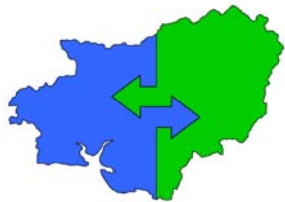


# case study

*Carmarthenshire*  
**CONNECT**



**CYSWLLT**  
*Sir Gaerfyrddin*

## **Promoting Technology that Promotes Communities!**

**Carmarthenshire Connect  
Outreach Case Study**

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## Summary

This case study is a brief overview of a typical outreach engagement session delivered to the 'Scribes R Us' community group in the Upper Amman Valley. Carmarthenshire Connect helped them promote their group, and their work, through new digital technologies including mobile phone technology and blogging.

## Background

'Scribes R Us' are a creative writers group based in the Upper Amman Valley that meet regularly to share stories, history and discuss their writings. With over ten members, the group's work has, over the past few years, resulted in the release of four short books that showcase their work to others.



(Scribes R Us writers group)

The group first contacted the Carmarthenshire Connect team in early 2008 to find out more about the project and how it could help them promote their activities. They were keen to be involved and asked Carmarthenshire Connect to deliver an outreach session to their members at their next group meeting.

## Engagement Purpose

The purpose of engagement in this setting was to demonstrate how mobile phone technology can be used to take digital photos and videos, to demonstrate the use of blogs and blogging and explain how these technologies could benefit the group.

## Engagement Process

At the outset of the meeting, the project officer introduced the project to the group and explained how the Carmarthenshire Connect blog acted as an online community hub and how mobile phone technology could be used to capture digital media for publication to the blog.

Following this introduction, the field officer supported the group members to practically engage with mobile phone technology. The group carried out a short exercise with the technology (such as taking a photo or video of one another) to introduce them to, and familiarise them with mobile phone technology.

The aim of this exercise is to raise awareness of how the photo and video features of mobile phones can be used for the benefit of their group and to highlight how they can be used to produce material for blogging.



(A practice photo taken on a mobile phone)

Once this task was completed, the group were given an opportunity to ask any questions with regards to both the technology and the project. This is done to ensure that all members had a good understanding of the technology and project.



(Group leader with Carmarthenshire Connect Project Officer)

The final part of the session was a demonstration of the Carmarthenshire Connect blog and how it operates as a hub for community activity.

Following the session, the media captured by the group was published to the Carmarthenshire Connect blog.

This outreach session eventually led to two further engagements including a practical blogging workshop and a video project.

## **Benefits and Drawbacks**

### *Benefits*

- Groups engage with new technology in a safe, friendly setting.
- With support from Carmarthenshire Connect groups can relate the technology to their own activities and use it to take photos and videos and promote their work online.
- Session may lead to further learning within the group.
- A post is generated for the Carmarthenshire Connect website, promoting the group online.
- Session raises awareness of new digital technologies.

### *Drawbacks*

- Relatively basic digital ICT skills introduced to group.

## **References**

<http://www.carmsconnect.org.uk/labels/Scribes%20R%20Us.html>