

New Media in York City

How can we collaborate with community leaders to increase awareness of community support programs through social media?

Description

In collaboration with the York College Center for Community Engagement (CCE), students apply lessons on digital activism, social media, and semiotics to assist the CCE and other local organizations in communicating their work to the public. The organizations provide ten key terms related to their work, such as “generational wealth,” “ALICE,” “Third Place,” and “redlining.” Students then integrate their knowledge of new technologies with questions of social justice to create social media posts that explain these terms in accessible ways.

Final Product

Students created social media posts for local organizations to promote their work and increase awareness of their programming within the community. Students presented their work to stakeholders such as journalists, trustee members, and community leaders.



Mass
Communication



Introduction to
New Media
CM 225
Spring 2024



Taught by
Dr. Madhavi
Reddi



Students

Why THIS project for THESE students?

Students in CM 225 were predominantly mass communication, sport media, film and media arts, and marketing students. Their goal was to learn more about the organizations in York that support residents including transportation and housing experts, developers, educators, and leaders supporting diasporic communities. Students were a mix of York natives and newcomers to the city who were invested in better understanding the needs of York residents. Their goal was to support the work of local community leaders by applying the lessons in digital activism, social media, and semiotics they learned over the semester.

“The course structure focused on completing real-world projects and teaching lessons. I found this to be the most effective form of training I have experienced at YCP.”

- Attribution



Learning Outcomes

What skills did students develop through completing this course?

Making Complex Information Accessible

Students developed “effective communication skills” by translating complex information to a general audience by creating meaningful and engaging social media content.

Networking and Creating Deliverables for a Client

Students connected with local entities to gather information, evaluate the client’s current social media voice, and create content aligned with the client’s goals. Through this, students gained valuable connections with local leaders.

Media Literacy Skills

Students built on critical thinking skills, developed an awareness of local social issues, and evaluated media-impacting perceptions of York City as a whole.



Context

How does this project support the community?

Students in this course analyze current trends, consumer behavior, and innovation in new media to design effective social media campaigns to promote the work of local organizations within the community. During the project, students worked with organizations to develop a comprehensive strategic communication plan with an understanding of how new media is utilized to reach their partner organization’s target audience.

Community Partners



Group Violence Intervention

