



LEARNING WEEK 2021



Transcript Summary for East Kilbride Universal Connections Video – ‘Behind the Scenes of our 50th Celebrations”

Presented by: Fiona Robertson, Area Coordinator

Background – ‘The Key’, Scotland’s first, purpose-built youth facility turned 50 years old in October 2020, during a global pandemic... how to celebrate?

Task for the team– to develop a strategic, interactive programme that:

- Acknowledged and celebrated the impact of the centre on the community over 50 years
- Engaged with both current and past centre users and the wider community
- Promoted the wider all, age community focus the centre now provides through Youth, Family and Community Learning Service

Action - We developed a four tier engagement strategy that would be as accessible as possible to the whole community

Tier 1 – Offline, supplying 100 ‘Birthday Celebration bags’ that families could engage with without having to go online.
(pictures of the bags and of the cakes/ kids taking part)

Tier 2- Static online posts that people could access as and when suited them.
These were themed into different decades each day
(short clips from a variety of the static posts)

Tier 3 – ‘Live’ online sessions, where people could have live interaction with staff via facebook/ Instagram or zoom
(short clips of the lives)

Tier 4 – Learner Lead content – where learners created and hosted their own content as part of our programme
(clips of Iona and Connor)

Mathieson PI - The programme was linked together by daily episodes of our web series Mathieson PI. Themed around the 50th celebrations and designed to introduce people to the building/ staff and programme in a fun and engaging way.

Result –

The programme successfully engaged both current and past centre users, who shared stories, memories and photographs from their time with the project.

Content across the week reached (appeared on timelines) 10,607 times (up 157%)

Content across the week engaged (comments, likes, shares) 8,543 times (up 766%)

Our Facebook page was viewed 706 times across the week (up 423%)

Our Facebook page Likes increased by 31 (343%)

Several younger users who had opted out of online activities early in lockdown have re engaged with activities after receiving birthday bags

The success of the strategy will be built upon throughout the year at key periods. We are particularly interested in building the learner created content and developing a 'heritage group' to organise an Old School Key Reunion when such activities are permitted.

To view our programme content visit:

www.facebook.com/ekuniversalconnectionsatthekey