

Reflection on Community Engagement Project of Mark and Spencer Through Social Media

Community Engagement

Module Code: LCBB4002

Module Title: Community Engagement

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Table of Contents

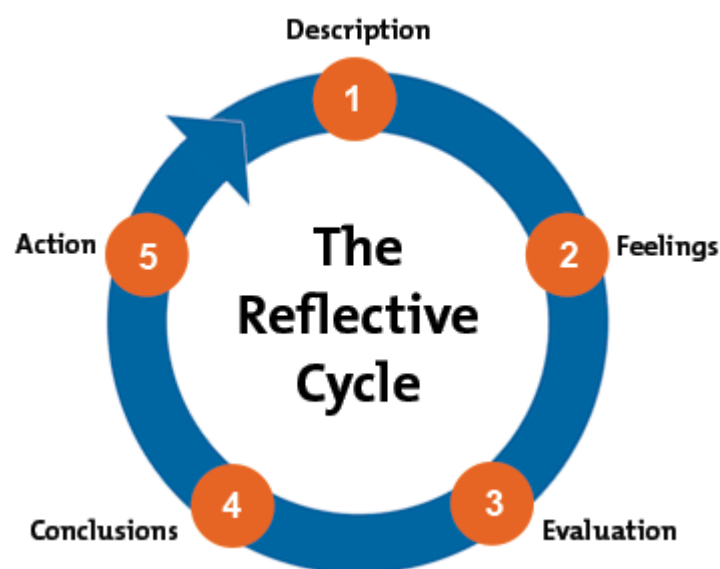
Introduction	3
Reflection on Community Engagement Project of Mark and Spencer Through Social Media	4
Description	5
Feelings	5
Evaluation	6
Analysis	6
Conclusion	6
Action Plan	7
Compliance with Community Engagement Principle	7
Conclusion	9
References	10

Introduction

The practice of reflection is an essential part of every undertaking. It highlights the results and successes of a project's execution and assists individuals in learning from the experiences they have had (Adeani, Febriani and Syafryadin, 2020). Using the reflective learning approach, one can review the performance of a project, extract the outcomes and further needs from and for the project, and then use these insights to improve future performance through the implementation of a well-designed action plan. Reflective learning is an approach that promotes introspection and self-reflection (Bassot, 2015). Working with the Mark and Spencer's community engagement project has been investigated in this study. It would be beneficial to the readers if they were reminded that in the Mark and Spencer's project, the author worked as a community engagement practitioner and discussed developing the best connection between the stakeholders and which engagement tactics are appropriate for them. This would be an excellent thing to do. During the process of writing a reflective report, the author made use of Gibb's reflective cycle model. The learning outcomes for the first assessment programme have been articulated within the context of this paradigm. In conclusion, a conclusion has been reached due to the facts presented in my comparison.

Reflection on Community Engagement Project of Mark and Spencer Through Social Media

Among the many different learning techniques that are accessible, the reflective learning approach is beneficial. Specific methods of education may profit from an individual's capacity to learn something by actively engaging in that activity themselves. Once again, a learning method is developed to provide the learner with a means to obtain knowledge from past experiences they have had (Wilson, 2019). The method of teaching known as reflective learning is one of these several ways. This strategy can be used by the learner to analyse the performance of a project that was completed in the past, to extract the results and additional needs from and for the project, and to apply those learnings to improve their performance in the future by putting together an appropriate action plan (Brockbank and McGill, 2017). One of the many variants of this process was shown by Professor Graham Gibbs, who termed his approach the "Gibbs Reflective Cycle Procedure" (Gibbs, 2001). In this part of the report, I will begin by describing the programme reflection that makes use of this tool, and then I will compare and contrast it with another kind of programme that functions in a similar manner.



Source: (Adeani, Febriani and Syafradin, 2020)

This cycle model suggests that in order for users to think in a systematic manner, there are six stages that they must go through. This is required in order for the model to be effective (Gibbs, 2001). These six processes can be used to conduct an

analysis of the positive and negative effects that a programme has on a community. Following the completion of the analysis, one can use the information that was gleaned from the study to make adjustments as necessary (Adeani, Febriani and Syafryadin, 2020). Because of this tactic, it is simple to think logically about the performance, and it also offers feedback, which can be used to produce substantial improvements in the performance in the future (Johnston and Taylor, 2018). In order to provide a comprehensive analysis of Mark and Spencer's instructional strategy, the author has utilised the information and experience that was acquired through the previous evaluation and applied it to this section.

Description

At this point in the process, it is necessary for the student to call up the programming narratives in their memory. This does not offer any kind of evaluation but rather offers a comprehensive explanation of the environment, the activities, and the schedules (Gibbs, 2001). This provides responses to a number of questions, including those regarding what has transpired as a direct result of the programme, where it has taken place, with whom it has been integrated, and what the consequences of such a programme have been (Brockbank and McGill, 2017). Beside that, I have learnt the strategies Mark and Spencer use to engage their communities. During this stage of the procedure, I learned a variety of facts about getting involved in the community and using various forms of social media. In the beginning, there was a requirement for a thorough explanation of all of the different social media sites (Robertson, 2022).

Feelings

At this stage, we discuss with the participants the many ideas and feelings that the programme has prompted in their brains (Gibbs, 2001). As a participant in a community engagement effort of this sort, I now feel armed with a considerable amount of knowledge regarding the advantages of using social media to engage the community in the business. This is something that I was lacking before. In addition, the community will be granted more power, another idea behind the notion of such widespread community engagement (Johnston and Taylor, 2018). The people can comprehend how much the brand cares for themselves and strive toward the common goal of societal welfare. The communities will be able to collaborate on reaching the same objective as this.

Evaluation

At this point in the process, attention has been directed to the programme's results (Gibbs, 2001). As a person who worked in the field of programme practice, I gained much knowledge. So far, things have been going in a favourable direction for me. I have designed an educational opportunity just for me. I understand the community involvement strategies and have gained familiarity with the numerous stakeholders of the companies and how they collaborate to achieve a common goal. The initiative, however, does not correctly target the neighbourhood in which it operates. However, such a community's participation is essential to have a long-lasting effect (Grant, McKimm and Murphy, 2017). On the other hand, other than these limitations, I can see how a community participation programme may assure joint effort. Considering the effects it has on the community as a whole, it has a beneficial impact on the participants (Robertson, 2022).

Analysis

One makes an effort to comprehend "why" anything of this kind occurred at this stage of the process (Gibbs, 2001). That is to say, the person who is receiving the instruction is the one who is responsible for determining the reasons why some things were practical while others were not. Taking into account how successful the programme has been, we can say that it has been successful in cultivating a positive attitude about the neighbourhood (Williams, Woolliams and Spiro, 2020). The research is complex in a number of different ways. For instance, I have researched the many methods of community participation that are used by fashion firms like Mark and Spencer. Healthy community involvement can only be achieved by a fashion company that successfully maintains a variety of audience groups. On the one hand, they are obligated to preserve employee involvement rights and workplace safety (Shams *et al.*, 2021). On the other hand, the house is responsible for developing a devoted consumer base, engaging influential individuals, and many other tasks.

Conclusion

During the process of preparing for the evaluation, I had the opportunity to gain new knowledge, and one of the things that I discovered was how vital it is for businesses to cultivate interaction via social media in order to keep up with the advancements

that are taking place in the world at the present time (Grant, McKimm and Murphy, 2017). As a result of these experiences, I now understand how crucial it is to have excellent communication, management, leadership, and interpersonal skills in order to effectively operate a community and engage with the people who make up that community. These are the skills that make up the "people skills." In this day and age, businesses are more aware than they have ever been in the past of the contribution that social media platforms can make to the expansion of their operations than they were in the past.

Action Plan

The learner is tasked, during this phase, with formulating a strategy for how they will respond to similar situations in the future, taking into account any standard adjustments they believe would make their response more efficient (Gibbs, 2001). During this phase, the learner is also expected to reflect on any routine adjustments they think would make their response more effective. At this point in the process, it is the responsibility of the reflector to prepare based on their conclusion and to think about how efficiently they would position themselves to be better ready to deal with a circumstance similar to the one they just experienced in the future (Mantell and Scragg, 2018). However, in addition to developing the strategy, the reflector is expected to engage in actions that will directly improve their performance. In addition, the learner is responsible for identifying the particular activities that they may carry out during this stage of the process in order to enhance their skills and knowledge further (Lindgreen *et al.*, 2018). In addition to this, individuals are free to include any kind of mentorship or training that they feel would be of use to them and have it in their plan. In addition, the reflector is tasked with identifying the critical support or information sources that will add value to the action that they do in the future in response to a situation that is comparable to the one that they are now going through.

Compliance with Community Engagement Principle

The majority of the community involvement program's principles have been followed during the course of the research (Kvam, 2019). A community engagement programme will follow a set of guiding principles, which will assist the program's

organiser in determining the advantages the programme will bring to society. They are as follows:

1. The program's aim, objectives, and target audience will be defined via discussions with influential community members about the problems that need to be solved (Stutts, 2021).
2. Gaining an understanding of the community may be accomplished by maintaining consistent communication with community members and embracing that group's norms.
3. Going out into the community and discussing the objectives and aims of the engagement (Kvam, 2019).
4. Assisting the community in recognising the issue at hand, making them aware of the pressing need for answers, and motivating them to take action are all essential steps.
5. Making efforts to form partnerships with members of the community as well as community leaders (Lindgreen *et al.*, 2018).
6. Taking into consideration the community's culture as well as its diversity in formulating strategy.
7. Strengthen the capabilities and expertise of the community.
8. Create and develop the ideas so that they may obtain feedback from the people taking part in the program (Robertson, 2022).

In addition to providing the community with encouragement and technical assistance, the initiative uses various social media channels to facilitate a connection in both directions (Shams *et al.*, 2021). Therefore, it is possible to assert that the program has considered the majority of the values mentioned above and has taken measures to uphold them.

Conclusion

In last, it can be said that social media allows people to connect through the virtual networks and communities. Because social media is internet-based, it is easy to share data, documents, videos, and images. Apps and web-based software allow social media use on a desktop, tablet, or phone. Indonesia tops the list despite widespread social media use in the US and Europe. Today's businesses must use social media. As a community involvement tool, companies utilise social media. Engaging with communities is a way to discover and address issues that affect people's well-being depending on where they live or what they care about. The term "community engagement" refers to the act of interacting with one's social media followers in such a manner as to build a feeling of belonging, trust, and loyalty. Likes/favourites, comments, direct messages, shares, retweets, saved links and mentions on social media accounts are all examples of "community involvement," which is sometimes used interchangeably with "social media engagement." The usage of social media platforms may be helpful for engagement, and they can also play an essential part in reaching out to people in the community and raising awareness via those mediums.

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