

Internet Health Report 2018

Event Guide

Thank you for running an event on the 2018 Internet Health Report!

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Introduction

The Internet Health Report

The Internet Health Report [launched as a prototype in 2017](#) with a report that explained what was happening to the health of the internet. This year, Mozilla is excited to release the 2018 report that provides a snapshot of healthy and unhealthy aspects of the internet. Mozilla has been working hard on this report for the last year and it is our hope that it can be a catalyst for global discussion and action about how we can make the internet healthier.

The Internet Health Report can be a long and detailed document that sparks ideas and discussion. That's why we're encouraging our global network to review the report and issues presented in fun and engaging ways with other people. After all, we learn best in collaborative environments with peers, colleagues, students and others. Hosting a discussion group or event can help you unpack the report and discuss how these issues are relevant on a local level. How is the internet healthy in your local area, city or country? How is it unhealthy? These are the type of discussions we want you to have, to help uncover the needs of your community and become better citizens of the web.

Running an Event

We're thrilled you've decided to run an event on the Internet Health Report! Whether you are planning this event from scratch or integrating it into your ongoing program, this guide should help you in your planning. We appreciate your dedication to creating an open, inclusive and innovative internet and we know that together we can build a healthy future for the web.

You don't need to be an expert on the Internet Health Report, or even its issues, to run an event. It's our hope that individuals across a wide variety of industries and experiences get together to unpack topics in the report, relevant issues that are happening locally and potential opportunities or threats to the future of the web and technology. You just need a willingness to be open and collaborative!

Also, events can happen at any time of the year. The issues, topics and stories are always relevant and valuable to discuss. The work of creating and sustaining a healthy internet is never done!

Need some inspiration? Check out this past event inspired by the Internet Health Report:

Navigating this Guide

Below you will find instructions on what you need to do to run your own Internet Health Report event. We've including templates, tips, images and more. This guide is filled with details that have helped us run events in the past - we hope it helps you with yours! Please adjust, adapt, or remix our suggestions, templates or images for your individual event. This includes changing languages, details, or tools to what makes the most sense for you and your community.

If you need any help or have questions let us know! Email us at internethealth@mozillafoundation.org.

Also, if you have remixed or translated any of our resources (or even this guide!) please [send us links](#) so that we can share with our global community who would greatly appreciate accessing a variety of resources and languages.

We've split up this guide into three sections:

[Part 1: Logistics](#)

[Part 2: Materials](#)

[Part 3: Workshop](#)

Part 1: Logistics

Selecting your venue

Selecting the right venue is important because it will help make the experience a comfortable and engaging environment. There are a few things to look for when you're picking a venue to host your event.

- **The room has plenty of space**
 - You will want to find a place that has plenty of space. This is so you can have room for seating, food, materials, or to gather in breakout groups (if required) during the workshop.
- **The venue has tables & chairs**
 - Does the location have enough tables and chairs for your attendees? At the very least, make sure there is one chair per attendee.
- **Restrooms near or in the venue**
 - It's always good to have one restroom on-site that is easily accessible.

- **Is there Wi-Fi?**
 - It will be convenient for participants and facilitators to have internet access to view materials, look up research, work on collaborative documents, etc.
- **Safe and easy to access**
 - Look for a venue that is safe and easy for your participants to attend. You also want to keep in mind, "Is it easy for the participant to find where you are?" Also ask yourself, "Will my audience feel safe and comfortable traveling here? Being here?"
- **Accessible**
 - Can participants with different accessibility issues access the space? Is the venue easy for participants to get to and accessible via transit?

Participants

Anyone can attend an event on Internet Health, after all, everyone has a part in the future of the internet. In the past, events have included professionals, industry experts, students, families or colleagues. Think about the specific community you want to reach and have a discussion with on the issues you face locally.

Events can be hard to manage and facilitate, so unless you have experience running large-scale workshops we recommend that you keep them small. 10-15 people per facilitator is usually a good benchmark.

Facilitation

Have you facilitated an event before? If not, this is a great time to try it out. Like we mentioned, you don't need to have previous experience facilitating events or be an expert in the field. The idea is to be able to lead a discussion about it in a confident, purposeful way without necessarily being an expert on all the issues. You need to have a vision for how the event will come together and a plan for what you want to do. Your job as a facilitator is to help people voice their ideas and questions about Internet health in your community, so it's important to follow a plan like this one that will let you lead confidently. If you need support let us know, or try enlisting help from a friend or peer who can co-lead the event with you.

Here are some tips:

- Make sure you read the Internet Health Report before the event. Get familiar with the five core issues and the stories that highlight the work. As a facilitator, it is important to do your homework!

- Make a list of healthy and unhealthy issues in your area. Organize them by topic or themes, but have an idea of what you might want to discuss further within the group.
- Make a plan for everything you need to run the event including materials. Make sure you create a schedule/agenda for how you want to run the event.
- Ask for help when you need it. Do you need help setting up the event? Recruiting people to come? Keeping track of time in discussions? Taking notes? Facilitators wear many hats and are organizing many details at a time which means help is always needed.
- Be confident in your facilitation and ability to create a comfortable place for people to share and connect with each other. Participants are relying on you and your energy to set the tone.

Here are resources that might be helpful:

- [How to design an open event](#)
- [Event planning and facilitation](#)
- [Event follow up](#)
- [Facilitation guides from Aspiration Tech](#)
- [Facilitation: A Growth Opportunity](#)
- [Planning and Metrics Worksheet](#)
- [Facilitation for Community Involvement](#)

Room Setup

Your room setup is important. You want to make participants feel comfortable in an open and inviting space. Here are some tips we have:

- Have a supplies area easily accessible with pens and paper
- Make sure there is a table or area for when people first enter where they can be welcomed, sign in, or get a name tag
- Make sure bathrooms, water and any other necessities are easy to access
- Make sure there is a sign or information for where people should go in an emergency
- Consider posting an agenda, notes or condensed [participation guidelines](#) on the wall and be sure to point these out in your introduction
- Think about the different kinds of activities you want to run during your event. Make sure you have the seating and work spaces you need for those things. For example, circles are great for discussion and tables are great for small-group work time, but try to avoid desks in rows or other non-interactive, lecture-like setups.



Sign-up

Where are you going to keep track of your attendees before the event or at the event? You may choose to do this on paper or through an existing process you have. You can also use an online event platform like Meetup, Eventbrite or Facebook and create an event with all your details. You may wish to capture the information of who is attending so that you can send them follow-up information after the session, such as anything you don't get to complete in the session.

Social Sharing

Use your social media skills to connect with potential attendees and share your work with others. You may need to use a different tone, or different messages, to connect with different audiences. Our network often uses Twitter, Instagram and Facebook to share their events with others. Share important information on registering before the event and share what happened after the event.

Here are some examples of how you could advertise your event on social:

- We're concerned about the health of the internet, and we want your help. Join our discussion on #internethealth next [Tuesday]: [link to event page]
- Fake news, AI, cyberbullying -- How healthy is the internet? We'll be talking about this on [event date], join our conversation! [link to event page]
- Hey! We're getting a cohort of people together who care about the internet, to discuss @Mozilla's #internethealth report! There will be info, conversation, materials, and also a cake! [event link]

Want to share with our network? Use the [#internethealth](#) hashtag or tag us [@Mozilla](#)

You should make sure to get attendees' permission before sharing details of the event on social media, including any captured photos or video.

Surveys

Post-event surveys are a great way to capture feedback and output from your event. At Mozilla, we like to use the survey as a way to know what we could do better in future events or see how participants were able to work together as a result of attending the workshop.

We are interested in hearing what feedback you receive, so we'd love it if you would get permission to share with us what you learn! (Please don't include personal information of participants in anything you send us, however.)

Emails

Communicate your event to participants! There are many points at which you can email your participants including inviting them to the event, reminding them of the event a few days before and a follow-up email after the event. We've dropped some templates here for you to use but you should adapt them based on your audience and specific details.

Inviting participants to your event email template

Hi **INSERT NAME!**

This is **[YOUR NAME]** from the **[INSERT COMMUNITY.]** I would love to have you join us after work on Thursday, August 24th to discuss the [Internet Health Report](#), and how we can build a healthier internet in our city.

The event will take place at **[LOCATION]** from **[TIME]**.

Space is limited but I would be thrilled to have you there so please RSVP at: **LINK**. Please feel free to bring a friend because everything is a little more fun with someone you know! Thanks,

NAME

Event reminder email template

Thanks so much for RSVPING to our Internet Health Report workshop on **INSERT DATE/TIME/LOCATION DETAILS.**

[INSERT REMINDER OF WHAT THEY SHOULD BRING OR BE PREPARED FOR ON THE DAY]

Here is a copy of the 2018 report. Be sure to read, review or get to know it before the event as it will be helpful to the conversation.

Let me know if you have any questions at all.

Name

Contact Information

Post-event email template

Thank you for attending our Internet Health Report event! **[WHAT DID WE DO?]**

Here is a link to a *very brief* survey [insert link to your personal survey] which will help us gauge your learning and better plan future events like this. Please help us by taking it! Also, here is a link to the pictures we took. **[insert link to pictures]**

[WHAT CAN THEY DO NOW]

Thanks!

PART 2: Materials

Here is a list of suggested materials you might need for your event. None of these materials is mandatory - pick and choose what is best for you and your participants or what is easily obtainable!

- One-page outlines of the report
- Printed stories or sections of the report
- Pages with links to the report
- Pens and paper/post-it notes
- Posters or signs that you put up
- Name tags
- Snacks, beverages, cutlery etc.
- Projector and screen
- WiFi

- Laptop / tablet / cellphone

Signage

Having promotional materials or posters or images to advertise or use at your events can be fun! We have lots of materials you are welcome to use for your event. Here are a few we recommend:

[\[IHR One Page\]](#)

[\[IHR Flyer\]](#)

[\[IHR Presentation\]](#)

Want images to remix? Here are the illustrator files. Make them unique to you, your event and language.

[\[IHR Poster Source Files\]](#)

Here are examples of past signs made by our global network:



PART 3: Workshop Schedule

It's up to you how you want to schedule your time and how much time you dedicate towards this event.

Here is a sample format that we've used in the past:

Welcome/Introduction/Icebreaker (30 minutes)
Group Discussion (20 minutes)
<i>Break</i> (10 minutes)
Group Breakout (30 minutes)
Group Recap (20 minutes)

Welcome/Introduction/Icebreaker

This is the time in which you welcome people into the space and allow them to get comfortable. To start we would recommend introducing the facilitators, organizers or hosts to let participants know who to ask questions to and tell them where they can find important things like the washroom, water, pens etc.

This is also the perfect time to discuss participation guidelines with the group to help create a friendly, safe space for your shared work. You can use the principles of Mozilla's [Community Participations Guidelines](#) to guide you. They include behaviors you would expect to build a safe and inclusive environment, as well as unacceptable behaviors. They include the spaces we share during this event and all the dimensions of diversity we hold here together.

Expected behaviors	Unacceptable behaviors
• Be respectful. • Be direct, but professional. • Appreciate and accommodate our similarities and differences. • Lead by example.	• Violence or threats of violence. • Personal attacks. • Unwelcome sexual attention or physical contact. • Disruptive behavior. • Derogatory language. • Influencing unacceptable behavior.

Get to know your participants in this time! Have people introduce themselves and say what they do and what drew them to the event. If you have time, consider a fun icebreaker that can help set the tone in the room. One our favourites at Mozilla is the [Spectrogram](#).

Group Discussion

Step 1: If possible, give a brief overview of the 2018 report, the issue areas and things that were healthy or unhealthy. If you need help, you can leverage [this presentation](#). Or share

this [one-page recap](#). Depending on how many participants have read the report before attending the event, you can leave a few minutes for people to review the report or review it as a group.

Step 2: Open the floor to discussion. Here are some guiding questions you can use:

- What did you think of the report? Did anything catch your eye? Was there anything that surprised you in the report?
- How do you feel about the future of the internet? Is it looking positive?
- Do you see any parallels in the research and the work you are doing? How does your work impact the future of the internet?
- Are there issue areas that you feel as more important than others?
- What makes the internet healthy where we live? What makes it unhealthy?

Group Breakout

There are many ways you can organize group breakouts.

1. If you have a small group, you can vote on which topic you'd like to discuss first.
2. If you have a large group, you can invite people to break out into smaller groups (5-8 people) that discuss each issue.

In groups, have people discuss these areas:

- Why does this topic matter? What makes it important?
- What are global and local initiatives that are making this issue unhealthy? What are making them healthy?
- What can we do to support the health of this issue?
- Where are there gaps or barriers?

Group Recap

Have everyone come back together as a team. Ask for an individual from each group to give a recap of their discussion and key highlights. Is there information or takeaways that you want to leave your participants with? Now is the time to share them!

Activities

If you want to make the workshop hands-on and do activities view this [teaching kit](#). Pick and choose the activities which work best for you. Everything in this package is meant to be adaptable and should be changed for your local environment. Some factors that are important to consider:

- How technically experienced your attendees are
- How much time you have or the schedule of events at your workshop
- Are there computers or devices available to use
- Do you want more or less time for discussion

Conclusion

Thanks for reviewing our guide. We hope it helps you have a successful event. If you have any feedback, suggestions or tips for how to improve our resources or guide please let us know by emailing [here](#).

Let us know if you created or translated any resources as well that we can share on our [wiki](#) for others to use. You can also add any resources, blogs, event recaps or articles to our [Pulse](#) database.

Here are additional resources you can use in your event or reference:

[Here's how we will measure Internet Health](#)

[Many articles on Mozilla's Medium account](#)