

Debrief Report

101 Content Creator Workshop

JULY 2024



We want to take a moment to express our gratitude to InternetNZ and thank them for their support of this project. Thanks to their support, we were able to deliver an impactful pilot programme that has provided young disabled people with tools to be safe on the internet and feel confident when using social media.



Background

All is for All is a disability-led communications consultancy and specialist agency. We empower brands and businesses to embrace disability as a cultural lens and unlock the power of disability inclusion. We also represent a diverse portfolio of disabled talent across Aotearoa, working with a range of industries to cast our talent in equitably paid modelling, acting, blog writing, speaking, and other advocacy opportunities.



Workshop Objectives

Objective One: Content Creator Upskilling

- All is for All will host an online workshop, delivering our internal team's wealth of social media experience to talent, aided by external keynote speakers with specialist knowledge.
- Attendees will learn social media management basics, how to create quality digital content, use captions, image descriptions and hashtags, secure creator work and confidently manage their personal brand, especially as advocates.

Objective Two: Social Media Safety Education

- Alongside the workshop, All is for All will address some of the more nuanced issues facing our disabled young people, including, how to manage disability-related questions, online predators, appropriate communication, boundaries and privacy.

Objective Three: Accessible and Engaging Delivery

- The All is for All team will create a safe and accessible space through our unique facilitation, lived experience, and understanding of our community's needs. Participants will feel safe, understood, and empowered to learn.
- We will ensure all accessibility needs are met, including plain language, image descriptions, New Zealand Sign Language, and captioning.
- The workshop will be hosted on the video conferencing platform that best suits our attendees' accessibility needs.



Delivery

Online Workshop

- Hosted by two of our team members online on 31st May 2024, delivered via four sessions
- Keynote Speaker Jess Molina delivered a session about connecting with your community and hosted a Q&A session
- 10 young disabled people attended, with five support workers/parents
- Accessibility was considered at all stages of delivery

Post-workshop Resources

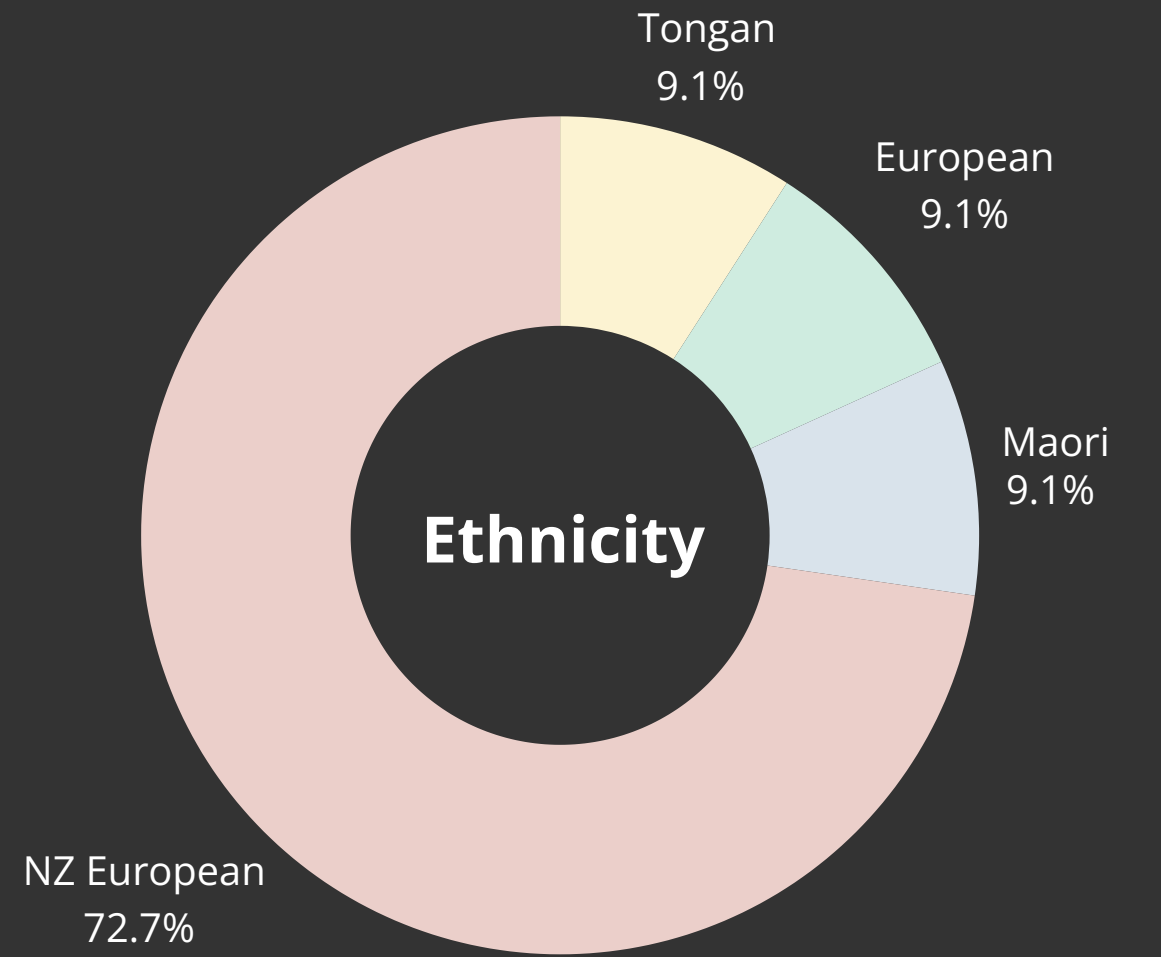
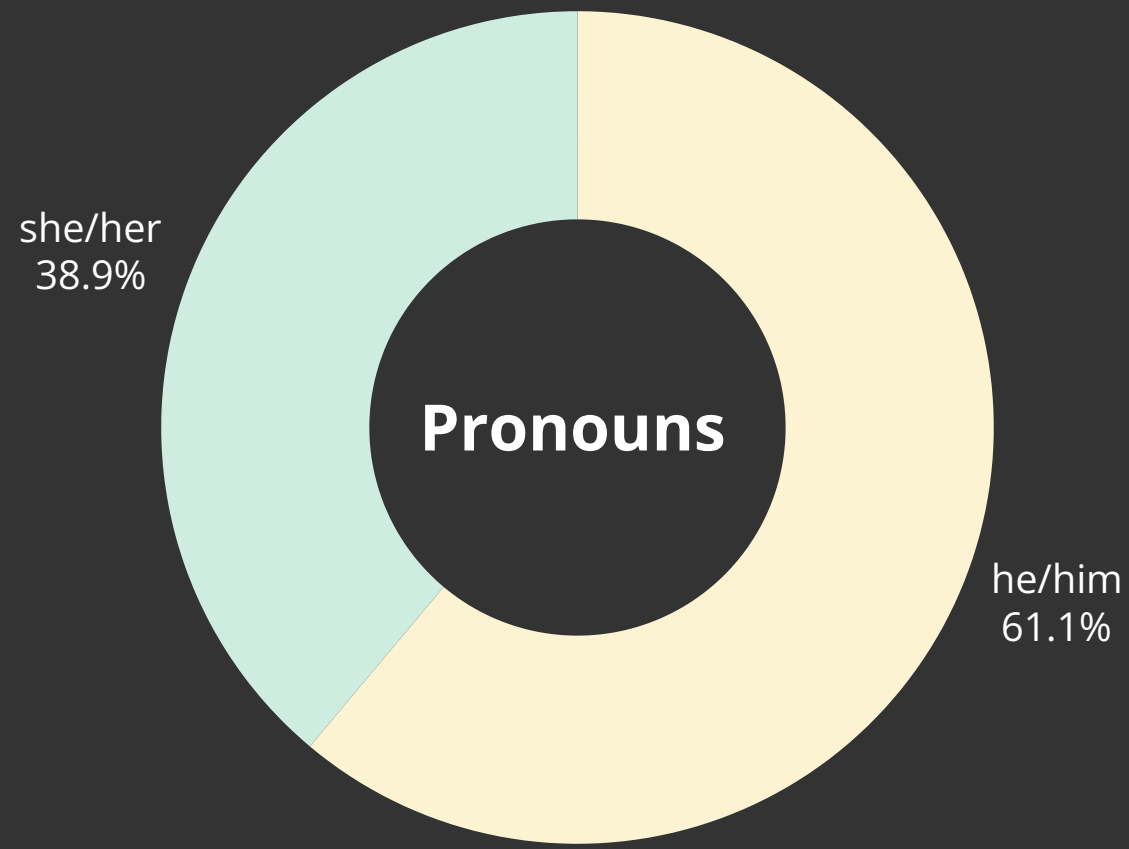
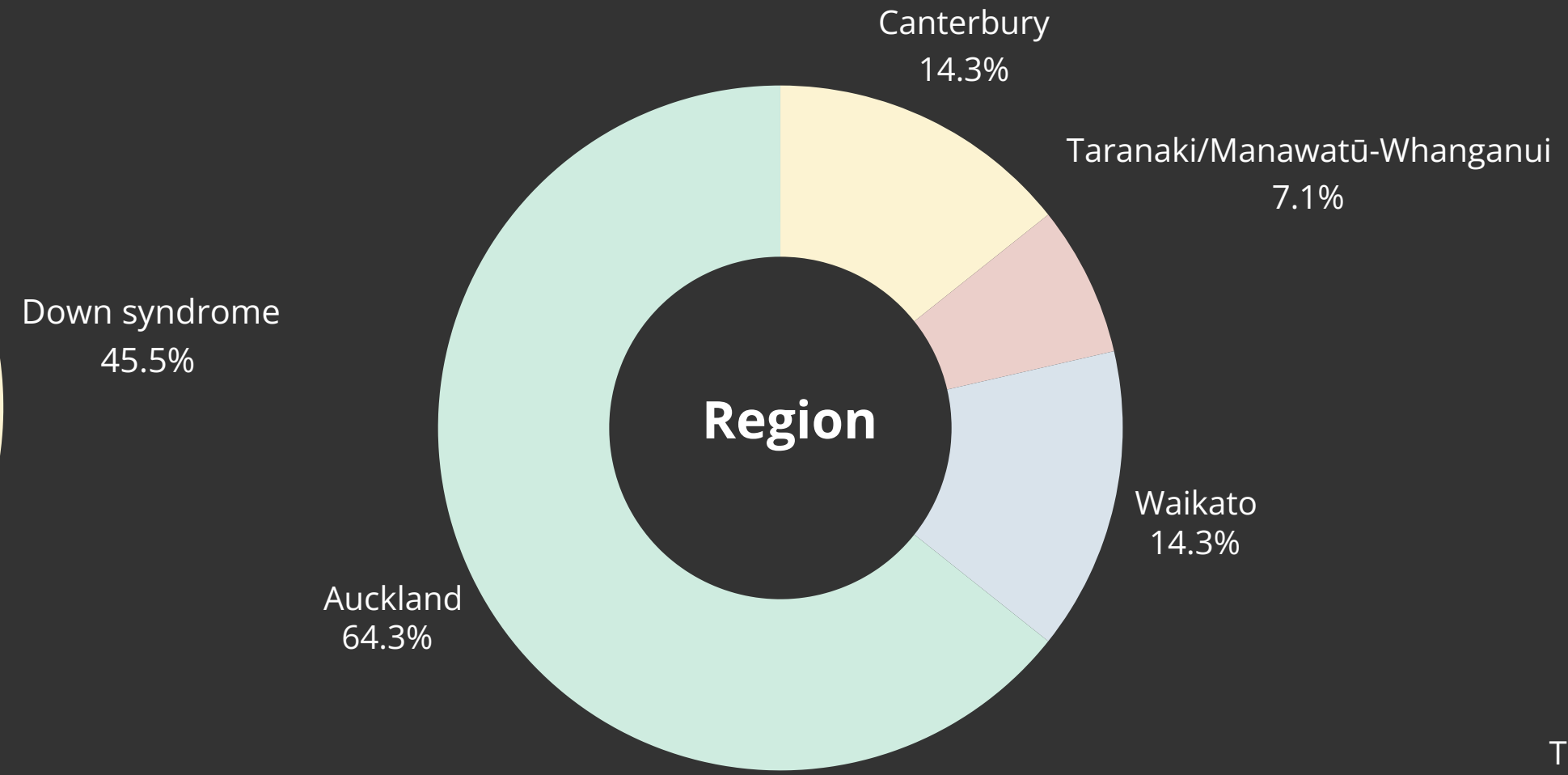
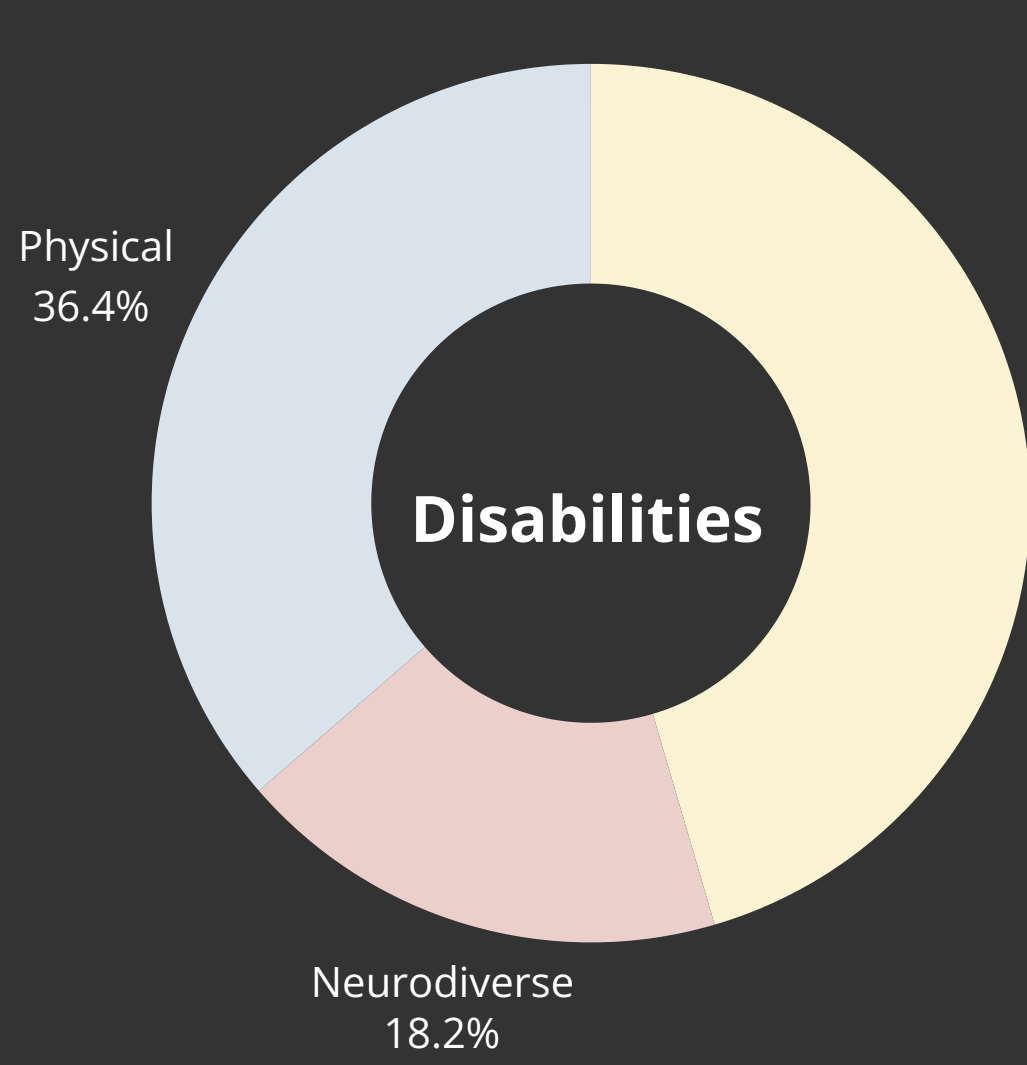
- Attendees were sent a summary of the workshop, including key tips on online safety and content creation.
- A list of all participant's social media handles was shared to encourage everyone to support each other's content.

Post-workshop Follow-Up Session

- A follow-up session was hosted on 4th July, and all of the participants were invited to attend.
- The session was delivered as a one-hour mini-workshop, which gave participants another opportunity for new learning and also time for Q&A with our two team members.
- All participants were encouraged to complete an online feedback form

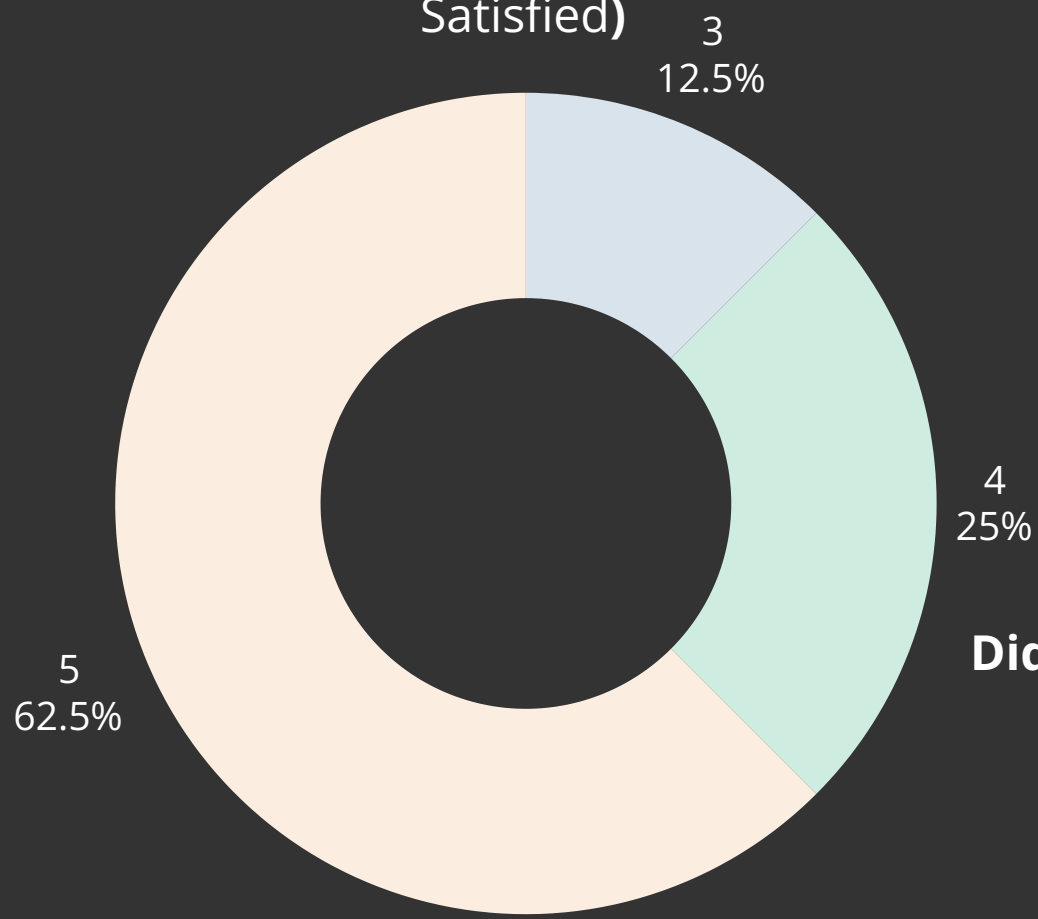


Statistics and Insights

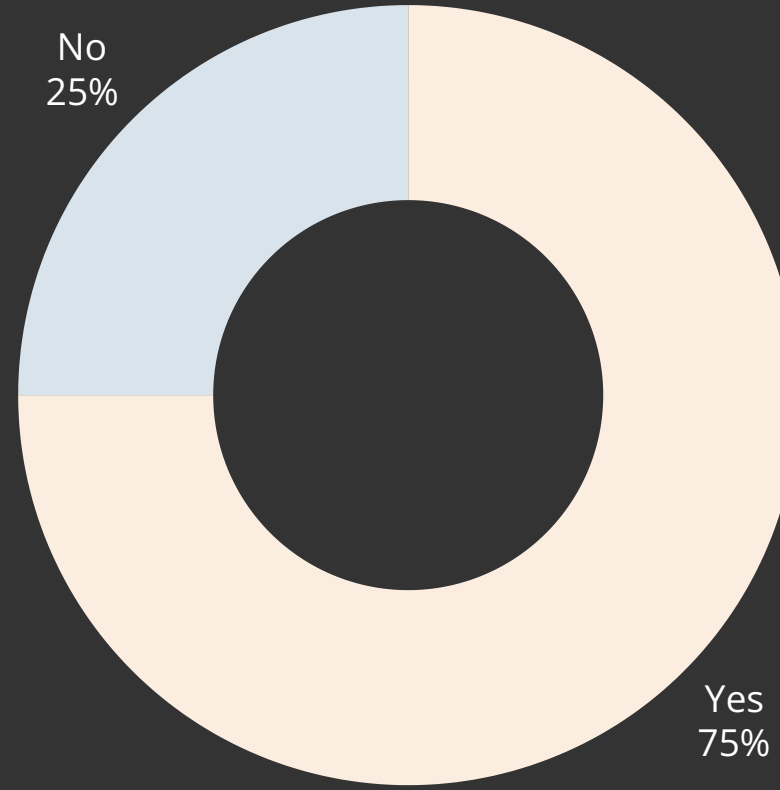


Feedback Survey Results

Overall How Satisfied were you with the overall workshop experience (on a Scale of 1 to 5, 5 being Very Satisfied)

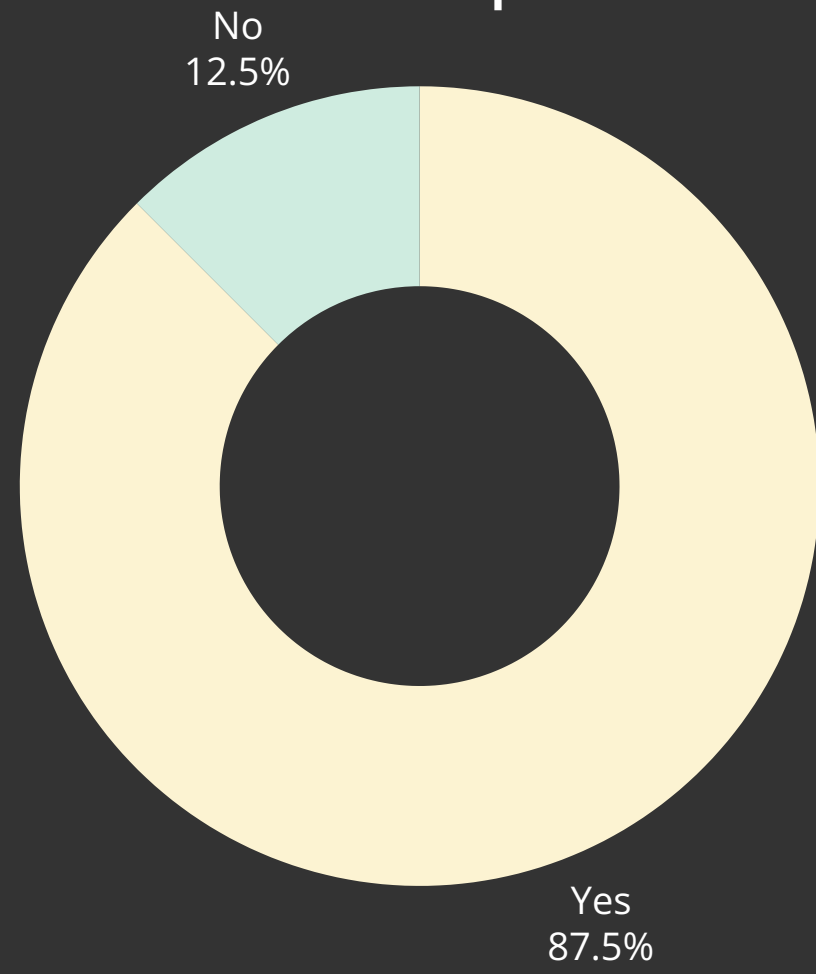


Did you learn something new about online safety?

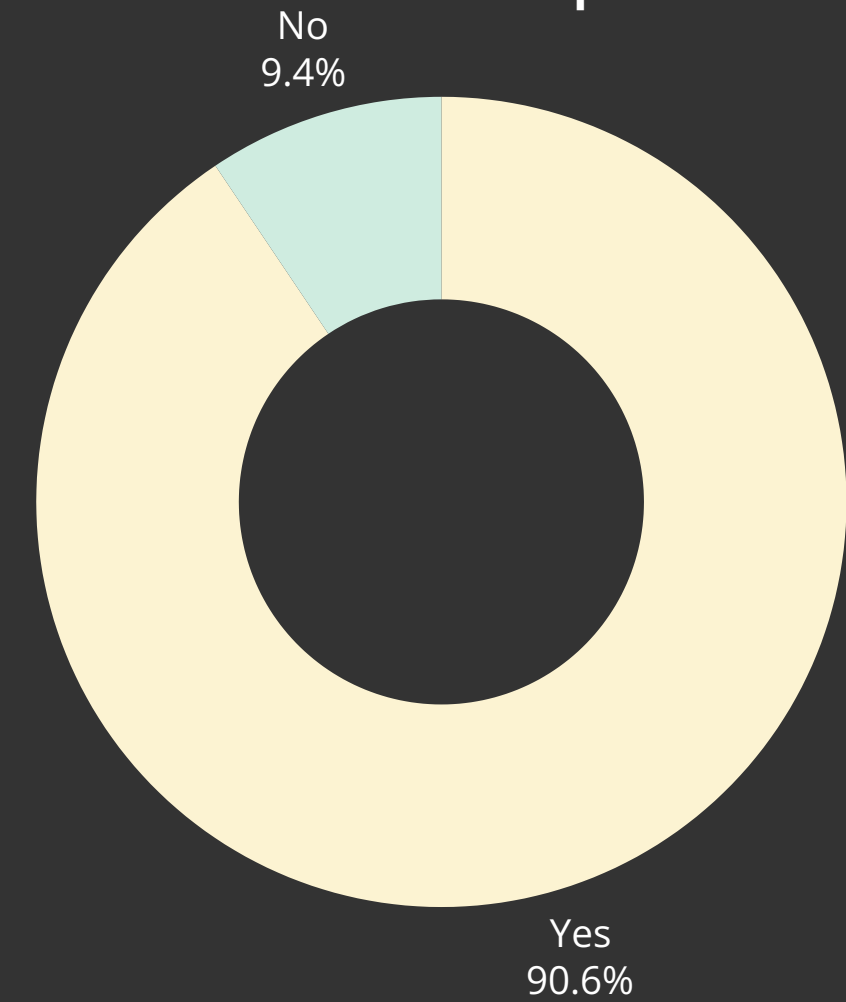


100% of participants surveyed said they found the workshop engaging

Did you learn something you didn't know before the workshop?



Did you learn something you didn't know before the workshop?



The Numbers

15

People attended in total, 10 were disabled people, and five were support people.

45%

Had a learning disability, a group which is particularly at risk when using the internet and social media.

100%

All of the disabled people had Instagram and TikTok accounts they actively use.

20%

of the disabled people that attended are part of the Rainbow community





Comments from participants

“Great job. I really benefited from it. Have already implemented some new strategies.”

“I think I was already quite familiar with most topics but it was still interesting and helpful to see everything summarised like that.”

“It was amazing.”

“It was motivational.”

“Favourite part was learning about other people's ambitions and hearing from Jess Molina was quite inspiring.”

“Connecting with others and getting ideas and just the support to journey and connect more with others and ask questions and feedback and the encouragement and feedback I received was really helpful and supportive too.”



Next Steps

Throughout this project, it has been illuminated many times how important it is for disabled people to have internet access and be comfortable and confident navigating it in a safe and accessible way. As access to digital devices increases and technology becomes more accessible, we see a need growing for disabled people to be able to access education and development opportunities to gain skills and develop their confidence using the internet and social media.

Our pilot programme has been a great success, with participants applying the skills learnt immediately. We would be interested in continuing to provide the workshops and deliver them to a broader audience in the disabled community.

It will be important to shape the workshop content so it can be pitched to different audiences. Some disabled people were familiar with the concepts we covered in the workshop and wanted more advanced content in the future. We have built a good foundation for the workshops, so we would not be starting from scratch to build the programme. We believe we could make this a sustainable and impactful series to support our disabled community on an ongoing basis.





Thank you!

We want to say a huge thank you to the team at InternetNZ for their support and funding to help us deliver this project

If you have any questions please feel free to contact Natalie Robinson directly; natalie@allisforall.com

