



Political Literacy Project (PLP)

Empowering Informed Citizenship

Agenda

1

Website & Platform Vision

Exploring the core structure and key features for an engaging user experience.

2

Monetisation Strategy

Unveiling diverse income streams and a sustainable financial model.

3

Branding & Community

Building a movement and fostering identity around political literacy.

4

LMS & Membership Structure

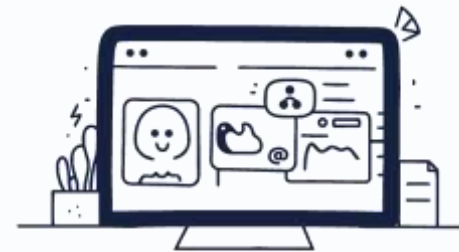
Detailing the learning platform and tiered access for users.

This presentation outlines PLP's strategic roadmap for expanding its reach, impact, and sustainability. We will cover the foundational elements of our digital presence, diverse revenue generation, community-building efforts, and the technical infrastructure supporting our educational mission.

Website & Platform Structure

The PLP website will be a central hub, establishing a strong organisational brand over a personal one. This builds long-term credibility, facilitates partnerships, and simplifies team expansion.

- A prominent hero section will articulate PLP's value proposition.
- Testimonials and quotes will highlight the importance of political literacy.
- An "Impact Page" will showcase the organisation's educational contributions and where donations are directed, such as supporting humanitarian causes.



Key features include a main landing page with clear navigation, integrated social media links via a banner, and an "About Us" section featuring the founder to add a personal touch.

Diverse Income Streams

Direct Monetisation

- Paid courses (one-off or bundles)
- Membership/subscription programs (donations with benefits)
- Direct sales of educational kits (e-guides, PDFs)
- Flexible donation options (one-time, monthly)

Social Media Monetisation

- Patreon memberships (tiered content)
- YouTube Premium subscriptions
- Donations via live streams (Instagram, TikTok, Twitch)
- Brand partnerships and sponsorships aligned with political values

Indirect Social Media Income

- YouTube ad revenue
- TikTok Creator Fund earnings
- Twitch monetisation (ads, donations)
- Podcast ads and affiliate marketing (Spotify, Apple/Google)
- Podcast sponsorships (mid-roll ads)

PLP aims for financial sustainability through a diversified approach, blending direct sales, subscription models, and social media advertising. This multi-pronged strategy ensures resilience and consistent funding for our mission.

Reusable Content Model

Our content strategy focuses on maximising reach and value through a layered free/premium model.



Core Video Content

Record a guest conversation at a university.



Multi-Platform Distribution

Upload full version to YouTube; share clips on TikTok & Instagram Reels.



Audio & Live Extensions

Publish audio on Spotify/Apple Podcasts; stream Q&A on Twitch.



Written & Premium Content

Transcribe highlights into newsletters; offer full notes to premium members.

This systematic approach ensures content longevity and appeals to various audience segments, from casual viewers to dedicated members.

Building Our Brand: A Social Movement

PLP seeks to establish itself as a social movement, inspiring youth engagement in political literacy. Our branding will be rebellious and youth-focused, using slogans like "We Have a Voice" and "Umma needs to participate in politics to empower the community."

Key elements include:

- Clearly defined mission and vision statements.
- Compelling video/course covers explaining implications and takeaways.
- Detailed course information and previews.



This approach fosters community identity, encourages student-led initiatives, and sets the stage for future monetisation through merchandise, live events, and direct donations.

LMS & Membership Structure

Learning Platform: LearnWorlds

We recommend LearnWorlds over Thinkific for its robust features tailored to building an educational movement.

Pros

- Built-in community feed + learner profiles
- Interactive content (quizzes, videos, eBooks)
- Strong marketing tools (popups, funnels)
- Option for branded mobile app

Cons

- Slightly steeper learning curve
- Some features on higher plans only

Market Research: Udemy



Research on Udemy shows that niche topics like "Islam and Politics" attract a smaller student base (5-20 per course). This underscores the need for PLP to cultivate its own dedicated platform and community to thrive.

Examples of courses offered:

- Explaining How Government Works (Local to National)
- How to Write to Your MP – step-by-step guidance
- Understanding the Party System or Media Bias & Propaganda

Tiered Membership System

Tier 1: Casual Viewer

Discovers PLP via social media. Goal: Hook interest with engaging content on YouTube, TikTok, Instagram.

Tier 2: Engaged Follower

Consistently follows, attends events, completes free series. Goal: Turn interest into consistent engagement on Discord, Email list, Website.

Tier 3: One-Time Supporter

Believes in the project, donates occasionally. Goal: Offer frictionless donation via Buy Me A Coffee, PayPal, Patreon.

Tier 4: Active Member

Monthly supporter with exclusive access to content and workshops. Goal: Build trust and retention through Patreon, private playlists, Discord roles.

Tier 5: Course/Workshop Buyer

Active members interested in purchasing one-off courses directly from PLP's LMS.

Tier 6: Community Advocate (Future)

Promotes the movement, wears merch, leads chapters. Goal: Empower with tools, recognition, and leadership roles.

Strategic Digital Tools for Political Education Platforms

Empowering PLP with the Right Platforms for Growth and Engagement



Unlocking Potential: LearnWorlds vs. Thinkific

For a dynamic political education platform like PLP, the choice of learning management system is critical. LearnWorlds offers distinct advantages over Thinkific, providing superior control, flexibility, and cost-efficiency, empowering PLP to build a robust and engaging educational ecosystem.

Creative & Functional Control

LearnWorlds provides extensive tools for a fully branded experience, allowing a separate homepage from the course portal and interactive content like quizzes and toolkits.

Enhanced User Experience

Deliver a seamless and visually appealing journey for your users, crucial for sustained engagement in online learning.

Cost-Effectiveness

When priced in GBP, LearnWorlds proves to be a more economical choice, offering greater value for features essential to a growing platform.

LMS Feature Comparison

A side-by-side look at how LearnWorlds stacks up against Thinkific, highlighting key differences in features and pricing.

Feature	LearnWorlds	Thinkific
Homepage Builder	✓ Full drag-and-drop website builder	✗ Limited; homepage is tied to LMS interface
Course Builder	✓ More interactive tools (quizzes, PDFs, etc.)	✓ Decent builder, but less dynamic
Product Flexibility	✓ Supports bundles, memberships, upsells	✓ Supports basic course types
Branding Control	✓ White-label + separate site & LMS	✓ White-label, but less customisable
Price (per month)	~£24–£84 (Starter to Pro Trainer)	~£49–£74 (Start to Grow plan)
Value for Features	★ More tools at a lower cost	✗ Slightly overpriced for fewer tools

Leveraging LinkedIn for PLP's Growth

LinkedIn offers valuable tools for a political education platform, but not all premium features align with PLP's current goals and budget. Here's a breakdown of LinkedIn Premium Business.

LinkedIn Premium Business


This individual-focused subscription offers advanced features such as extended search filters, InMail credits, and profile viewer analytics. While tempting, its benefits for an organisation like PLP are often limited.

Pros

- Access to **advanced search filters** for networking/outreach.
- Can **message anyone via InMail** (potential for partnerships).
- See **who viewed your profile** to gauge interest.

Cons

- Costs around **£49.99/month** – potentially too expensive.
- InMail limits apply, and cold messages are often ignored.
- Mainly for individuals, not organisations.

 **Financial Suitability:** High cost for limited gain if PLP isn't heavily relying on cold outreach or direct LinkedIn networking. Organic growth and consistent content are likely better initial investments.

Building PLP's Brand with a LinkedIn Company Page

A LinkedIn Company Page serves as a crucial public identity for PLP on a professional platform, enabling brand building and content dissemination without immediate subscription costs.

LinkedIn Company Page

This free feature allows PLP to establish an official presence on LinkedIn, share updates, events, and relevant content, and engage with a professional audience.

Pros

- **Free** to use, no subscription required.
- Helps build a **public brand identity** on a professional platform.
- Can **post updates, events, and share content** for followers.
- Opportunity to attract **students, donors, and institutional partners**.

Cons

- Premium features (analytics, boosting) are limited unless paid.
- Growth can be slow without ads or active community engagement.
- Less visibility than personal profiles unless followers are grown.

✅ **Financial Suitability:** Very **cost-effective** and excellent for long-term branding. Strategic ads or boosted posts can be added later for increased visibility. No need for Premium Company features in the early stage.

PLP's Recommended Digital Strategy

To maximise impact and cost-efficiency, PLP should prioritise investments in core educational platforms and strategic content dissemination, while leveraging free tools where possible.



Free Company Page

Maintain a **free LinkedIn Company Page** and build it steadily with valuable posts, events, partnerships, and success stories.



Skip Premium Business

Only consider **LinkedIn Premium Business** if there's a clear strategy that relies heavily on direct outreach or recruiting.



Reinvest Savings

Use savings to invest in **content, learning platforms (like LearnWorlds), or strategic ads** instead.

In summary: ✓ Keep **LinkedIn Company Page (free)** → Good for brand growth ✗ Skip **LinkedIn Premium Business** for now → Not cost-effective for PLP's early-stage needs.