

Work Experience: Case Study

F Sargent: KS5, July - September 2024

Learning objective: To develop social media skills in order to support ongoing work of Whitstable Maritime, specifically focusing on:

- Developing social media campaign which helps generate interest in and donations for the historic Oyster Yawl, 'Gamecock'
- Community outreach to understand the level of interest in a Membership Programme

Learning activities:

- Desk based research to determine current usage of social media by Whitstable Maritime
- Both desk based and in-person research to understand the different types of research required when undertaking community outreach
- Information analysis and interpretation – reviewing output of desk based and in-person research to determine how a membership programme could look

Learning outcomes:

- Research: Use of facebook, Instagram, LinkedIn and website to gain knowledge about Whitstable Maritime supporters
- Developing interview questions to draw out information on membership programmes and community requirements
- Skills Development: Interviewing the Shipwright leading the Gamecock restoration and volunteers supporting this work
- Confidence Building: Gaining confidence through following both the pre-prepared interview questions and asking probing, follow-up questions.
- Career Insight: Getting a glimpse into different career paths, eg heritage crafts, research, marketing & communications
- Presentations: Practical examples of how to prepare and present back information, eg powerpoint, reports, etc
- Understanding Work Ethic: The importance of punctuality, responsibility, and professionalism.



***F Sargent: won 'Whitstable Maritime 2024
Volunteer of the Year'***

