

Please share how the video made you feel:

confident
powerful
optimistic
seen
loved
Uplifted
strong
as a part of something big

insights wendland:

power of circles to connect

solidarity at the countryside

fairytale but structurally weak, weak economy and income
depending on public federal and eu funding

people fight since 30 yrs against nuclear waste Successfully

best place for remote work

geography and location are no longer a limiting factor

You can work from anywhere if you have the digital infrastructure

Fairytale vs reality

Difficulty in getting around

Broken supply chain... masks

Completely reorganize work/life to deal with the crisis [staffing/tasks]

Communication through press releases, and website

Privacy important.... no experience with social media... big gap and no way to close it.

Lots of skills and expertise in the building

in 2wks developed idea to close the gap between experts, info, stats, regulations and laws.... and the emotional side

Used FaceBook, as an interactive tool/platform to connect people

No social media and digital marketing experience but they learned it by doing

Elbe flooding showed that citizens united on FB

Platform were there could be 2 way dialogue

Connect people and topic relevant to everyone.... videos.... to get various things done....

Make people's voice heard... local shops/entrepreneurs.... redevelop their services [e.g. clothes selling trying on]

Celebrate - culturally diverse.... stream concerts and readings. People know the people. Local voices.

Initially posted everyday

Also started using youtube

Impact - used to covid so not using the platform right now

Lot of progress in terms of technology

Proactive in solving the challenges - technical difficulties.

were close physically... used to see each other face-to-face.... technology allowed us to continue and also met new people

Insights from Kiel

Started only with Twitter... now instagram, twitter and FB

Hard to handle all social media from home

Getting help with content.... 45 people

zero waste note per day
sustainable xmas wrapping

lots of changing rules made it difficult to have timely communication

newspapers and radio not enough

repetition is important for people to actually get the message

Lost of increase in followers on the channels

Need to share rationale for all the rules [e.g. restaurants]

We try to tap into humour.... we communicate as equals in the community not from the "ivory tower"

Trolls - men who criticize a lot we are trying to start a dialogue with the more innocent characters

Community identifies trolls quite easily

Vast followers of conspiracy theories and are spreading it.

Using social media management system - to streamline and harmonize communication

had to reduce red tape to get messages out in a timely manner

More acceptance of channels

15-20 posts per day

You have to build trust

Building trust through transparency

Ensure your covering diversity of population

Insights from Hoperaisers

Not everyone has access to internet, tv, radio

used interactive mural installation / interactive talking walls

wear a mask, how to wear a mask, wash your hands

location is important - the street that is most important for traffic, culture, schools

Corona is a disease for the rich people -we don't travel, use planes,

Corona University - speak to the community in their own language, collecting stories from residents and connecting them to the community, focus group discussion - what is really the crisis

Matatu bus.... on public transport....

Politicians are not leading... because election is coming, they are pulling together big rallies... no one believes it really exists

Insights from Bogota

prevention and self protection were the focus

Bogota brand was important... we are one

No one's city, how to teach self care where no one cares from the others

Digital gaps - internet connection and computer ... donations for kids

