

# Sea Salt Learning: Facilitation Notes - Community Management

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In this document, we provide a broad outline to enable participants in the community management train the trainer workshop to design and deliver community management training to a small group independently. Each link will take you to the relevant content, if there is no link, then the subject is covered elsewhere. These notes accompany the PowerPoint presentation of the same name.

We recommend the day be 7 hours long (420 minutes) with two, fifteen minute coffee breaks and 45 minutes for lunch. Timings are for guidance only.

Minute 0: Start: Position nature of iterative and #WOL approach to work.

Housekeeping and introductions.

Optional: Ice breaker

Break into 3 groups. One person in each group begins to speak about their hobbies and interests. When a second person in the group identifies a similarity, they take over speaking...and so on. Swap groups around every 5 minutes until everyone has spoken to everyone.

Minute 30: [Foundations of the Social Age](#)  
[The Socially Dynamic Organisation](#)  
[Dynamic Tension](#)  
[Individual vs networked power](#)  
[Types of power \(explicit vs implicit\)](#)  
[Heard Voices](#)  
[The Socially Dynamic Organisation](#)

Minute 45: Exercise: 6 mins for task (plus feedback time)  
What does your organisation need to do to be more socially dynamic?  
2 mins on tech  
2 mins on learning  
2 mins on leadership

Minute 60: [The Socially Dynamic Organisation](#)  
[Learning in the Social Age](#)  
[The NET model of Social Leadership](#)

Minute 70: Exercise: 5 mins for task (plus feedback time- optional)  
Consider 2 elements of the NET model that you want to work on

Minute 80: [The Projection and flow of Trust](#)  
[Functional to Invested Trust](#)  
[The Projection and flow of Trust \(1st degrees of Trust\)](#)  
[The Projection and flow of Trust \(in group\)](#)  
[Landscape of Trust Research \(check for most recent data analysis\)](#)  
[Organisational Trust](#)



Minute 100: Exercise: allow 5-10 mins per story  
Open discussion- read and discuss Trust narratives

Minute 110: Tribes  
Community

Minute 120: Coffee

Minute 135: Lifecycle of Communities  
Conditions for Community (open discussion around each subject as it comes up)  
Social Capital  
Democratised Space  
Clear Rules  
Clarity of Consequence  
The insulation gap  
Strong Social Leadership  
Broad Fairness  
Equal Opportunity

Minute 175: Exercise: 5 mins (plus brief feedback time)  
What communities do you belong to?  
How do we map them?

Minute 185: Trust  
Need  
Fluidity of Role

Minute 200: Exercise: 5 mins (plus brief feedback time)  
What roles exist in our communities?  
What roles do we take?

Minute 210: Purpose  
Shared values  
Segmented Utility  
CEDA (if time)

Minute 225: Lunch

On return from lunch: Ritual of engagement.

Minute 270: Storytelling ideas  
Levels of storytelling  
Diagonal storytelling  
Story listening

Minute 300: Exercise: 10 mins (plus 1 min per person feedback time)  
Find a partner  
Tell your story for 5 minutes, each



Take 1 minute each to tell your partners story back to the group. Subject can be personal but not invasive, something like “How I got here”.

Minute 330: Coffee

Minute 345: 6 week experiments

Exercise: 20 mins (plus feedback time)

Spend ten minutes alone thinking about your six-week experiment

Spend another ten minutes discussing it with a partner, focus should be respectful challenge and how you are going to be held to account.

Pitch it to the whole group.

Minute 420: Close

