Mapping Networks Script

Hello everyone, my name is Leonardo Escalante and today I'm going to talk to you a little bit about social capital, a very important concept. And I'm also going to tell you a little bit about how you can map your own social capital. So, I'm going to go over four sections. Number one what is social capital, two why is it important to build social capital, then how can we build social capital, and last but not least I'm going to show you how to map your social capital. So, let's go ahead and get started. So, what exactly is social capital? Now this is a term that has recently regained popularity as organizations around the world look at the power and benefits of social relationships. Now the Organization for Economic Cooperation and Development, the OECD, defines it as: "networks together with shared norms, values, and understandings that facilitate cooperation within or among other groups". Another way you can look at it is to think of relationships in your community that help us work together and share resources to address opportunities and issues in our community. We already have a certain level of social capital but sometimes we just we are just not aware of it. Now there are two types of social capital first we have bonding social capital and then we have bridging social capital. Bonding social capital refers to those strong relationships you already have with other people organizations or other groups. It holds groups together and it is most often found in groups that interact frequently. For example, community groups you might be part of already, groups in which you may be a volunteer, support groups, etc. Now bridging social capital refers to connections or bridges with diverse individuals and groups that would make it possible for everyone to work together. So, think of bridging social capital as maybe build relationships that are not as strong as the ones that you have under bonding social capital, but nonetheless relationships that could help you, that could be of great help, for so that you can achieve the goal of your project. It's important to build both kinds of social capital, but depending on what you

want to achieve you might have to focus more on one than the other.

For example, building social capital could help us with smaller scale

projects in our community, while bridging social capital might be needed for

larger more complex projects. There is really no clear formula that

tells us when you should use one or the other, it all depends really on what

you're trying to achieve. Okay so yeah social capital sounds cool, sounds trendy,

I like it, I mean but why is it important and what's the benefit of building and

strengthening our social capital? Now social capital has many many many

benefits and advantages. For example, it helps us build a strong a stronger

community, a community that has the social, political, environmental, and

economic conditions to help us achieve our goals. A community that moves

together and works together for its betterment. It also makes our creating

more resilient. It creates a strong network of support that makes facing

obstacles and challenges a way easier task. For example, and this might not be

the best example, but you know just bear with me on this one. Let's say that you

have an ant that's trying to live this what looks to be like a pretty

good-sized pile of rocks. Now what would be their likelihood that this single

that we would be able to lift this pile of rocks and what would be the result of

that? The result and likelihood that this ant is going to be able to do it is

not very high and the result is not very promising, and most likely a sad end to this,

you know, this ant's life story, but on the other hand if you have a group of

ants working together, coordinated, that are trying to achieve the same objective,

which is to lift this pile of rocks, they not only do they have a high likelihood

of succeeding but when they do, they're going to be throwing ant party. And

here we have our ant friends just having a great time. So, as I mentioned this is

not the best example but you get the point. So, the lesson is that challenges

and opportunities are easier to face when we have the support of others as we

cannot do it alone. By working with others, supporting others, we increase our

likelihood of success towards the betterment of our community. So how do

you start building social capital? what are

the steps that you can take? what are some of the strategies? Now the first one

and the most important thing that you have to keep in mind is that building

social capital involves understanding that everyone has value. Everyone has

something to contribute. We all have strengths and talents and if we combine

those with others it creates a strong social network that allows us to better

serve our community. Building social capital is something that you already do

on an everyday basis it's also relationships you form with others. That

those relationships that are based on trust, reciprocity, and durability.

Relationships that allow us to create more connections with fellow human

beings, that allow us to create a collective vision for the future, to

share memories and experiences with friends and family, that ultimately make

our lives more enjoyable meaningful and fulfilling. But you can also start the

path towards building social capital by identifying an opportunity or an issue

in your community that you would like to address or tackle. I know that often

times we think that some opportunities or issues in our community are just

impossible to achieve or overcome and that's when social capital comes into

play. Yes, individually it might be indeed a high, a very difficult

challenge to overcome and it would require a lot of time and effort on our

part. Just like we saw with our ant friends. But as a group there is hardly

anything that we cannot accomplish and if you think that your fellow community

members are too busy with their lives to be able to lend a helping hand you would

most likely be surprised at how motivated other people are to help when

it comes to the betterment of their community. So, there's a problem or an

issue or an opportunity that you would like to tackle, start thinking of those

relationships you have and those that you would need to form or strengthen and

that could help you in your mission. And that's what we get to the last topic: mapping

your social capital. So, mapping your social capital is something that will

make it easier for you to identify the strengths and resources within your

community that can be mobilized to work on projects that will contribute to its

betterment. Once you start to be more aware of the resources and strengths

within your community, it will be easier for you to put them together and connect them strategically to help achieve a certain goal.

So how can you do this? All you have to do is follow these five simple steps. Number one: list the relevant groups, individuals, or organizations that could help you achieve your goal. Two: determine the strength of your ties with those individuals or organizations. How strong is your connection to them? Three: determine the resources that each of those individuals or organizations they have and the resources that could help you in your mission. Four: analyze your map. Once you have filled out all this information you're going to have to ask yourself some questions that will help you figure out what steps you need to take first. Maybe what connections you need to make or what connections you need to strengthen. In the last step once you have all the information you need, it's a matter of coming up with an action plan. Now let's talk about each step a little bit more in depth. So, the first step as I mentioned is to create a list or a table of the relevant group or the individuals or organizations in your community you would like to tap into for a certain project. If you are new to a community or you don't know that many organizations individuals, you can start by asking maybe other friends. Maybe you can start by asking a neighbor or a family member that knows someone in that community. If you are completely new to a community and you don't know a lot of people yet, you could also start by visiting the local tourism office or doing a bit of research about any neighborhood meetings you could attend. So, in the first column you're going to add all of those resources. Now the second step is once you have added all those resources in this first column, and once you have a good list of those groups, individuals, organizations you think should involved, you know, in your project you're going to have to figure out the strength of your connection to them, the strength of your tie to them and you're going to write an S for a strong tie and a W for a weak tie. Now strong ties are those that have a higher level of trust, reciprocity, and durability. And weak ties are those that there are a little lower on the level of reciprocity and durability and trust. So, once you have

added all your organizations in the first column and then you have

figured out the strength of your ties with those organizations in the

second column, it's time for us to figure out the resources. Now you'll need to add

the resources that each organization, group, or individual have that could help

you in your mission. Remember that everyone has the talent, everyone has a

skill, so think of all the things that could help you make sure that your

project is on the right track. Resources could be financial resources, they could

be knowledge of the community, they could be information that someone has about

other similar project. Resources could also include volunteers that could help you.

It could also mean, you know, that you connect with a person that can help you

connect with other groups or other networks. And sometimes also it can mean

physical space. Sometimes you need a space to hold meetings or host events

and these are just some examples but there are many many many many others and

as I mentioned earlier it really it all depends on really what you're trying to

accomplish. So, start adding the resources you can think of in the third column and

once you have done this, you'll have mapped your social capital. But you still

need to figure out what to do with this information and how it will guide

your plan and that's when we come to the step number four. Now in order for you to

analyze your map you can do that by just answering these questions. These

questions will help you figure out what's the action plan that you'll have

to follow. So, what resources do your strong ties give you access to? What

resources do your weak ties give you access to. Are there any ties you want to?

strengthen? Any connections you want to strengthen? If so, how will you strengthen

them? Are there any relevant groups with strengthen? If so, how will you strengthen

them? Are there any relevant groups with a connection with? And how can you

leverage your ties to have more access to more groups, organizations, and

resources. Remember at the end of the day it's about involving as many people as

you can so that you can increase the likelihood of success for your project.

So, once you have answered these questions you will have a good amount of

information to know where to start and what to focus on. So, start thinking on

the action items you'll have to take. What comes first? What

needs to be prepared or organized? Who needs to be contacted? What needs to be put

together? And so, on and so on. It'll all depend on really, you know, your mission,

your objective, the organizations involved, your level of relationship, or

the level of connection that you have with them. All of this will help you

figure out where can you start and what would be the best course of action? And

that is all you have successfully mapped your social capital and come up with an

initial plan to help you reach your objective. And remember that even if you

don't have an issue or opportunity in mind you would like to work on, building

social capital is something that will always be beneficial because by

connecting with friends and family, we have a network of support that makes us

stronger when it comes to facing challenges individually and collectively.

And it makes our lives more enjoyable. So, thank you so much for your time. If you

have any questions please don't hesitate to send me an email to lescalante@fcgov. com. Thank you so much and have a great day.