

# Social Street



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## When a social network actually achieves its social aim: gathering neighbours' energies to help the community itself

The purpose of the Social Street is to promote socialization between neighbors resident in the same street in order to build relationships, to interchange needs, to share expertise and knowledges, to implement common interest projects, with common benefits from a closer social interaction. To reach this zero cost objective, without opening new sites or platforms, Social Street makes use of the creation of Facebook closed groups. How we in via Fondazza started our "Social Street".

Step 1: creating a Facebook closed group.

The first step is to set up a closed group starting from your personal FB profile: to be found by Facebook searching engine it is important that the name of your group follows the format "Resident in STREET or SQUARE NAME CITY" social street. The group should be closed to protect members privacy. Privacy setting can be managed by the founder who can decide whether or not to authorize all posts in automatic or to moderate/approve them: because the social street spirit does not include the idea of a "boss" the second option is not recommended. Founder is in such a way the moderator who provided directions to proposal and ideas but should not be the absolute leader of the group. Social Street model should be as much democratic as possible and "sharing" is the basis of this trend. Of course some specific decisions requiring a fast and slim approach, can be taken without previous shared discussion. This is the reason why we recommend the creation of a sort of "board of directors" including the group owner and other 4-5 people. Considering Facebook is the main element of Social Street, the founder of the group will open closed private chats with the "board of directors" to take fast decisions. Some members could join the group for reason other than the social scope, i.e. for specific advertising: it will be founder's decision to permit it (in the case it could be useful for the community) or not and in this case to decide to remove it. It is possible that at the beginning the founder has no idea about the other members of the group in order to choose the board of directors members: the choice will be postponed. The most important is to start.

Step 2: Advertising the Group

Once you have created your Facebook group, you can advertise it with a A4 poster indicating the newborn group name, the goal of socializing, affixing some copies in the most visible and legal area of your street; you could put in mailboxes or under the doors; to contact shop owner explaining them the scope of the initiative and asking them to expose your poster. Huge goals are not requested. The success of Social Street is not based on the number of the members of the group: in fact paradoxically, we experienced that smaller groups work better than larger ones because of higher interaction and mutual understanding. At this stage, commercial activities in the street can be involved proposing agreements that could be beneficial for both them and the community (discount for residents, more customers for the business).

Step 3: Group Management

Fed the group with a minimum of contents and ideas. Not always the group is able to auto produce ideas. Both founder and members have to stimulate group activity even with small initiatives. For

