessary to expand community services across wide areas.

Relationship between the stakeholders and strategies are suitable for engagement

In the field of community engagement, shareholders relations are most essential for the organisation. As the term community participation is all about maintaining relations with people to get benefit of together efforts (Adhikari, Pell, and Cheah, 2020). Relationship are necessary in community practices which involve mutual understanding, efforts and well being of shareholders. The much they will get happy, the more they will put their best efforts in resolving community issues. Therefore, strategies play vital role in keeping these relations well. There is

requirement of essential practices for Age UK in building positive relations with stakeholders. So that, social media strategies are most helpful that keeps the people in contact with each other. It helps in creating awareness, sharing thoughts and ideas and research about relevant knowledge. The use of social media and internet is become extensive day by day which involve active engagement of stakeholders and carry out effective community practices.

Engagement with the help of Social media platforms

Community engagement practices is being effective with the use of social media platforms. Digitalisation is rapidly rising in the whole world which helps in keeping the people connected with each other. Social media platforms are one of the effective channels to grow digitally. It involve participation of large number of people across the world. It is an effective tool to engagement people for community welfare (Wang, Liao, Zheng, and 2019). Age UK is taking much advantage of the social media platforms which are Facebook, Twitter, Instagram to support welfare of older people. Social media has much power to regulate the content in all over the world and people gets the updates within a seconds. Therefore, posts, videos, blogs are are main element of social media content that attract people interest. The Age UK is undertaking use of these channels in order to engage with stakeholders and acknowledge them about organisation practice. This makes them connected and feel valued (Kim, Newman, and Jiang, 2020). As there are a lot of activities and functions performed by Age UK across different location bin the country. So it require often communication and interaction with stakeholders which become easy with the use of social media. The other charitable organisation, volunteers or investors get attracted through organisation blogs and post and make their contribution for community welfare.

In the time of Covid-19, Age UK has taken potential benefit of channels like Facebook and website to provide necessary information to the community. In order to assess all the promotions after pandemic, the organisation able to interact with older people and provide them assistance through communication, playing games and make them indulge in activities to reduce family pressure and negativity.

Different social media platforms that supports programme

Due to the excessive growth of digitalisation, there are various social media platforms which are beneficial in many ways. Charitable organisation, NGOs and community programmes are growing by promoting through social media channels which enables growth and wide reach

into community. It promotes interaction, relations, communication and collaboration. There are various social media tools such as Facebook, Instagram, Twitter and YouTube. All the digital channels are effectively utilised by Age UK in order to engage stakeholders, make people connect and carry out collaborative working effectively. This helps in bringing positive solutions and avoid confusions. Social media involves participation of large audience which raise the purpose and objectives in the overall world (Shackleton, 2018). Audience will get engage in more number and wants to particulate in the charitable programmes. Age UK is presently using all the social media tools which emphasize on their working and provide many opportunities to make people aware about the well-being of older people. It helps them to eradicate issues from community and promote encouragement to be together with love and prosperity towards each other. For that instance, the organisation runs many campaigns and blogs on the website to support growth of community engagement (Parker, 2020). They launch attractive campaign for Christmas to eliminate the loneliness of people and ascertain help from public to make their life brighter. Also, it helps the Age UK to raise funds for important activities and resolve community issues. In the time of Covid-19, the organisation making effective use of social media to interact with help seekers and older people who wants care and affection.



The stakeholders play vital role in carry out effective practices in order to provide support and utmost care to older people (World Health Organization, 2017). There is requirement of many skills that will be beneficial to achieve the organisational objectives in term of community welfare. As it is one of the important concern in the society which require soft and potential

skills which are in favour of society members. Interpersonal skills are the most required as social media images and post must require communication and interaction with people to influence them. So that, the stakeholders of Age UK must have these skills to accomplish their main motive of engaging large people and contribute in their donation funds and charity. These social media platforms help the company to raise funds even in the time of Covid-19 when people are home less, unemployed and facing homesickness. The time of pandemic was very crucial for older people who try to manage their life who do not have family or children (Saltmarsh, 2017). Also, those who are apart from family were also feel burdened. Every organisation needs to maintain professional behaviour while talking with shareholder or performing any activities.

There are many **benefits of social media platforms** which are described below:

Community participants: The social media platforms has helped the Age UK in community participation across wide areas social media has much power to reach number of people simultaneously which is beneficial for the Age UK to support older people (Bracic, 2018). It provide opportunity to their help seekers to get interact with their family or friends which will make them feel valued. In elder age, people want communication to reduce their loneliness which became possible through engaging a group of people together through social interaction.

Collaboration: this is a vital need for every organisation to expand their reach. Collaboration is rapidly rising due to the rise in social media and technology. It helps the community stakeholders to get interact with other institution like NGO and work on the mutual objectives to bring better welfare in the society (Farner, 2019). Age UK has took advantage of this benefit by collaborating with many other organisation like New helm, UNICEF and many more.

Socio-cultural integration: this is also a benefit for Age UK as social cultural integration is must to aware the society about the conditions of elder people. They seek assistance from general public through social media channels to make people engage to think about the welfare of society.

Internal and external factors that influence community development

There are various internal and external factors which influence to the community development. Internal factors are those which could be manage or change by the Age UK. It shows how

organisation functional internally. Whereas, external factors are uncertain and risky which might impact on development of community programme.

Internal factors: these factors all the internal resources, members and function which impact on the Age UK. The managers needs to adopt forward looking approach to forecast the future consequences and carry out work activities according to the strategies. Stakeholders trust, conflicts and discrimination are being issues in the community development.

External factors: these factors are those which has direct and indirect impact of the business environment (Weerts, 2019). This includes members, society, technology, legal obligations and many more. The managers must assist these issues through forward approaches which undertake modernization and avoid uncertainties.

CONCLUSION

The report has concluded that community engagement is essential part for the development of society. It is required to carry out practices which would eliminate any negativity from society and every person live life happily. Therefore, the report has identified that social media play vital role in engaging stakeholders, maintaining relationship and resolve internal and external environment crises.

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