



Face-to-Face conversations about things that matter

SoMe is a social engagement project, developed by The Outsiders.

The name, SoMe, reflects that the concept has the experience of individuals at its heart, and that it borrows elements that work well on social media to bring people together in offline, face-to-face conversations.

SoMe has been described by volunteers as ‘creating a unique platform for Human to Human interactions’, and as an idea that ‘encourages transformative conversations’.

How SoMe works

Essentially, SoMe is a public event that has an aim of bringing people together in conversation around a specific topic. Organisers will choose the topic for conversation and recruit volunteers with personal experiences who are willing to talk to people attending the event. Whilst piloting SoMe, the issues, referred to as ‘Trending Topics’, have included mental health, the Holocaust and end of life care.

At an event there are three spaces: The Wall, The Chat Room and The Message Board. The Wall is a display of the volunteers’ profiles, including a quote in fewer than 140 characters, similar to a tweet on the social media site Twitter. People attending the event read the profile pages and use the information to choose someone they would like to talk to: the ensuing 1-1 conversations happen in The Chat Room. After the interactions, participants are encouraged to write a response to their conversation (also in fewer than 140 characters), which gets displayed on The Message Board.

