Barrier vaulting

Social networking sites present opportunities to communicate with large audiences, but opportunities and risks go hand in hand. There are a number of exercises that can be done which will give the building blocks for putting together a really effective case and framework for using Social Networking Sites. This flowchart is designed to support any groups or organisations in producing a robust and safe framework to be able to make use of social networking sites.

Explain your plans

What is your aim? This should link to your communication plan.
Why use social networking tools?

Demand

What local evidence do you have to support your case?

Do you know how many people use social networking tools in your local area?

What national evidence is there?

Information and statistics can be found on www.yor-ok.org.uk/sns

Potential

What could you achieve by using social networking tools?
What would be the benefits of using social networking tools?
Give specific objectives and highlight their impact.

Practicalities

What are the risks or concerns?

What would you do to address them?

Are there any implications (time to do it, cost, training equipment)?

Evaluating

How will you evaluate that what you are doing is working?

How will you know you are meeting the aims and objectives set out?

Pick clear measures for each of the objectives.

Potential Risks

Commercial risks

Paedophiles and inappropriate sexual conduct
Commercial (losing personal information, illegal downloads)
Aggressive (violent web content)
Values (racism, misinformation)