

PLUNKETT

Social Media Workshop

BlueWren 

# Today's session

- What is Social Media?
- What does it offer?
- What's out there?
- What's right for me?
- Questions and discussion



# What is Social Media?

- Connects people over the internet
- Gives all users an equal voice
- Numerous forms called 'channels'
- Does not occur in isolation
- Free to use but big time resource
- Cannot be ignored



# What does it offer?

- Engage with customers, partners, stakeholders and social enterprise community
- Create a 'buzz' about your enterprise
- Inform your audience quickly and easily
- Establish a position of authority



# What's out there?



# What's out there?

- Social networks
- Blogging and micro blogging
- Content sharing communities
- Google tools



# What's right for me?

1. Decide what you want to achieve
2. Define who you want to speak with
3. Audit your online content
4. Explore and listen to what people are saying
5. Set up analysis tools (alerts)
6. Allocate responsibilities
7. Start with free, easy social media
8. Integrate your social media
9. Evaluate results and refine activity



# The Village Shop And Tea Room - Hesket Newmarket

Local Food – Local Suppliers – Home Cooked Food



## Welcome To The Village Shop - Hesket Newmarket



Liz and Andy Bothamley with Sir Chris Bonington.

The Village Shop in Hesket Newmarket is at the heart of the community. Owned by Liz and Andy Bothamley this bustling local shop also incorporates the post office and a delightful tea room.

Servicing the local village and visitors to the lake district a warm welcome is always assured, the tea room is particularly popular with cyclists following the Reivers Route, where they can rest their weary legs and refuel for the onward journey.

The shop and tea rooms offer lots of local produce, Liz and Andy are such passionate supporters of local food and drink, stocking some 30 different local food suppliers, including delicious bakery items prepared everyday on site by a staff member and local baker.

Here are just some of the local produce available.

- High Cup Wines (Cumbrian Wines)
- Hesket Newmarket Brewery
- Taste of Eden (Ice Cream)
- Berry and Sons (Bread)
- North Lakes (Milk, Cream and Cheese)
- Brow Top Farm (Cumberland and Old Penrith Sausages)
- The Pie Mill (Hand made Pies)
- Kenmar Apianes (Cumbrian Honey)
- Hesket Enterprises ( Ready Meals)
- Quality Preserves (Jam, Marmalade and Chutney)

## Hesket Newmarket – The Village

Nestling in the Caldbeck fells at the northern edge of the peak district, Hesket Newmarket is a collection of 18<sup>th</sup> Century cottages, picturesque like a picture postcard. The cottages are gathered around the village green and market cross.

### Interesting Fact.

There is a house called 'Dickens House' just behind the market cross and it is rumoured Charles Dickens and Wilkie Collins passed through the village in 1857 on a walking holiday.



January 6th, 2012

## Contact Us

The Village Shop,  
Hesket Newmarket,  
Wigton,  
Cumbria  
CA7 8JG  
Tel - 016974 78229



## Where To Find Us



## Affiliations



Making Local Food Work - helps people to take ownership of their food and where it comes from by providing advice and support to community food enterprises across England.







### Marchington Village Shop

73 likes · 4 talking about this

Like Message

Food/Drinks  
01283621248  
<http://www.marchingtonshop.co.uk>



71

About

Photos

Likes

Highlights

Post Photo / Video  
Write something...

**Marchington Village Shop**  
23 hours ago · 0  
Busy and fun morning in the shop today with Mary and Jane a couple of our fabulous volunteers. Have you thought about joining our volunteer team?  
Like · Comment · Share

**Marchington Village Shop**  
Monday · 0  
Coming soon a new range of Cheese from the Staffordshire Cheese Company available to taste on Saturday along with some fantastic wines  
Like · Comment · Share  
Karen Tanguy likes this.  
Write a comment...

**Marchington Village Shop**  
April 4 · 0  
Fancy a croissant or a danish pastry on Easter Morning? We need your bread orders by 10am Friday 01283 821 248  
Like · Comment · Share  
Co-operative Loan Fund likes this.  
Write a comment...

**Marchington Village Shop**  
March 29 · 0  
Volunteer Meeting tonight at the Bulls Head, Please come and join us from 7.30pm  
Like · Comment · Share

- Staffordshire Cheese**  
Food/Drinks · Like
- Deantone Hall**  
Shopping/Retail · Like
- Plunkett Foundation**  
Non-Profit Organization · Like
- The Countryside Alliance**  
Non-Profit Organization · Like
- Cottage Delight Ltd.**  
Company · Like

**Marchington Village Shop**  
April 11 · 0  
Have you seen our Easter poster winners from St Peters School? all now displayed in the shop window  
Like · Comment · Share  
Harry Massey likes this.  
Write a comment...

**Marchington Village Shop**  
March 30 · 0  
Now in Stock  
Growbags £2.50 each or 3 for £6.75  
Compost £1.99 each or 3 for £10  
Like · Comment · Share

**Marchington Village Shop**  
March 28 · 0  
We are having a shop meeting for all volunteers and interested parties, Thursday 29th March - 7.30pm - Bulls Head. Please come and join us.  
Like · Comment · Share

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# Oxfam International

@Oxfam

Int'l confederation of 15 like-minded organizations working together & with partners around the world to bring about lasting solutions to poverty & injustice.

<http://www.oxfam.org>

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715 FOLLOWING

254,002 FOLLOWERS

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## Tweets



Oxfam International @Oxfam  
@duncangoose thanks for your generosity.  
← In reply to duncan goose

8m



iSport International @iSportOfficial  
Wishing @phoenixf1 the best of luck for the London Marathon this weekend! He has so far raised over £3.5k for @oxfam #legend  
↕ Retweeted by Oxfam International

3h



Oxfam International @Oxfam  
New Oxfam report: Private funds for #development often lack #transparency, accountability & can lead to #landgrabs bit.ly/lleBg3 #csr

31m



Oxfam International @Oxfam  
@JocelynWhipple @AmoraliaLondon @daisygoodwinuk @figdetsliisa @AmethystLily77 @FreegleBuxton @AngelaWeyers @DenDamBelle tx4 #BigBraHunt help

1h



Oxfam International @Oxfam  
@BBCWomansHour thanks for the @feegilfeather spot, for the @oxfamgb #BigBraHunt! bit.ly/HXqqsa

1h



Oxfam International @Oxfam  
Greater scrutiny of hedge funds & banks used to finance #development is needed to prevent #landgrabs oxf.am/ojk #GROW

1h



Oxfam International @Oxfam  
A safe & just space for humanity bit.ly/wZoQuk #KateRaworth blogs on #globaldev & #sustainability

4h



how it Should be @hiSbe\_Food  
"A simple touchstone for this new ethical economy is hunger and how we make sure it is ended" awe.sm/5jnNc by @oxfam  
↕ Retweeted by Oxfam International

16h



Oxfam International @Oxfam  
@LuisBun <!--ouch-->  
← In reply to luis

18h



Oxfam International @Oxfam  
On avg, a civil war leaves a country 15% poorer. Time for a global arms trade treaty bit.ly/HZl8gt #globaldev #armstreaty

18h

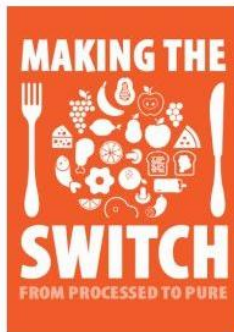
# LIFE: Local, Fresh, Seasonal Like

\*\*\* Shop at the local farmers' market \*\*\* ... \*\*\* Sign up for a CSA basket \*\*\* ... \*\*\* Buy directly from nearby organic, sustainable farms & ranches \*\*\* ... \*\*\* Support grocery stores that offer local produce \*\*\* ... \*\*\* Dine in restaurants that use fresh, local ingredients \*\*\* ... \*\*\* Cook local, seasonal food at home \*\*\* ... \*\*\* Sit down at the table to eat with your family; turn off the technology (TV, computer, video games, mp3, etc) \*\*\* ... \*\*\* Plant a small kitchen garden, or a container garden, or grow a few herbs on a windowsill \*\*\* ... \*\*\* Use reusable bags to the market or store. Reuse or recycle paper & plastic bags from the store \*\*\*



KansasKate

399 followers, 10 pins



1 like

lexieskitchen.com



"To market, to market..." shopping tote  
1 repin

stonegable.blogspot.com



Poster for a farmers market  
1 repin

cuesa.org



Produce at a farmers market

vegnewsavvyvegan.blogspot.com



Poster for a farmers market

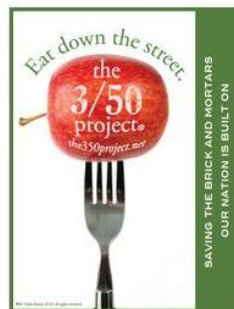
1 repin

etsy.com



Poster for a farmers market

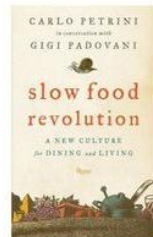
designsponge.com



"Eat Down the Street" is a branch of the 3/50 Project which encourages consumers to eat at independent (non-chain, non-franchise) locally owned restaurants.

6 repins

the350project.net



Carlo Petrini, the man who started it all.

1 like 1 repin

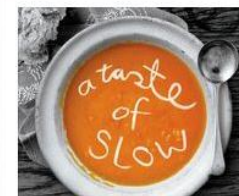
amazon.com



Brown eggs

1 like

eatliverun.com



Great name for a tasting event.

1 like

indybay.org



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### Community shop 056

Siop Bryn Stores, Community shop in the centre of Brechfa. Brechfa, Carmarthenshire, Wales.

### Comments and faves

☹️ Add your comment here...

Want to format your comment?

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By tomylees Carol + Add Contact

This photo was taken on May 23, 2009 in Brechfa, Wales, GB, using a Panasonic DMC-TZ4.



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Brechfa, Carmarthen, Wales (set)

### Tags

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# Questions and discussion

