

Assessment 1 Community Engagement

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Introduction

Nowadays; there are few issues of child harassment and cruelty, the cases are increasing; and thus; being in the position of community engagement practitioner; the report aims to organise the community engagement programme, where; the major challenges for child cruelty and harassment in UK based charity will be briefed. Working in the position of community engagement practitioner; working in National society for the prevention of cruelty to children (NSPCC), the report will identify various channels and practices to raise awareness of the community challenges identified and will suggest solutions to overcome the same (NSPCC, 2021). The report will use the context and channel of social media platforms to engage various stakeholders. Further various issues and hurdles will be approaches that prevent the stakeholders from participating. The importance of the role of community engagement practitioners for community development will be discussed at last.

Various sorts of social media platforms will be used where; the professional and personal skills will be utilised to have content to engage the community to know the issues to seek their efforts to mitigate the same. Based on the overall analysis of the changes and the stakeholders' responses over the community, the recommendation will be made for the prevention of child cruelty.

Body

Project description

The current project of “**Together for childhood**” is considered. The programmes make the charity NSPCC to the partnership with local partners to prevent child abuse. The project aims to consider the partners and local families to take care of children and prevent abuse. The project aims to create awareness among the locals to make the local children feel safe (NSPCC, 2021). The project makes the local NSPCC teams operate at their own level to work with local schools or charities, further; based on need and demands in terms of planning and strategies, the charity provides customised strategies to teams to apply at the local levels.

Practices on community engagement principles

Careful planning and preparation: There are various practices that community engagement practitioners can do for the community engagement principles and standards such as; the programme needs to be planned carefully that is clearer and cogent that keeps transparency in terms of objectives and goals, and expectations from various stakeholders along with the importance of their needs.

Inclusion and diversity: The planning for together for childhood needs to include stakeholders from all demographics, cultures, ideas, voices and more for effective and creative strategies. The stakeholders from diverse backgrounds need to be included (Gilchrist, 2019).

Collaboration and shared purposes: The organisation needs to consider the stakeholder and government to make them work collaboratively. Then appeal to them to work together to achieve the common goals. It needs the use of various skills and convincing power.

Maintain the open learning structure: The culture is more effective as; it makes the stakeholders listen to each other, create new ideas, help each other to make all stakeholders engage in the programme, and makes communities to engage.

Sustained engagement and participatory culture: it is important to have various practices, efforts, and offers that motivate the community to participate in such programmes to support ongoing community engagement programmes.

Benefits of stakeholders' participation

There are various benefits of such participation. The project would become more effective as there are more resources to look after the local children, protect them from cruelty and abuse, and make them feel safe. The programmes could be effectively implemented at the local level with a detailed knowledge of the area of the situation from the stakeholders. It allows creativity in terms of planning for improvement together for child programmes.

Identify and establish the relationship between the stakeholders and what strategies are suitable for engaging them.

There is a relationship between various stakeholders such as; the employees have been influenced by the management whereas; the lenders or funders of the organisation are being related to the management. The local communities are related to the employees as; the employees provide strategies to the local communities. The local authorities have significant influence over the business, and they are related to the beneficiaries, management and employees. There are various sorts of strategies that can be used to engage various stakeholders, such as (Manetti and Bellucci, 2016). NSPCC needs to **have creative contests** where; the stakeholders can be engaged by various means, such as making the users like the posts, comments; fill in the blanks for various contests, and further providing prizes to engage the followers online. Can **include pictures on posts**, it increases the chances for the increase in followers, likes and comments when having the picture in posts as; it is more appealing and attractive.

Convey messages through videos are more effective to attract various stakeholders and become followers. The videos are more likely to convey the messages and have more followers that; even can seek the attraction of government and funders (Krumay and Geyer, 2016). **Be more responsive to the followers**; it is about having an active member who responds to various

followers' queries or uses on the social media platform. Getting answers and responses makes the followers get engaged. Further, **have valuable reasons to stakeholders to follow you**; the organisation needs to provide robust reasons to engage various stakeholders over the social media platform such as preventing child cruelty, improving child confidence; and making young ones live happily.

The narration of how different social media platforms can be used as an outreach to support the project or programme

Social media has become the great source of community and stakeholder engagement with the rise in technology and the covid-19 pandemic. Social media makes the various individuals communicate effectively via the platform. The platform allows to post the various sorts of content that reaches millions of potential followers or users at a time, and with use of effective, relative and engaging content makes the charity to engage the various individuals in commonalities along with various stakeholders to create awareness about the given programmes of Together for childhood. There are various sorts of social media platforms that can support the current programmer, though; it needs various sorts of skills from the handler of the accounts to make the content more creative and engaging.

Facebook should be the major preference as; it has the most followers in terms of social media sites; this allows the NSPCC to target many potential followers at once. It has 2.8 billion monthly active users (Iqbal, 2021). The charity can set innovative hosts on sharing their comments on areas where; they have found child abuse and locations. It can release various posts of the programmes along with group images of various volunteers. The volunteer accounts can be tagged in for queries and more. It can raise online campaigns for children. The **blogs** are the best way to create awareness where; the charity can write about the importance of children in the day to day life of families, and in the development of the economies of the future. Then appeal to the users on social media to have donations, volunteer, or register on their part to the charity to look after children in their locality by partnering with local teams of NSPCC.

On the other hand, Instagram could be the best place to release stories and images with better security; it allows securing donations given online. It allows the charity to have video campaigns to inform the followers and stakeholders of the programme and have continuous posts of various events and partnerships. The long term engaging videos can be uploaded on **Youtube** where; the beautiful videos of children and their rescues will be shared, further; how the organisation has supported the children to develop in their lives. There are active responders to queries over the internet to develop a relationship with various followers. The use of various sites above and many others will create awareness, and blogs will engage the communities over the social media platform.

Ways to promote community participation, collaboration, and inclusion to enable socio-cultural integration and multiculturalism.

There are numerous ways to promote community participation, such as; the charity needs to create a situation of urgency. Human beings have the tendency to have less effort until it is an emergency, and thus, creating such a situation via engaging content over the internet would be effective. The firm needs to use social media more effectively; to engage the followers, communities and stakeholders. The charity can use various sorts of social media sites to be more effective. There are various sorts of incentives; that can be offered to various employees, volunteers, stakeholders and communities in terms of awards, rewards, incentives, different combo packages in terms of interviews, meetings with the trustees or representing the charity in various programmes.

The organisation can consider various sorts of stakeholders and communities from diverse backgrounds and cultures; this makes them use their perception and background and coordinate with each other to have creativity and work collaboratively. The program will consider the volunteers and employees from all backgrounds and instruct the locals to partner with charities and families. This will make the communities and families from all social backgrounds and different cultures to come together to work collaboratively to have socio-cultural integration.

Engaging content will promote equality, inclusion, and diversity to create the culture that makes the employees and management welcome all sorts of minority groups.

Why the community engagement practitioner needs to adopt a forward-looking approach to educate community members on internal and external factors that influence community development

It is the role of the community development practitioner to aware the community of various hurdles that prevent the community or hinders them from developing themselves to develop them with the world. In the current case; it is the role of community development practitioner to aware the community about child cruelty as; the children's are the future of the country and community, and they are ones that carry the values forward, and thus; it is the role of the person needs to identify such issues that can affect the community in future; and train and aware the community about the same to take appropriate responses. If the community personnel will not educate the communities from now; the communities may take the wrong approach to various issues that may be lethal for certain communities or damage the nation's economy (Ritchie, 2015,pp.61-72).

Suppose the cancers or women harassment cases are more, but if the communities are not educated, this may make the communities lack females, or the nation may face issues in terms of female development or active participation in various programmes more. This further makes certain communities to be underdeveloped. The external and internal factors, if not sought properly, may lead to wrong results.

Conclusion

The report has selected the project of together for childhood from the given charity organisation of NSPCC. The report has shown various principles to stakeholders engagement; moreover, common practices to stakeholder engagement on social media along with specific examples from the various social media sites is the use of professional and creative skills. The importance of community development practitioners has been seen for community development, though; from the analysis, it can be said that; the programme can be focused more on videos on youtube and other social media sites to convey is the goals and strategies and have more volunteers and engage stakeholders. The firm needs to enhance its engaging strategies and rewarding strategies to engage the stakeholders more effectively and have creative awareness of the programme with effective collaboration from individuals from various diversities. The communities can be engaged with strategies shown above; and this makes the business to change in its strategies and customise its programme and its implementation in various localities for sustainable development.

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