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## *Community-Based Education Program*



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### **Promotional Copy**

### **#4235 – Social Media/World Issues Content Writer**

### **Organization Information**

The host organization was established in 1989 - a charitable Global Education and Resource Centre promoting dialogue and understanding on world issues and their local connections, to enable people to engage in positive social and environmental change in the Peterborough and Kawartha areas. The host's annual programming includes community-based events, international speakers, youth engagement, the sharing of human and information resources, such as a local Speaker's Bureau, an alternative lending library, as well as community partnerships and collaborations.

### **Project Information**

The purpose of this project is to support the host's mandate by providing public education and engagement on relevant world issues and their local connections in a timely manner - using various communications and social media tools.

The key project goals or research question(s) are: How can the host organization effectively utilize communication opportunities, such as print and social media to engage a broad(er) audience in dialogue on current world issues and their local connections? What are the resources required to make this a sustainable public engagement program?

Activities: a) to research and write content for a host blog & Twitter feed; b) research and write content for an e-news world issues bulletin highlighting current issues of interest; c) contribute to local print media (e.g. Arthur, Examiner); d) monitor community response and engagement

The host organization is prepared to work with the content writer in terms of finding a research/content/academic topic of interest to engage with (e.g. use of social media in youth engagement on social and environmental justice issues; this can be tied to a specific world issue (e.g. food).

Expected deliverables:

1. An informed strategy for effective public engagement using communications and social media tools, including a user's guide and strategies for sustainability;
2. A template of an e-news bulletin that regularly highlights key world issues and local connections;
3. A bi-weekly or weekly article in Arthur newspaper; possibly Examiner
4. An active blog and Twitter feed

### **Benefit to the Host Organization and Community**

The project benefits the host organization's public engagement program, specifically to increase interest/awareness of current world issues and their local connections, while simultaneously raising the host's profile through social media. The community may benefit from the information and feeds that highlight current world issues and their local connections in a timely manner.

### **What students might learn**

The student will have an opportunity to learn new information, best practices for communicating information using social and print media, as well experience working with a small not-for-profit, charitable organization.

### **Skills or Experience Needed**

Interest in world issues. Social media and excellent written communication skills (English).

### **Resources Required for Project Provided by Host**

The host can provide all the resources necessary for this project (expenses must be pre-approved). That said, the student might need to provide his or her own computer.