



What is SoMe?

SoMe is a mechanism for facilitating 1-1 conversations about specific social issues, which can be referred to as 'Today's Trending Topic' at a SoMe event.

The concept uses the things that work well in online social media to bring people together in face-to-face discussion, focussing on things that the SoMe volunteer is willing to share.

At an event there are three SoMe spaces: The Wall, The Chat Room and The Message Board.

The Wall is where SoMe volunteers display their profiles. These are A3 sheets, printed and laminated, containing some basic information (interests, favourite books/films etc.), along with a quote they have written (about the experience they are prepared to share) in 140 characters or fewer: this is similar to a Tweet on Twitter. People visiting the SoMe event are invited to look through the profiles and choose one of the volunteers to talk to. Event organisers help volunteers to create their profiles before the event.

The Chat Room is a space where volunteers and visitors to the SoMe event sit down and talk. The person selecting the volunteer has a copy of the profile to prompt and stimulate conversation, which can be challenging but always respectful.

The Message Board is a space where people who talk to volunteers can evaluate their experience, also in 140 characters. Once written, their message is added to the board, which creates an ongoing, live evaluation of the event and usually attracts other people to get involved.

Running a SoMe event is relatively straightforward and inexpensive. If you have some volunteers prepared to talk to people about their own experiences, a venue and a few basic resources, you can run a SoMe event.

Usually the SoMe volunteer profiles are printed in A3 size, laminated and attached to display boards using Velcro, so those are some resources organisers will need.

All of the printed resources are available free from The Outsiders, a community interest company who created and tested the concept.

If you would like the resources to run a SoMe event, contact Oz Osborne from The Outsiders on oz@th-outsidere.org.uk - you will be asked to agree to some basic terms of use and then all necessary event resources will be sent to you free of charge.