



“I found (the workshop) a constructive, informative, and above all a very human experience...” (Feedback for the Digital Identity workshop)

The Digital Identities in *Interesting Spaces* project

Rethinking digital literacy for creative practitioners, educators and students

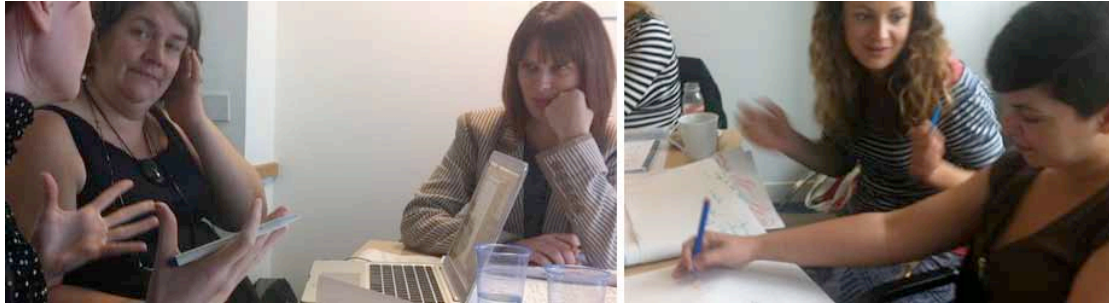
The objective of the *Interesting Spaces* project is to enable students, educators and creative practitioners to use the Internet and social media as a resource for meaningful collaboration, dialogue and enterprise on the basis of shared values and empathy.

The agenda is to work in partnership with not-for-profit organizations, universities, schools, incubation centres, museums, galleries and other interesting spaces to deliver Digital Identity workshops. Participants will learn how to create and sustain a personal narrative to express ideas and aspirations. Participants will also receive hands-on training to share this narrative via Twitter and blogs to achieve practical outcomes – such as getting noticed by the right audience or running a digital campaign.

Would you like to host a Digital Identity workshop for your community or network?

The track record:

These workshops have been delivered in 5 countries in partnership with organizations such as Media Trust, Creative Partnerships, De Balie, University of York and North Yorkshire Business Enterprise Partnership. The sessions are facilitated by Dr. Abhay Adhikari who has a research background in education ICT. He has also developed multimedia web-based solutions for clients such as British Council, BBC World Service Trust, Human Rights Law Network and the City of York Council.



Digital campaigning using social media

This workshop has been successfully delivered in the UK

In this workshop you will learn how to plan, implement and manage your online campaign using a combination of popular social media websites. Through a series of group discussions and activities you will define your target audience as well as expected outcomes that will help you achieve meaningful goals. Your instructor will provide relevant case studies and offer expert advice to help you make best use of your time and resources.

Suitable for: Participants with some experience of using social media

Format: Full day

Suitable for: 5 – 15 participants

Outcomes:

- Learn how to create an online campaign strategy based on your values
- Find your target audience and interact with them
- Identify free online resources that can increase the impact of your campaign
- Track visitor's response and adapt your campaign in real-time

Praise for the workshop:

"Thanks for a passionate, humane and amusing apologia of a very different way of approaching communications. You made social media very people and value focussed" (*Workshop at Media Trust*)

Pricing and Requirements:

What is your Digital Identity?	Two hours: £250*
Create a Digital Identity to get noticed on the web**	Half day: £350* Full day: £450*
Digital Campaigning using social media**	Full day: £450*

*Concession for HE and not-for-profit organizations

** For full day sessions participants require access to individual laptops + wifi for training

About the trainer: Dr. Abhay Adhikari

Abhay develops digital engagement strategies for the arts, culture and education sectors. He has worked on a range of global web-based projects with private, public and voluntary sector organizations including BBC World Service Trust, British Council and Zubaan. He also has a research background in education/ICT. Abhay has a keen interest in critical reflection on the Web and the notion of Digital Identities. In 2010 he managed 11 Social Media Surgeries in York that were funded by the City of York council and organized a similar event in New Delhi, India. In 2011 he helped setup the 'Thoughts Become Things' enterprise activity that involved over 600 secondary school students from North Yorkshire. He also lectures on themes such as creative audiences and enterprise development, and works with schools on a number of initiatives. He recently spoke at TEDxYork in July.

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