INTRODUCTION

This companion resource has been developed to sit alongside the other Citizen Leadership resources including the playbook. We know that it is as important as ever to build capacity in communities to shape the future together. This resource takes you through all the different things you will need to think about when running a purely virtual programme.

Remember that this tool-kit is intended to be used alongside the other resources and there are loads of great ideas and tips in these that can help you create your best programme virtually.

We hope you find this resource helpful and please get in touch if you need any help from the team.

If you want to find out more about the background to this work then visit our website www.nwacademy.nhs.uk and we are of course here to help at every step of your journey using these resources so please do get in touch nwla.info@nhs.net.

We also want to hear the impact of your local programmes so please do share them with us by getting in touch via Twitter @NHSNWLA and using the #NWCitizenLeadership.

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Before you run your programme

HOW TO CO-DESIGN YOUR PROGRAMME VIRTUALLY

This section of the tool-kit will cover how to design your programme with the community whilst not being able to physically get together. It will focus on:

• Getting the right people around the 'table'
• Exercises to co-design virtually
• Different formats for delivering the programme virtually

HOW TO PROMOTE YOUR PROGRAMME VIRTUALLY

This section will help you explore some of the free tools at our fingertips, that we can use to share our plans and to get people interested. This section covers:

• How to use social media to promote your programme?
• How to work with your local networks and connections to promote your programme?
• How to be inclusive and accommodate those not on social media?

During the actual programme

HOW TO RECRUIT TO YOUR PROGRAMME VIRTUALLY

This section will focus on how to recruit the participants to the programme and will include:

- How to run an awareness raising session online
- Creating your online application form
- Innovative ways to recruit to your programme
- Selecting your cohort without meeting people face to face

HOW TO RUN YOUR PROGRAMME VIRTUALLY

So, you have designed a programme with your community, you know how you will recruit to the programme and now it's time to get your teeth into how you deliver the programme virtually. This section covers:

- The art of hosting virtually
- How to increase psychological safety in virtual spaces
- Designing activities to maximise engagement
- Cultivating inclusive virtual spaces (Power and Privilege)

After you have delivered your programme

HOW TO EVALUATE YOUR PROGRAMME VIRTUALLY

This section is all about looking back at your programme and understanding what worked, what you might do differently in the future and pulling out the impact for individuals and the broader community. It will consider:

• Tools for evaluating your virtual programme
• Ways to draw out the learning (good and bad)

HOW TO SHARE THE STORY AND LEARNING ONLINE

This section is all about telling others what you have done and what you have learnt by looking at:

• Great ways to share your journey and learning

HOW TO BUILD A BROADER COMMUNITY AROUND YOUR PROGRAMME

Running a programme is the start not the end of the journey. It is important to think about how you can build a community around the cohort that includes those who have taken part, but also allows other diverse voices to come and be part of what emerges from the programme. This section covers:

- Etienne Wenger's 7 roles of effective communities
- 10 Principles for Healthy Communities - Margaret Wheatley
- Practical Tools

USEFUL TOOLS

This section has loads of practical tools, blogs and resources to help you to run your virtual programme.

- Types of tools
- Creating inclusive spaces
- Curating your agenda and approach
- Practical tools for facilitating virtually
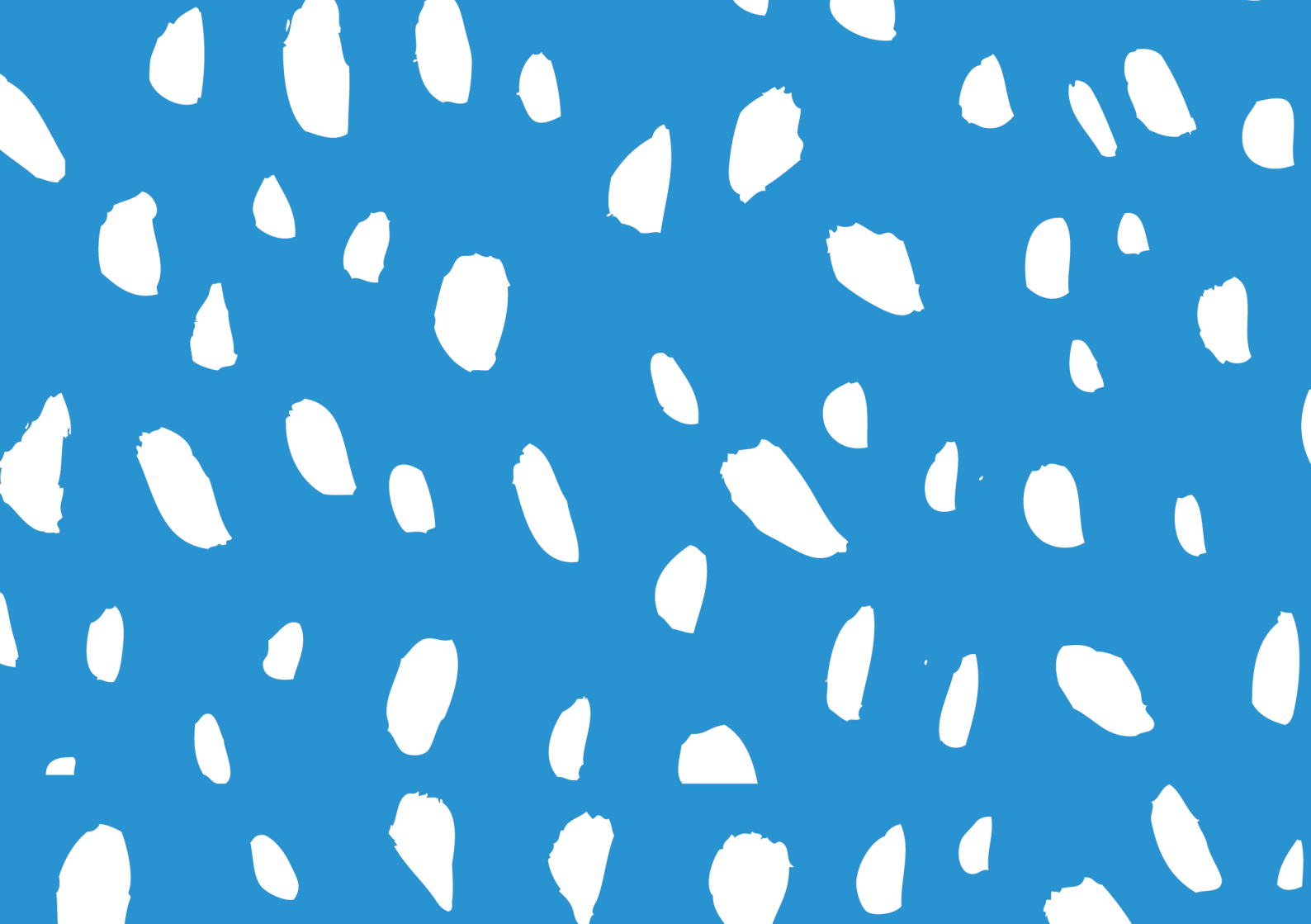- Zoom - How to guides

HOW TO CO-DESIGN YOUR PROGRAMME VIRTUALLY

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- Getting the right people around the 'table'

- Exercises to co-design virtually

- Different formats for delivering the programme virtually

GETTING THE RIGHT PEOPLE AROUND THE 'TABLE'

Key to the Citizen Leadership approach is working with people locally to design a 'programme' that fits the local context. Prior to the pandemic, this would have been done by getting everyone in a room and having some great discussions aided by sticky notes and flip charts. Despite losing the face to face contact, the good news is that we can recreate these conditions virtually and this section will focus on how we can do this.

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Below are five ideas to help you to get the right people around the table in our virtual world:

1. PICKING UP THE PHONE

This simple, yet effective, method can be a great way to reach out to people, to tell them about what you are doing and get them on board. It also gives you a welcome break from the endless video calls we often find ourselves having.

2. DROP IN SESSIONS

Creating some intentional drop in sessions where people can come to find out about what you are currently thinking and to help shape the future can be great. Having these at different times of the day is important to allow different groups to be part of the conversation e.g. slots that avoid school pick up times.
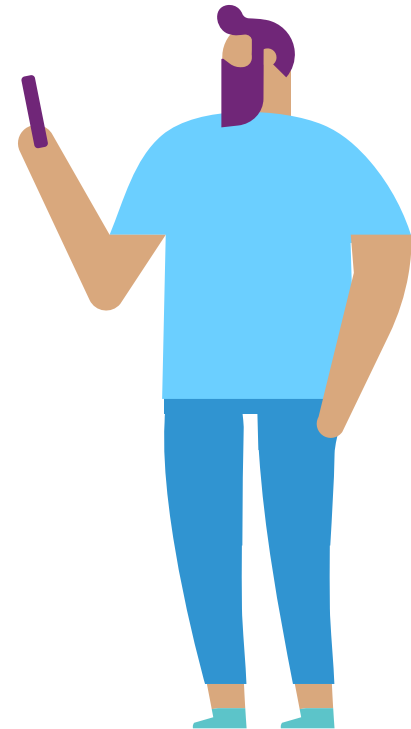
3. SOCIAL MEDIA

This can be a great tool (especially if you already have a presence) to reach out to people and invite them to join you to design the future together. There are so many different social media channels to choose from but here are some of the most common ways and how you might want to use them:

FACEBOOK GROUPS

Existing communities linked to your place are a great way to share your initial ideas and get people involved in the co-design of your programme.

WHATSAPP GROUPS

During the pandemic, there have been loads of great spaces that have sprung up on WhatsApp ranging from mutual aid groups to neighbours and involving people in the co-design who are working in these spaces will give you different insights.

INSTAGRAM

This has become increasingly popular over the past few years and is a great way of quickly and easily engaging people through images. A good tip here is to find a powerful photo which will get people interested in reading your post.

TWITTER

This is a melting pot of professionals from public services, community groups and individual citizens. Reaching out in an open and transparent space like Twitter can lead to unexpected connections and ideas.

4. USING EXISTING SPACES

Through your week, there will be lots of different opportunities to share your initial thoughts around designing a Citizen Leadership programme for your place. Use existing meetings and events to help you to bring together a diverse group to co-design your programme.

5. USE YOUR NETWORKS

Reaching out to the different people you work with regularly, or even those you know less well, but who can contribute to the programme, can be an effective way of building your co-design team.
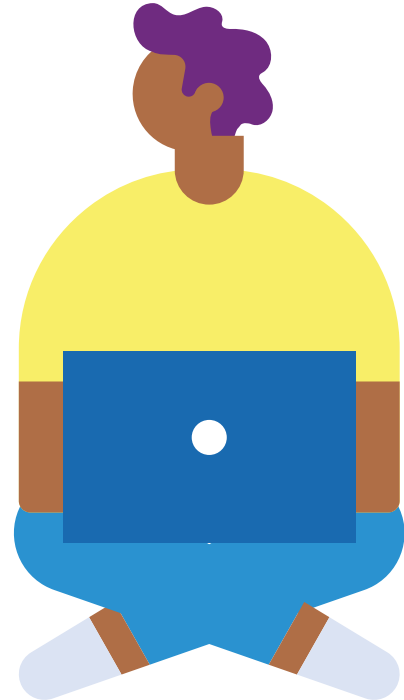
EXERCISES TO CO-DESIGN VIRTUALLY

Now you have a diverse group of people who are going to help you to co-design the programme, it's now time to bring them together. Here are five simple questions that can help you to co-design your programme together virtually:

1. Why are we coming together to do this at this time?

2. What does success look like in a pandemic?

3. How does this fit locally?

4. What can each of us contribute within the constraints of a virtual world?

5. Are there any voices missing? And how can we involve these?

In terms of how you bring people together, here are seven top tips to help you to create an inclusive virtual space:

1. Think about the small things like timing, which platform you are using and making sure that people know what the plan is for the virtual session.

2. Give people clear and concise instructions on how to join the meeting.

3. Make sure that everyone has their correct name displayed. When people join via a phone, sometimes it can assign them the model of the phone as their name etc.

4. Make sure everyone knows how they can ask questions etc. For some groups, this will be as simple as just shout out. However, you may prefer to ask people to physically raise their hand, or use an ask question, or raise hand function, depending on which tool you are using.

5. Check-in when you join the session, so that everyone knows who else is in the space and what their roles are.

6. Build in breaks.

7. Create spaces for people to meet and connect in pairs and smaller groups.

DIFFERENT FORMATS FOR DELIVERING THE PROGRAMME VIRTUALLY

The original programme was designed to be delivered in many different ways, and this is absolutely the case in terms of the virtual options too. Here are some different options you could use for your programme (remember though, if there is another option, that works for you, then go with it. This is your programme, done your way):

- **Online as a whole group** – This approach simply runs a number of sessions that covers the content provided in the resources as well as any local material you want to add.

- **Online and virtual small groups between sessions** – Here you run a series of main online sessions for the whole group, as well as splitting people into smaller group/circles to work on the content between the sessions.

- **Online and individual work between sessions** – With this option, you are delivering all the content to the whole group, with take away activities for them to do between the sessions.

The length of your sessions will depend on which option you choose. Remember, less can be more in terms of content and length of session. In our experience, online sessions that are longer than two hours are harder for people to commit to and engage with.

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HOW TO PROMOTE YOUR PROGRAMME VIRTUALLY

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- **How to be inclusive and accommodate those not on social media?**
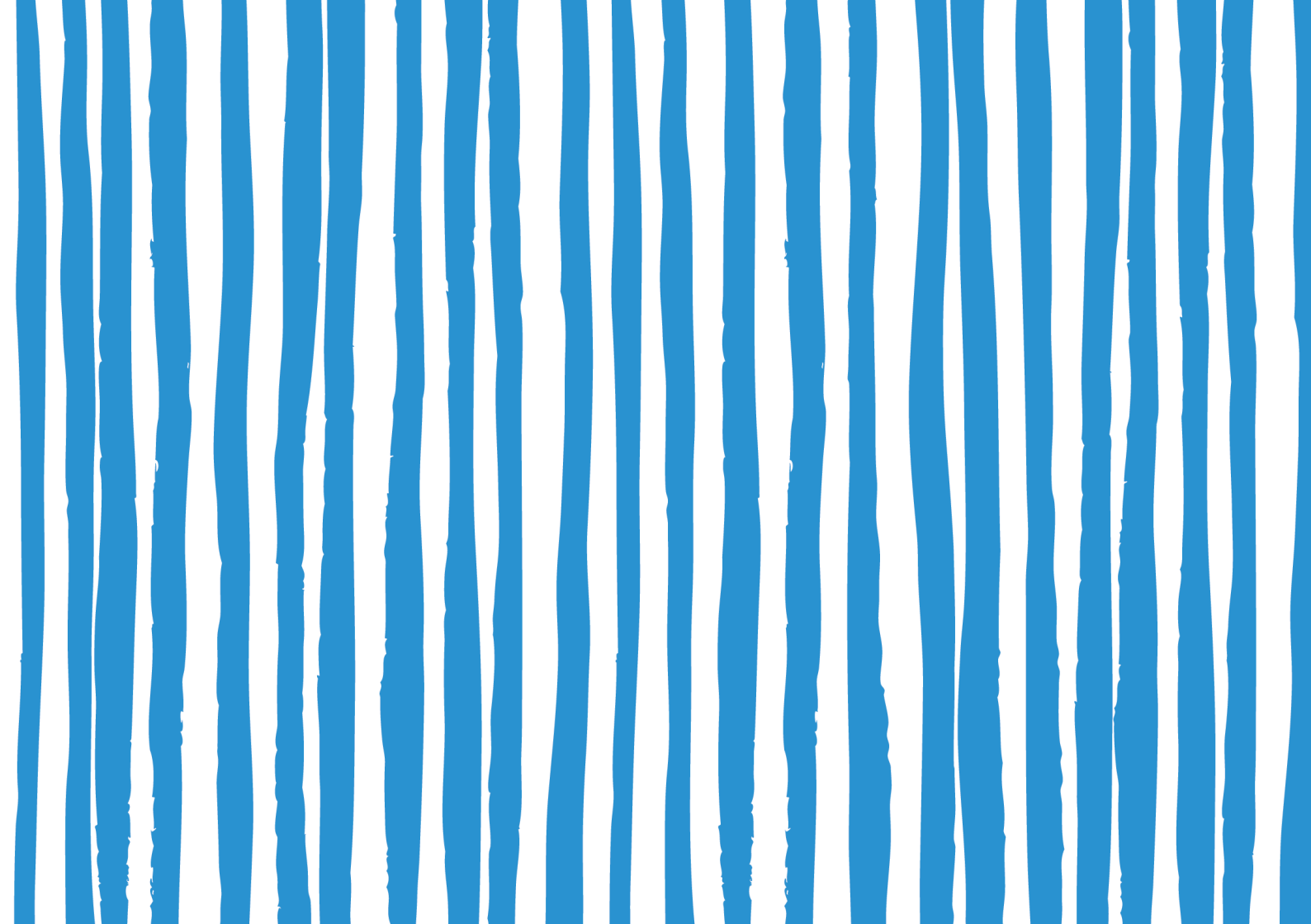
HOW TO USE SOCIAL MEDIA TO PROMOTE YOUR PROGRAMME?

Social media is a great way to promote your programme when we cannot have face to face contact with people in the way we used to. Here are some simple, free and easy ways/tools you can use to promote the programme that you are going to run:

INSTAGRAM

A picture can say a thousand words. Sharing your programme via Instagram can be a great way to engage people. It's worth thinking through a series of posts that you can use to promote your programme. You can use tools like Canva to create attractive posts that people will be drawn to.

TWITTER

This is a really open way to share what you are doing. It is worth thinking about a short and snappy # you can use to promote your programme. Using pictures and tagging in key local groups can also be effective.

FACEBOOK GROUPS

There are many well established, and well used, Facebook groups in every local area and joining ones that you have locally can be a great way to spread the word. If you don't know where to start with this, it's worth buddying with someone who is familiar with Facebook to start to explore what is out there.

WHATSAPP GROUPS

We are often part of lots of groups locally on WhatsApp and sharing your plans in groups that you might already be a part of, where this is relevant, can be a quick and effective way of promoting your programme. Groups such as mutual aid groups, neighbours, etc, are often great places to start.

TIKTOK

Why not think about making a short and catchy video to tell people what you are doing?

WEBSITES

What local websites are there, that you can share the details of your programme through?

E-NEWS LETTERS

Are there any local newsletters, that get e-mailed out to people, that you can share the details through?

BLOGS AND VLOGS

Create a short blog or video blog (vlog) to share what you are doing. Include why and how people can get involved.

Remember, however you are promoting your programme, be clear about how people can ask questions, find out more and sign up. If you are targeting specific groups, then make sure you are clear who these are and why you are doing this.

HOW TO WORK WITH YOUR LOCAL NETWORKS AND CONNECTIONS TO PROMOTE YOUR PROGRAMME?

The power of our networks is essential to the success of the programme and we would ask that everyone who is part of your co-design team thinks about this question.

Social media is great, but nothing beats the local networks and connections that we already have when promoting our programmes. Here are some simple ways to promote through local networks and connections:

- Attend online events and share your plans.
- Set up a drop in session for local people to come along and find out about what you are doing.
- Phone the people in your community that you know will help you to spread the word.

- Share via your community forums and groups.
- Make the promotion fun, exciting and simple to attract a diverse range of people.

Here are some examples of the type of groups you might have locally:

- local mutual aid groups
- local sports clubs
- local schools
- local public services
- local mums, dads or family groups
- local and community businesses
- local craft groups
- local drama groups.

HOW TO BE INCLUSIVE AND ACCOMMODATE THOSE NOT ON SOCIAL MEDIA?

This is fundamental, as one thing the pandemic has done is shone an even brighter light on inequalities and inclusivity. It is really important that you do not rely on social media alone. Below are five ways that you can use to engage with a variety of people who wouldn't pick your programme up through social media:

1. **Local CVS**

2. **Local community directories**

3. **Google, phone and connect**

4. **Messaging those facilitating local Facebook groups**

5. **Mutual aid networks**
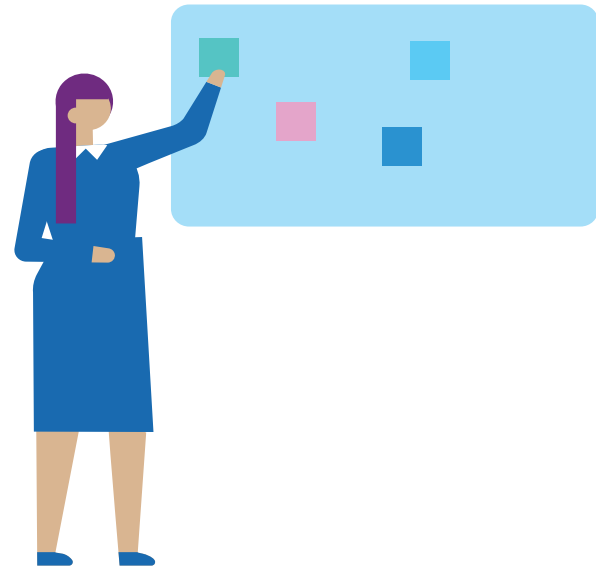
If you feel that you are struggling to engage with the diverse group you want, then here are some things you can do:

- Regroup with your co-design group to look at options.

- Try different methods to promote the programme. It's easy to use the methods that are familiar to us. Be brave and try something you haven't done before.

- Talk to those that have engaged and find out what helped them to be interested and think about how you can do more of this.

- Contact some people you know from the groups and communities you are keen to target and ask their advice.

- Take your time. It's far better to have the right people involved in your programme than to go ahead at speed and miss the opportunity to engage a wider audience.
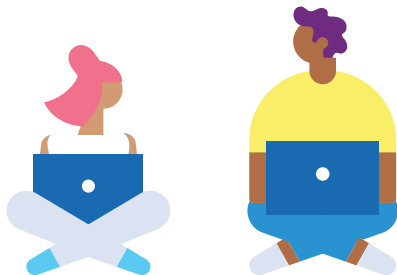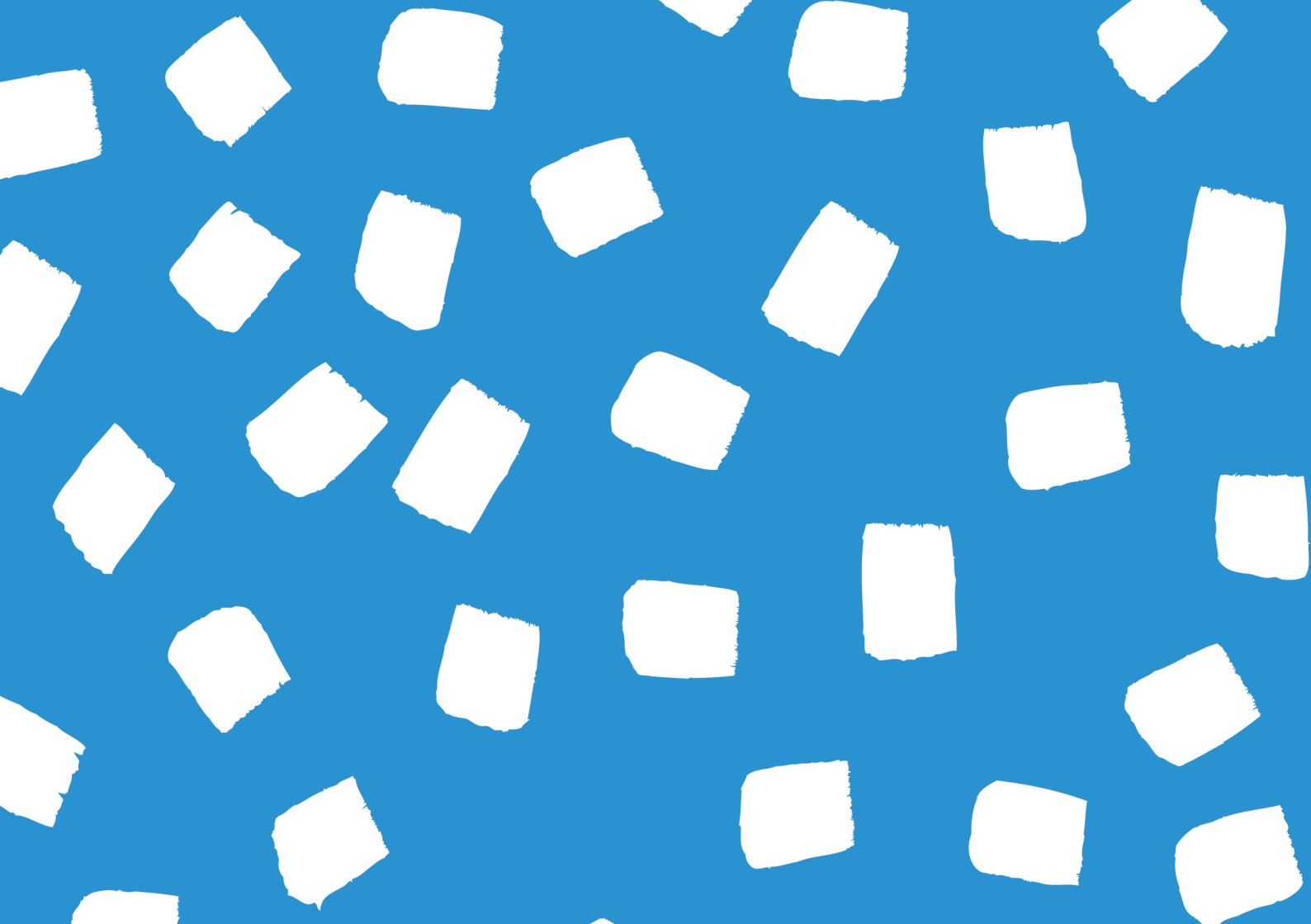
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HOW TO RECRUIT TO YOUR PROGRAMME VIRTUALLY

This section will focus on how to recruit the participants to the programme and will include:

- **How to run an awareness raising session online**
- **Creating your online application form**
- **Innovative ways to recruit to your programme**
- **Selecting your cohort without meeting people face to face**

HOW TO RUN AN AWARENESS RAISING SESSION ONLINE

A great way to recruit to your programme, is to run an awareness raising session, to bring people together to ask the questions they have. You can use any platform to do this, such as Facebook Live, Zoom, Teams or anything else.

Here are five top tips for running a virtual awareness raising session:

1. **Think about timing**

2. **Keep it short**

3. **Make it interactive**

4. **Get to know the people and what's important to them**

5. **Be open to ideas**

Draft agenda

Here is a draft agenda for a virtual awareness raising session that you can adapt to fit your local context. This session would last for 60 minutes.

Welcome and housekeeping (5 mins)

Check-in (10 mins)

Name and a word you are feeling as you join today.

Breakouts (10 mins)

Put people in pairs and ask them to talk about two questions:

- Why have you come along?
- What question do you have?

Ask people to post their answers to the questions in the chat when you return.

Overview of what you are doing and why (10 mins)

- How did it come about?
- What is the format of the programme?
- What will people get from being part of this?
- What is the commitment?

Put people in breakouts (suggest groups of 4) to discuss what they have heard (5 mins)

Open discussion and questions (15 mins)

How people can sign up (2 mins)

Check-Out (3 mins)

A word people are leaving with today.

CREATING YOUR ONLINE APPLICATION FORM

We would suggest that, in order, to be inclusive and to attract as many people as possible, you should keep any application process simple.

Here are some sample questions:

- Name
- Email
- Phone number
- Why are you signing up for this programme?
- What do you want to get from being part of this?
- What are you going to bring to the programme?
- Where did you hear about the programme?

There are loads of tools, such as Google Forms, that you can use to create online forms and more details of these can be found in the useful links section at the end of this guide.

INNOVATIVE WAYS TO RECRUIT TO YOUR PROGRAMME

An application form is one way to recruit to your programme, however it can be a little predictable and can exclude people. Here are some alternatives:

- Ask people to make a two minute video.
- Offer a ten minute chat with people instead of a formal application process.
- Ask people to draw a picture that describes why they want to take part.
- Allow people to choose how they apply so long as they answer some simple questions you want to ask.
- Ask people to tell you a story about their community.
- Arrange one to one video chats.
- Make the drop in sessions part of your selection process.

Always think about who you want to engage and the best way for them to tell you that they want to be part of this. We often think we need to collect lots of information upfront, however this can sometimes be a barrier to people engaging.

Remember, less can be more!
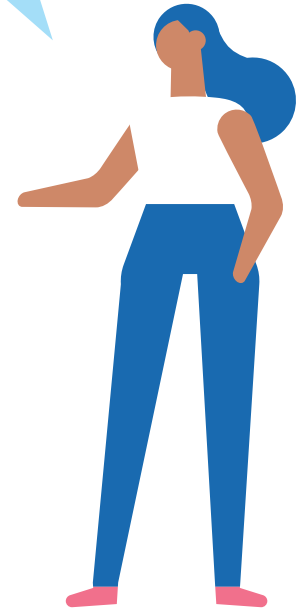
SELECTING YOUR COHORT WITHOUT MEETING PEOPLE FACE TO FACE

If you have too many applications for your programme, here are some ways you can select people without meeting them:

- Organise follow up calls or video chats.
- Randomly pick names.
- Look at the applications in terms of the people applying and select as diverse a group as possible. This will only be possible if you have the information to do this from your recruitment stage.
- Split the group into two and run two parallel programmes.
- Set a second series of dates and get cohort one, to help you run a second programme for cohort two.
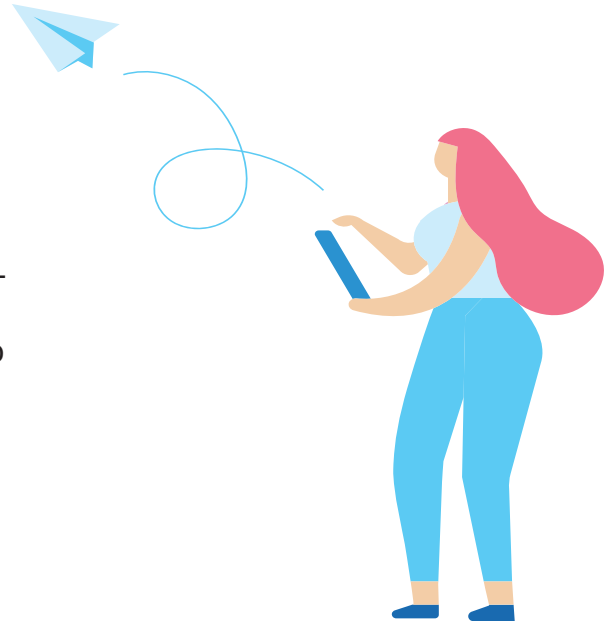
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HOW TO RUN YOUR PROGRAMME VIRTUALLY

So, you have designed a programme with your community, you know how you will recruit to the programme and now it's time to get your teeth into how you deliver the programme virtually.

This section covers:

• **The art of hosting virtually**

• **How to increase psychological safety in virtual spaces**

• **Designing activities to maximise engagement**

• **Cultivating inclusive virtual spaces (Power and Privilege)**
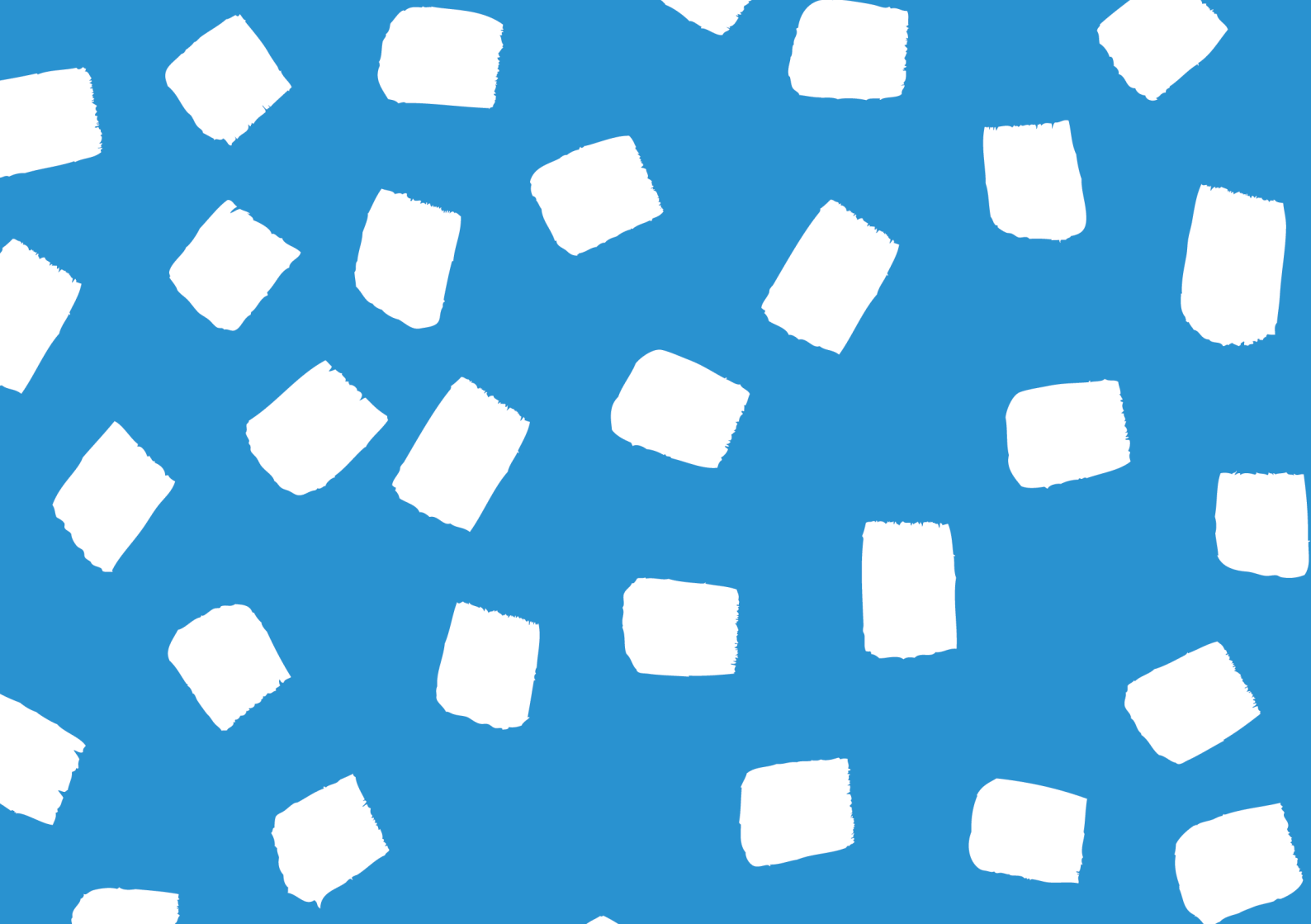
THE ART OF HOSTING VIRTUALLY

Making everyone feel welcome is an essential skill when working virtually. If people don't feel comfortable, safe and welcome in a space, then this sets the tone for the rest of the session. Here, we will focus on creating welcoming spaces where people want to be and are able to learn at their best.

There are some basic roles you need in place, in order, to do this, when working virtually. Who takes on these roles and how many people you need to do them, will depend on the size of the group, that you are working with. For small groups, one person can take on multiple roles but, for much larger groups, you may need one or two people to do the same role.

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ROLES YOU NEED TO THINK ABOUT

HOSTS

KEY ACTIVITIES

- Admit people from the waiting room
- Talk people through how to use the functions of zoom at the start of the workshop
- Mute people that are not muted
- Be there to help throughout if people have technical issues

For larger events, you might want to have more than one person doing this and split the tasks above between them.

FACILITATOR(S)

KEY ACTIVITIES

- Hold the space
- Bring varied contributions in
- Run activities
- Clearly tell people what is involved in activities
- Support discussions
- Watch out for signs of engagement and disengagement

CHAT MONITOR

KEY ACTIVITIES

- Actively look at what is being said in the chat
- Respond to comments
- Take part in conversation
- Share key themes from chat into main conversation
- Post questions in chat
- Share links in chat for activities etc

RECORDER

KEY ACTIVITIES

- Takes a note of key themes, actions etc
- This should always be proportional to the event you are running, e.g. only take the notes you need to
- Try to avoid using paper notes as this means more work to type up afterwards

For some events, it can be helpful to bring someone in to do visual minutes.

BREAKOUT FACILITATORS

KEY ACTIVITIES

- Support smaller groups to have focused discussions
- Keep the time
- Feedback into the main room
- Make sure people can access links etc
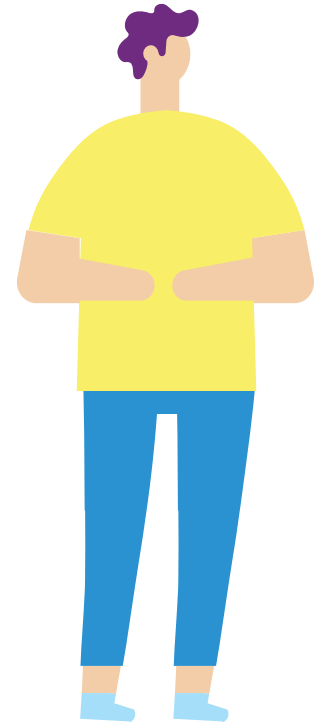
PLANNING YOUR AGENDA

- Make sure you allow time to check in and out.

- Develop permission slips (what do people need to give themselves permission to do, to fully engage) and containers (what is the container the group is working in? These can sometimes be called group agreements).

- Build in breaks.

- Don't try to run the event online in the same way you would face to face.

- Keep it simple.

- Allow space for individual reflection, small group conversations and whole group discussions.

- Think about how you can minimise the use of slides.

- Make it human and interactive.

- Don't be afraid of silence.

- Use focus music when people are undertaking tasks individually.

- Create a programme playlist where everyone shares a song they associate with this type of work and you compile and share a playlist.

Remember, the more welcome people feel and the more able they feel to be themselves, the better the engagement will be.

HOW TO INCREASE PSYCHOLOGICAL SAFETY IN VIRTUAL SPACES

Creating spaces, where people feel psychologically safe to be themselves and where there is strong collective trust, is essential, for any virtual programme to succeed.

When people feel psychologically safe in an environment, they feel confident to:

- **speak up**
- **admit they don't know something**
- **share their ideas**
- **ask questions**
- **be themselves**
- **even challenge others they may see as senior to them**

All this happens without fear of being ignored, judge, punished or blamed.

Psychological safety, comes from a group of people, forming an environment, where there is collective trust and a safe space for exploration.

PRACTICAL WAYS TO INCREASE PSYCHOLOGICAL SAFETY IN YOUR ENVIRONMENT

How to increase participation in virtual meetings

- Allow everyone to have their turn in conversations.

- Give people equal airtime.

- Avoid letting just a few people talk or control the space.

- Allow introverts to feel as welcome as extroverts, by bringing them in early.

- Allow the participants to decide who responds to a question next. This is known as pass it on.

- Encourage questions about anything and everything, however small and silly. Make sure they are always answered so others see this is ok.

- Use polls to check out how everyone is feeling during a session.

- Use breakout rooms, for smaller conversations, where people get more time to listen and be heard in smaller groups.

Making use of silences

- Learn to live with silences. They help people to have the space to reflect and act.

- Accept silence. It is ok if nobody wants to respond to a question or comment on something. Avoid filling the space.

- Be patient. Sometimes silence leads to new and unexpected places.

- Ask questions like 'what do we think the silence is telling us about how things are going?'

- Make those with different opinions feel safe to share them and not feel like the outlier. It's important to hear and welcome those who see what most don't.

- Make the invisible visible. It's important that people can share something that often everybody is thinking and nobody is saying.

- When people participate who are normally quiet, give this attention. For example if someone is commenting in the chat who is normally quiet, then acknowledge this with emojis for instance.

- Create silent spaces in meetings where everyone can contribute.

More ways to increase psychological safety

- Encourage the participants to connect with each other between sessions through virtual drop ins, circles, virtual coffees, peer learning etc.

- Create a collaborative playlist which includes songs from everyone in the group.

- Make sure you are asking how people are and build in time for wellbeing activities such as meditation.

- Monitor energy levels and adapt your content accordingly.

- Make sure everyone knows that the sessions are a rehearsal space, where people can try things out and learn what works for them.

Designing activities to maximise engagement

It is important to think about the type of activities we are running virtually and to remember, it's very different to running events face to face.

TOP TIPS FOR MAXIMISING ENGAGEMENT ONLINE

Use the chat function in lots of ways

- Get everyone comfortable with the chat from the start, by asking a simple question like, 'what's your favourite food?' This helps people have a voice about something everyone can easily answer.

- Use chat waterfalls. This is where you ask a question, get everyone to write the response and then press send at the same time.

Speak and Think Out Loud

- Ask participants to read the content of a slide to the group, e.g. where there is a quote or a story.

- Use scenario-based exercises, where people can get involved.

- Ask people to form storytelling circles.

SMALL GROUP DISCUSSIONS AND REPORT BACKS

• Use small groups to explore questions and exercises and give them a key ask in terms of reporting back.

• Ask small groups to assign people to the roles of time keeper, facilitator and recorder to keep things on track.

• Use a mixture of random allocation to these conversations, as well as a dedicated group of people, who come back together at key moments.

USE VISUALS

• Ask people to have a go at drawing or graphically recording their conversations. This isn't about being an artist, more using simple shapes to create a record of a conversation.

• Sketchnotes is a great way to start.

INVITE PEOPLE IN BY NAME

• This gives people permission to speak.

• Be careful though, not to bring people in too often, just because they always have something to say.

• On the opposite end of the spectrum, be mindful of putting someone in a position, where they may not feel comfortable to speak out or answer a question.

BUILD IN BREAKS AND MOVEMENT

• Build in short, regular breaks rather than one long break.

• Be clear, it's ok to turn off cameras during a break.

• Use music from your shared playlist to time a break.

• Encourage people to stretch and move around during breaks.

CULTIVATING INCLUSIVE VIRTUAL SPACES (POWER AND PRIVILEGE)

We want everyone who is part of your sessions, to feel they have a voice and that they have the agency to speak and fully participate in their own way. This section looks at how we can support spaces to be inclusive. We need to be clear that power and privilege will be playing out in these spaces and put things in place to mitigate these where we can.

WHAT HAVE WE SEEN DURING VIRTUAL WORKING?

- One, or two, people do all the talking.
- Some people don't feel safe or empowered to share their thoughts, ideas, or questions.
- Some people don't feel the value of what they or others have to contribute is acknowledged by everyone in the meeting, especially the hosts.
- One, or a few people, feel able to interrupt or talk down to other people.
- Someone may use their specialized knowledge (i.e. on tech), to assert their views or force a decision.
- Somebody has a hard time meaningfully participating because they have a poor internet connection.
- Accessibility needs are not met for the group (e.g. offering large font print, interpretation, translation, and/or captions).

POWER AND PRIVILEGE CAN PLAY OUT IN MANY WAYS

- **Technology capacity**
- **Digital literacy**
- **Better internet bandwidth**
- **Designated work space**
- **Abilities**
- **Freedom from care-giving roles**
- **Facility with spoken language**
- **Virtual meeting experience**
- **Knowledge privilege**
- **Seniority privilege**
- **Relational privilege**

HOW COULD IT BE?

- **More inclusive** - where people feel that they can contribute their voice and know that what they say matters, is important and directly impacts the meeting of goals and outcomes.

- **More equitable** - where people in non-senior positions are heard, they are then able to engage meaningfully. Senior leadership should not be the only people speaking and making decisions, and everyone present should hear from those working directly with community members, etc. This way emerging leaders are cantered.

- **More accessible** - where people with varying tech and abilities can participate meaningfully.

- **Truly valuable** - where people find work done in the meeting was useful to their work, and participants feel like their time has been well spent.

HERE ARE WAYS TO CREATE INCLUSIVE SPACES AND WHAT YOU CAN DO BEFORE, DURING AND AFTER YOUR PROGRAMME

Before

- Think about when to run it.
- Duration is key.
- What platform is best?
- How can you ensure people know about it?
- Who do you need as part of the facilitation team?
- Keep it simple.
- Consider who might struggle to engage and why?
- If you're using any tools, send people instructions on how to use them in advance.

During

- Check-in and out.
- Use permission slips and containers.
- Be clear on how people can engage e.g. chat, hands up, etc.
- Only record if you really need to.
- Create spaces for all voices to be heard.
- Actively monitor the chat.
- Think about different learning styles.
- Record key actions and points.
- Distribute roles.

After

- Send a high-level summary of the meeting.
- Ask people to share feedback.
- Remind people how they can reach out to you to follow up, share thoughts and reflections, and/or ask questions.

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HOW TO EVALUATE YOUR PROGRAMME VIRTUALLY

This section is all about looking back at your programme and understanding what worked, what you might do differently in the future and pulling out the impact for individuals and the broader community. It will consider:

- **Tools for evaluating your virtual programme**

- **Ways to draw out the learning (good and bad)**

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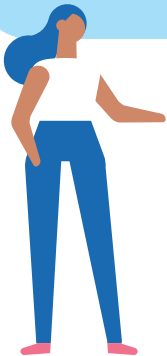
TOOLS FOR EVALUATING YOUR VIRTUAL PROGRAMME

It's really important to understand how the programme was received and the impact that it had. Here are five simple ways to do this:

1. **Mini evaluations at the end of each session – ** what worked well, even better if…., one thing you are taking away. Using a tool like EasyRetro is great for this and this also means that the feedback is open and transparent for all who have been part of the session to see.

2. **100 word impact statements –** ask people to prepare these ahead of the last session and ask people to read them out as a closing round.

3. **Blogs and vlogs –** written by both participants and the facilitators, telling the story of the programme and its impact.

4. **Surveys –** create a short online survey, asking key questions that will help you learn for next time you do this and share your work.

5. **Sketchnotes –** these can be a great way of visually showing the impact you have had and are great for sharing on social media and the web too.

Ways to draw out the learning (good and bad)

1. Story telling circles – ask each participant to tell their story to a small group, then the group discusses the key themes and shares these back with the whole group where they are captured.

2. Use an online post it wall to create an open space for people to share what they feel is important.

3. Sketchnoting – ask people to individually create a sketchnote that summarises their experiences.

4. Create an online Piktochart showing the key outcomes of your programme.

HOW TO SHARE THE STORY AND LEARNING ONLINE

This section is all about telling others what you have done and what you have learnt

Great ways to share your journey and learning

1. **Medium** – allows you to write and share articles easily, giving access to royalty free images and the ability to tag your article with key words. You can even make a publication where you could link together articles from multiple authors.

2. **LinkedIn** – stories on LinkedIn spread well amongst and between professional networks.

3. **Tweet Chat** – host a tweet chat where people can ask questions about what you have done.

4. **Wakelet** – allows you to pull in content from all over the web and turn into a story. So, you could pull in anything about the programme from # and other sources such as Facebook, Twitter, LinkedIn etc.

5. **Create a short film** – make a short film about what you have done. Most smart phones can do this and there is bound to be someone in your programme who would be happy to help with this task.

HOW TO BUILD A BROADER COMMUNITY AROUND YOUR PROGRAMME

Running a programme is the start not the end of the journey. It is important to think about how you can build a community around the cohort that includes those who have taken part, but also allows other diverse voices to come and be part of what emerges from the programme.
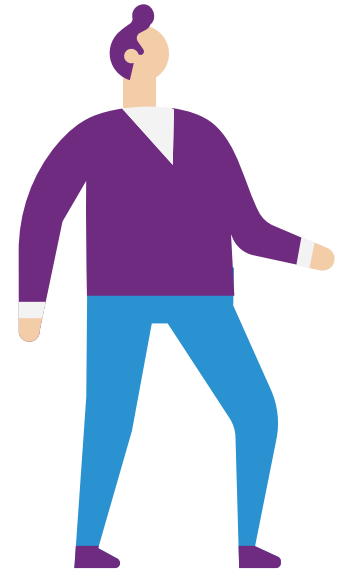
Over the next few pages, we have detailed two approaches to creating effective communities that may be helpful to think about, when looking at how you create a broader and more sustained community around your

ETIENNE WENGER'S 7 ROLES OF EFFECTIVE COMMUNITIES

- **Agenda activists:** driving the learning forward - What challenges and opportunities are worth pursuing together?

- **Community keepers:** weaving the social fabric - How do we encourage and hear all the voices in our community?

- **Critical friends:** reflecting on the process - How can we pay attention to how we work together and continually give ourselves feedback?

- **Social reporters:** creating a shared memory - How should our insights, stories, and community outputs be captured and recorded?

- **External messengers:** communicating with external audiences - Who (outside the community) do we need to be talking to and what should we be telling them?

- **Value detectives:** making value-creation visible - What value should we be aiming to create and how will we know when we have got it?

- **Organizational brokers:** connecting with organizational stakeholders - How does the community fit into the wider public service context and contribute to that agenda?

10 PRINCIPLES FOR HEALTHY COMMUNITIES - MARGARET WHEATLEY

- People support what they create
- People act responsibly when they care
- Conversation is the way people have always thought
- To change the conversation, change who is in it
- Expect leaders to come from anywhere
- Focusing on what is working gives us energy and creativity
- The wisdom resides within us
- Everything is a failure in the middle
- Humans can handle anything as long as we are together
- Generosity, forgiveness and love

PRACTICAL TOOLS

- **Virtual circles** – creating smaller circles that help people to be accountable are great.
- **WhatsApp, Facebook Messenger groups** – can be great to keep people connected, learning and sharing.
- **Virtual check-ins with a cuppa** – make these informal where people can come back together and set their own agenda.
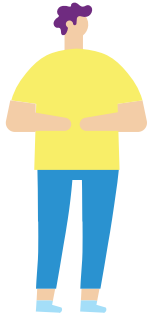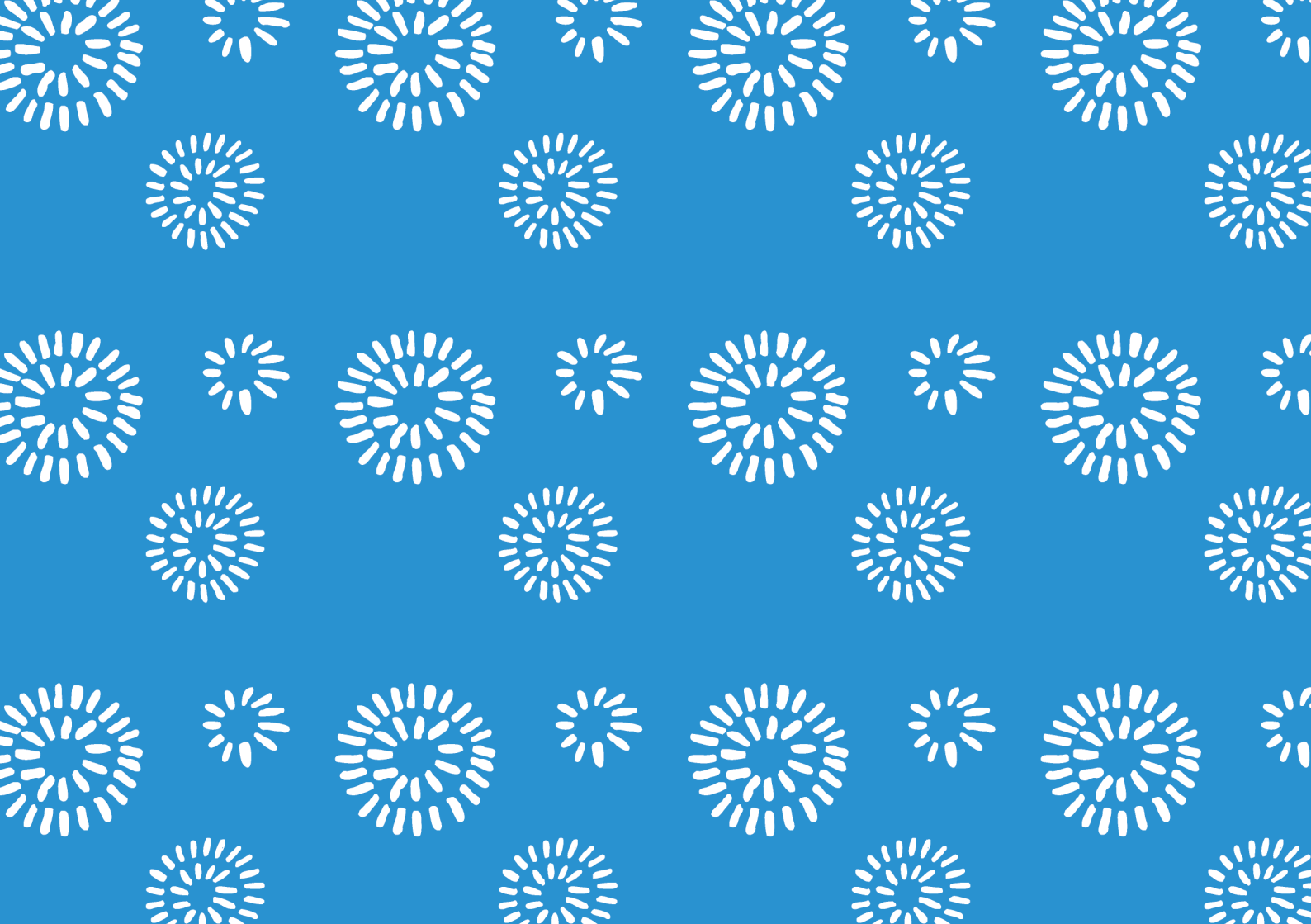
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USEFUL TOOLS

This section has loads of practical tools, blogs and resources to help you to run your virtual programme.

This section covers
- **Types of tools**
- **Creating inclusive spaces**
- **Curating your agenda and approach**
- **Practical tools for facilitating virtually**
- **Zoom - How to guides**
-

Type of tools

These tools are suggestions that can be used but are not an exhaustive list
Click on the different tools and resources to find out more about each one

Mind mapping

- Coggle

Alternatives to post-it walls

- Mural
- Jam Boards

Discussion boards

- EasyRetro
- Tricider

Shared documents

- Google Docs
- Apple
- Microsoft

Presentation and sharing

- Google Slides
- Sway
- Prezi
- Wakelet

Feedback

- Google Surveys
- EasyRetro
- Piktochart

Collaboration Spaces

- Miro
- Flinga facilitation tool-kit
- Mural
- Basecamp
- Slack

Creating inclusive spaces

- Power Dynamics and Inclusion in Virtual Meetings
- Getting started with remote collaboration
- Thinking environments, a tool for remote working
- Zoom is not the problem — meetings are
- How to Avoid Sleeping in the Office: Virtual Working for the Long-Term
- Advantages of virtual meetings
- Better than real
- The Upside of Virtual Board Meetings
- 4 tips for effective virtual collaboration
- How to make connections in virtual meetings
- How to give a remote presentation without feeling awkward

Curating your agenda and approach

- How to brainstorm remotely
- Coronavirus tech handbook
- Unconference facilitation
- Asynchronous meetings
- The Definitive Guide To Facilitating Remote Workshops
- How to get your online group talking
- Ways to engage teams on Zoom
- Team facilitation tools
- Improve Your Next Zoom Meeting With the Japanese Practice of Nemawashi
- Lean Coffee
- Pecha Kucha
- Taxonomy of Virtual Event Formats
- Using WhatsApp to enhance virtual learning

Practical tools for facilitating virtually

- Using Slack with Zoom

- Eventbrite and Zoom

- Introduction to Mural

- How to join Slack

- How to run a sprint retrospective in FunRetro

- Building team resilience on social media

- Setting up Jam Board for a virtual meeting

- 13 thoughts on virtual meeting whiteboards

- Collaboration Tools

Zoom - How to guides

A Note on Meeting Platforms

There are dozens of different meeting platforms available. Some are free, some are paid for and others have a free basic option with the ability to pay for more advanced features. In this resource guide, we will focus on Zoom, as a well-known and simple platform, that can be used to facilitate small and large meetings and events.

Top tip
Zoom are constantly updating their features and therefore, if you want to have access to these as they become available, it is important to install the regular Zoom updates on your computer, tablet, phone etc.

Below we have pulled together a series of links that take you step by step through Zoom, from getting started to using more advanced features like Polls.

Getting stared with Zoom

This link takes you to the Zoom site, which takes you through, step by step, how to access the platform and set up a meeting, through to inviting people and hosting your first meeting.

Host and Co-host control in a meeting room

This link takes you to a guide to the controls you have as a host or co-host during a meeting and how to use them.

Managing breakout rooms

This link takes you through what breakout rooms are, how to set them up, including assigning participants and opening and closing the rooms.

How to use self-select break out rooms

This link describes how to allow participants to choose which meeting rooms they join during the meeting, rather than being assigned by the host.

Using the chat function

This link shows you how to access the chat function whilst in a Zoom meeting or event.

Polling for meetings in Zoom

This link shows you how to set up and undertake a poll in a Zoom meeting including pulling off reports.

How to share a Whiteboard in Zoom

This link shows you how to share a Whiteboard with participants so that your participants can add to it.

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