



Foyle
Down
Syndrome
Trust

Production Log

CONTENTS

01 *INTRODUCTION*

02 *FORMING THE TEAM*

03 *RESEARCH &
BENCHMARKING*

04 *INITIAL MEETING WITH
CLIENT*

05 *INITIAL IDEAS*

06 *THE PITCH*

07 *FINAL OUTCOME*

08 *REFLECTION*

Introduction

This production log displays the work undertaken in the module MED526, from the start of production through to meeting the needs of our community partner. Throughout the project my team and I worked closely with the staff at Foyle Down Syndrome Trust with the overall aim to boost the profile of the trust. Like any production as we worked our way through we faced changes to our initial plan but worked closely in our team and with FDST to overcome any difficulties.

This module provides the opportunity to work as a team while giving back to local communities surrounding us.



Introducing the team



Edele Scott-Murphy

Edele will be carrying across skills learned from working at Slackpress Studios, where she worked as a producers roll to complete work for BBC and many other companies Her communication skills and understanding of producing different media projects will be vital in our shoot at FDST. Her role will involve organising the staff memebbers for interviews and setting up communication between ourselves and the members at the trust

I have had a vast amount of experience working in video and editing during different productions. My main roll will be to capture footage of everyone involved at FDST. Acting like a fly on the wall to capture natural and candid shots of the day to day work. My skills lie in filming and editing, after capturing the footage I will also edit it together to produce a promotional video for the Trust.



Thomas McCleary

Research & Benchmarking

Foyle Down Syndrome Trust (FDST) are an established community partner in the Londonderry/Derry community established in 1995 by local parents who believed that more could and should be done to support, nurture and empower children with Down Syndrome.

FDST are looking to promote themselves through the use of social media and video to raise the profile of the Trust and of the work they do for families and potential funders. Through our project we will create a content plan for a social media campaign with the video being the main piece for the campaign.

I had to begin with looking into how other local charities were promoting themselves online and how successful they are at using social media.



Benchmarks

here is where we researched similar charities and were able to compare to FDST's socials.

Ultimately all these charities put the work they do out there online in hopes of potential funders or new members to join.

The four we are going to look at and compare are;

Foyle Down Syndrome Trust

Clanrye Group

Australian Disability Advisory Network

Friends of the Arc

Foyle Down Syndrome Trust	Presence	Comments
Website	Yes	Website is dated, all social media isn't linked and could do with overall refresh
Facebook	Yes	Facebook is mostly used, good use of Hashtags and images. Links to other social needs. Video content is good.
Instagram	Yes	Good use of hashtags, regular posts, clear concise feed. Hashtags need to be updated and reel content should be used.
Twitter	Yes	Hasn't been used since 2021.
Youtube	Yes	N/A

Category	Social Media Feature	Foyle Down Syndrome Trust	Clanrye Group	Australian Disability Advisory Network	Friends of the Arc
First Impressions	Images	Good use of images Main image of logo clear throughout	Good use of images -Main image of logo clear throughout Strong clear images	Good use of images Bold images Bold colors Nice use of graphics	- Image based content- Good use of images- no clear logo
	Video/Reel Content	Minimal content Videos need updated	Clean cut brand new video content on active sites	-videos of shared stories Could be used more	Lots of images used for main feed on facebook Low quality
	Hashtags	-Limited but in use	-N/A	-minimal mainly through twitter	limited
	Regularity of posts	Frequent on all platforms	Frequent missing on instagram and twitter	Instagram used more frequently	Frequent on facebook
Content Quality	Images	-Image quality- opportunity for HD	-Dated images, reposts Newer images hq	Lots of stock images or low quality	-phone quality images
	Video/Reel Content	-Shot on phone.	Hq videos and infographics Great content	Story pieces with infographic good quality	n/a
	Hashtags	Good use of # on instagram and fb	n/a	-good hashtags	n/a
	Regularity of posts	Instagram and fb are well used, regular posts.	Facebook is main source of output others forgotten	Facebook posts lacking	Facebook posts only
Variety of content	Images	Mainly images video content needs updated and re-edited	-good use of images and video	Well mixed content of infographics to videos	-images and posters for events
	Video/Reel Content	- video content low	Mainly video posts	Good use of video	Low video content
	Hashtags	Hashtags need to vary	n/a	1-2 hashtags per post could vary	n/a
	Regularity of posts	Very regular	regular	-radom on platforms- mostly uses instagram	Regular posts through Fb
SCORE %-Use of Social Media.		25%	35%	25%	15%

Initial meeting with FDST.

from the beginning we wanted to work with the trust as we have worked in jobs that involves working with children with disabilities. We felt we could document and showcase their work and promote them in a suitable fashion.

Our initial meeting with client was unclear as to what the client wanted as neither myself or Edele were able to communicate with the client. The involvement of a third party meant there was too many minds working on one thing when everyone had different ideas to an outcome. We were guided in the wrong direction that lead to wrong information and time wasted, once cleared we where able to contact the community partner and get a much clearer understanding of what they wanted us to demonstrate.

The initial set back meant there was confusion in work as what was asked was then rejected.

Meeting with Partner

 Claire Mulrone · Oct 3 · Notified 2 people

Edele and Thomas

I am delighted to inform you that your meeting with your partner will take place tomorrow morning Tuesday 4th october at 10.00am on Microsoft Teams, we will be meeting with Christopher Cooper from FDST.

I will issue a Teams invite to your Ulster University email account, please accept the invite.

Claire

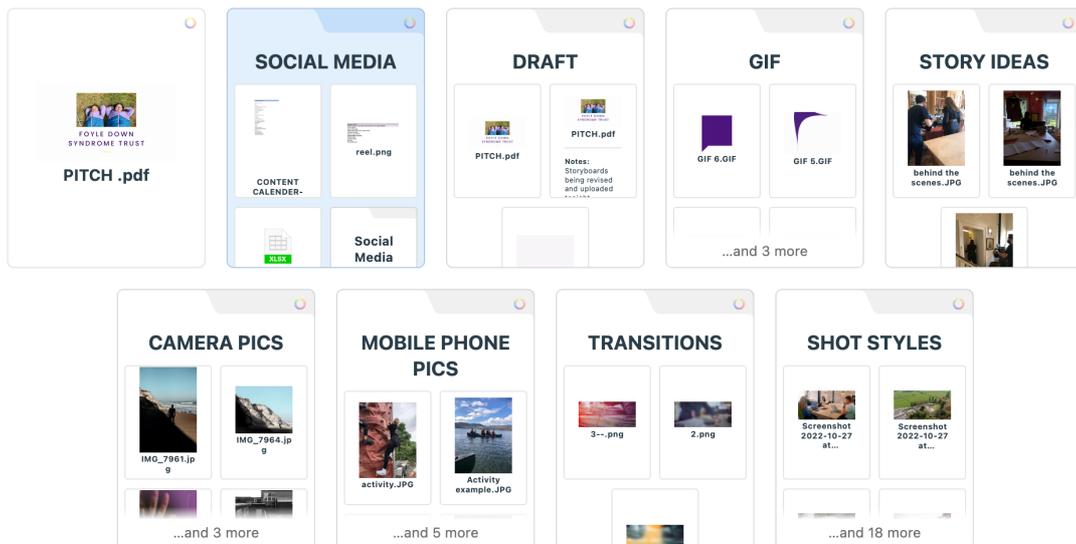
Initial ideas & Pitch.

Initially before we had met with the community partner in person we were under the impression our work was social media based, involving reels for instagram and more. When we met in person they were in control of that aspect and it wasn't a main focus for them.

During the meeting it became more evident that the trust were focussed on a video piece to bring to funders.

our outcome was to focus on one main video, 3 gifs that could be used on social media posts and to provide them a further understanding of social media posts.

This video is to be brought forward to potential funders.



Target Audience

Foyle Down syndrome Trust are looking their content to target funders/donators alongside those who would benefit from their services. The content created for the social media campaign will be aiming to demonstrate to funders why FDST need long term investment while simultaneously displaying online the services they offer and how it is beneficial to the user.

With use of appropriate hashtags we aim to find our audience-

Using popular hashtags such as **#downsyndromeawareness** **#dowsyndromerocks** and creating a community based around **#foyledownsyndrometrust** where others can promote and connect through the one hashtag, creating a supportive community.

By using the popular hashtags you get your posts into a very active space, where others around the world can view your posts and engage with them.

Creating a corporate and professional style video that will appeal to existing and potential new funders. We will create a short informative and engaging video sharing the impact of the work done by FDST.

Reflection.

Edele and I have produced a main video, a content calendar for social media and 3 gifs for FDST.

we created a video that demonstrates what occurs at the trust.

I took this in a slightly different direction than initially anticipated. The community partner wanted us to focus on funding, this was the key aspect, create a 3 minute video that follows every activity of each group through each day of the week.

when shooting we discovered our restrictions of travelling to Derry, juggling work and uni work and trying to travel through snow and ice. This meant we had to rethink our approach. The video we produced focuses on the moments and people involved at the trust, subtly hinting at funding as I felt that Christopher could convey the importance of funding in person. Having it as a key focus in a video becomes overwhelming and somewhat needy, I want to give Christopher the chance to convey the importance in person and have the video to back up what he is saying.