



WOMEN OF WONDERMENT  
BY



Inspiring women to  
work in the Social  
Enterprise & Social  
Investment Sectors

## Una Murphy

### VIEWDigital

Chosen as one of the WISE100 (Women in Social Enterprise 100), a new initiative from the NatWest SE100 Index, Una Murphy is the co-founder of VIEWdigital, a community media social enterprise.

VIEWdigital publishes VIEW magazine, available in printed copies in local libraries and digital copies through the VIEWdigital news site and social media channels. The magazine and news site feature stories on important social justice issues.

VIEWdigital has contributed to social policy debates on important issues such as homelessness and prisons and justice. VIEWdigital hosts FREE 'Communicate Your Story!' media training to help Third Sector organisations and others.

VIEWdigital is on the board of the new UK wide Independent Community News Network set up by the Centre for Community Journalism at Cardiff University and selected to be part of the BBC Local Democracy Reporting Scheme - one of 22 UK hyperlocal titles which have successfully bid to receive content through the scheme.



### What do you love most about the work you do?

Being able to contribute to social policy debates on really important issues.

### Who inspires you?

Caroline Diehl, the founder of Media Trust. I was a volunteer with this charity before I set up VIEWdigital community media social enterprise

### What would be your 3 top tips to someone looking to do what you do?

1. Develop your resilience
2. Have tenacity!
3. Be prepared for the long haul

### What is your biggest achievement to date?

I'm a proud Irish Mammy of three sons – so it's great to hear about all their adventures (the edited versions no doubt!).