**Worksheet Community Building**

Definition of a community

The present worksheet helps to define communities for July. From August onwards, one form per community must be filled in (final version follows). This form not only serves the knowledge management in the editorial offices, but also facilitates support through IT and marketing.

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| **Community name** | Migration & data-driven journalism |
| **Hashtag or claim** | #ddj, #dataviz, #migration, #expats |
| **Justification** (why this community?) | Data visualisation is by itself is a large community, active on social media. So is data-driven journalism.  Migration is always an interesting theme for expats/ foreigners living in Switzerland. As well as for anyody interested in migration issues in Europe.  For #ddj, migration is a hot, emotional topic where data is plentiful and well suited to answer common questions or clichés. |
| **Topic and community specific social hubs, blogs, influencer, distribution webpages, Facebook pages, newsletter, opinion leader, power-user** (multiplicators) | Social hubs: Data-driven journalism and data visualisation communities on twitter.  Influencer: myself  Opinion leader: The data providers used for the migration stories (such as [NCCR on the move](http://nccr-onthemove.ch/home/)  ) |
| **Environment** (description of user life conditions and age and of his/her geographic or online location) | For #ddj & #dataviz: 16-60 years old, educated, frustrated with the lack of hard facts in news, curious to understand the world rather than getting superficial news, active on twitter.  #ddj & #dataviz tend to particulary appeal to people with a technical/ scientific background (i.e. 50% of the people with a tertiary education)  Migration: Expats living in Switzerland, not speaking any national language. Well educated, high income. |
| **Topics for stories** | How long foreigners stay in Switzerland?  How qualified are migrants in Switzerland?  In which sectors of the economy do most of the migrants work? |
| **Tag in Studio** | **"Bilateral" (only for July)** |