Communications strategy & planning

Enfield Voluntary Action

About Superhighways

Providing tech support to the sector for 19 years

- Support
- Training
- Consultancy
- Digital inclusion

impactaloud
monitor | evaluate | communicate

- E-news sign up

What we'll do today

- Consider how we can better explain the great work we do
- Start our communications strategy & plan
- Identify digital tools that can help

What we won't do…

What's the big mission?

The mission of Send a Cow is to enable poor rural families in Africa to attain food and livelihood security, by developing strong community groups and sustainable agricultural systems which integrate crops and livestock.

Mission:

To give families and communities the hope and the means to secure their own futures from the land

What do you believe in? Why does your work matter?

Connecting people, services and organisations

Supporting residents to take part and be active citizens

Maximising resources in the borough

Developing people and organisations

What's our big communications challenge?

What do you want to be known for?

Go to menti.com
Enter the code
68 03 19

What do you want to be known (and found) for?

Key messages

EVA was established as a charity by local voluntary and community organisations in 1991, with core funding from London Borough of Enfield.
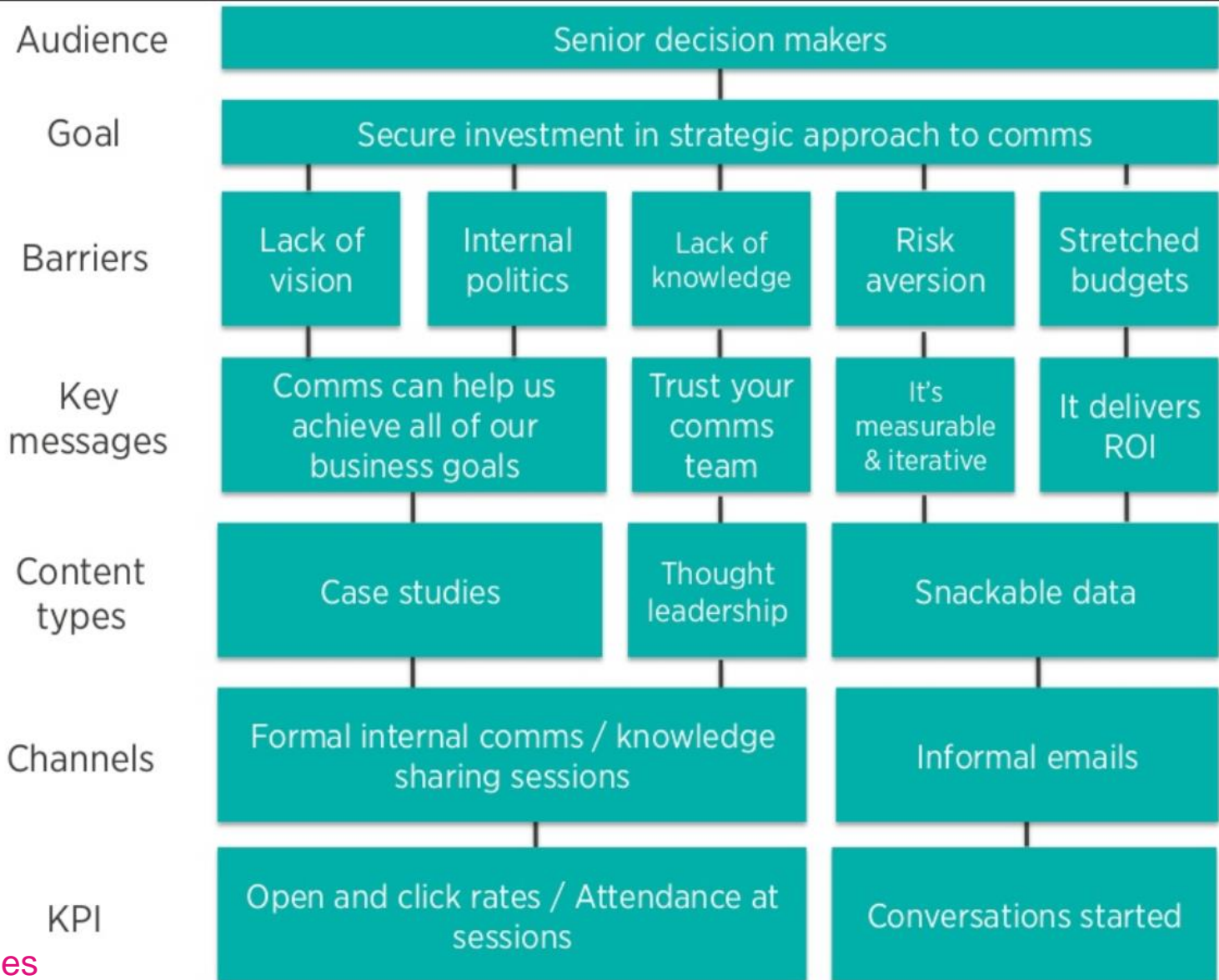
Goals

Identify your audiences…

…and prioritise them

Audience	Senior decision makers				
Goal	Secure investment in strategic approach to comms				
Barriers	Lack of vision	Internal politics	Lack of knowledge	Risk aversion	Stretched budgets
Key messages	Comms can help us achieve all of our business goals		Trust your comms team	It's measurable & iterative	It delivers ROI
Content types	Case studies		Thought leadership	Snackable data	
Channels	Formal internal comms / knowledge sharing sessions			Informal emails	
KPI	Open and click rates / Attendance at sessions			Conversations started	

What does success look like?

	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	O
ACTIVITY 1a - Online advice on accreditation & AWARD				Promote award to SRC volunteers	Promote award to SRC volunteers	Promote award to SRC volunteers	
ACTIVITY 1b - 3 x RH engagement campaigns per year				Indetify national marketing hooks			
Activity 1c - Promote volunteering opportunities in libraries	Promote sign up for volunteering with Summer Reading Challenge	Promote sign up for volunteering with Summer Reading Challenge	Promote sign up for volunteering with Summer Reading Challenge	Share stories of volunteering with SRC	Share stories of volunteering with SRC	Share stories of volunteering with SRC	
Activity 1d - Links with national youth campaigns via social and website content	Switch over all social to @ReadingHack	Research national and local campaign links	Research national and local campaign links	Schedule content for each week	Schedule content for each week	Schedule content for each week	
Activity 1e - Regular offers thro newsletters and social media	Familiarise with database data and segmentation	Set up Reading Hack newsletter template / Identify incentives and publisher offers	Mail people signed up to volunteer with SCR / build database of contacts	Mail people signed up to volunteer with SCR / build database of contacts	Mail people signed up to volunteer with SCR / build database of contacts	Mail people signed up to volunteer with SCR / build database of contacts	M w b c
Activity 1f - Easy to use guides to help YP take part				With pilot groups develop marketing materials	With pilot groups develop marketing materials	Produce online marketing materials with pilot groups	P m p
ACTIVITY 2a - Online advice on accreditation & AWARD				Analyse potential for supporters database for giving potential - triangulate with audit findings		Identify any uptapped potential for giving and potential for growth	P b e m s

Storytelling essentials

Websites – the heart of your story

Stories

Stories / NTDs

In Ghana, we've beaten trachoma and changed millions of lives

In May 2018, Ghana made history as the first country in sub-Saharan Africa to eliminate trachoma. Here are the life-changing stories

Stories / Eye health

Yaya's story

When Gambian community leader Yaya caught trachoma, he was forced to stop working. After a successful operation, people are happy to have him back.

Stories / Eye health

Mariam's story

Mariam is a Sightsavers trained community directed distributor, who loves her job. She gets to help protect people in her village from the threat of river blindness.

17

Content is key to engagement

Capture content

Set it in a **context**

Share it with others

Remember COPE
(Content Once, Publish Everywhere)

Build your photo library
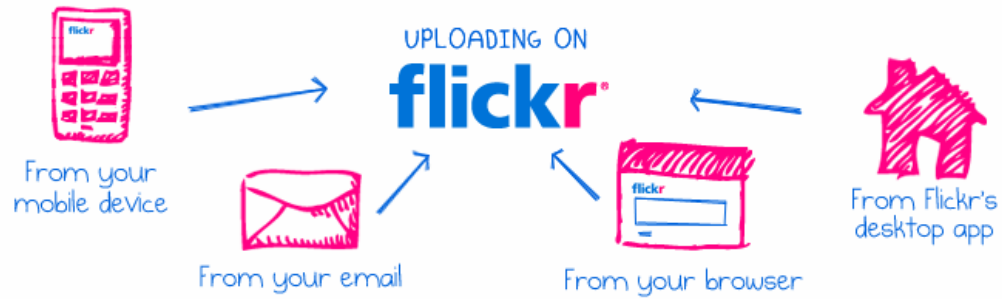
Edit for impact

Editing software – e.g. Microsoft Picture Manager, Photoshop express, Picasa, Ribbet

There are also lots of apps…

 snapseed

 Lr
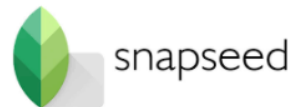
Infographics for impact

Over the last **12 MONTHS** **38 VOLUNTEERS** gave us **1126.5 HOURS** That equates to **140 WORKING DAYS**

Thanks to all our volunteers!

easel**ly**

easelly
create and share visual ideas online

Piktochart

infogr.am

visual.ly

Canva

Tiny case studies

HEALTHWATCH KINGSTON

THE PROBLEM: Too much time spent collecting surveys & inputting data.

THE SOLUTION: Training staff & volunteers to use QuickTap surveys on tablets.

" Taking the surveys was quicker...an Excel spreadsheet was produced for reporting, saving HWK Staff 7 hour's of data input. "

Jenny Pitt
Research & Information Assistant

Testimonials in graphics

Testimonials in graphics

Nice people who make your life easier; calm and explain everything well. Love everything they do

Audio storytelling

Kim

Her story.
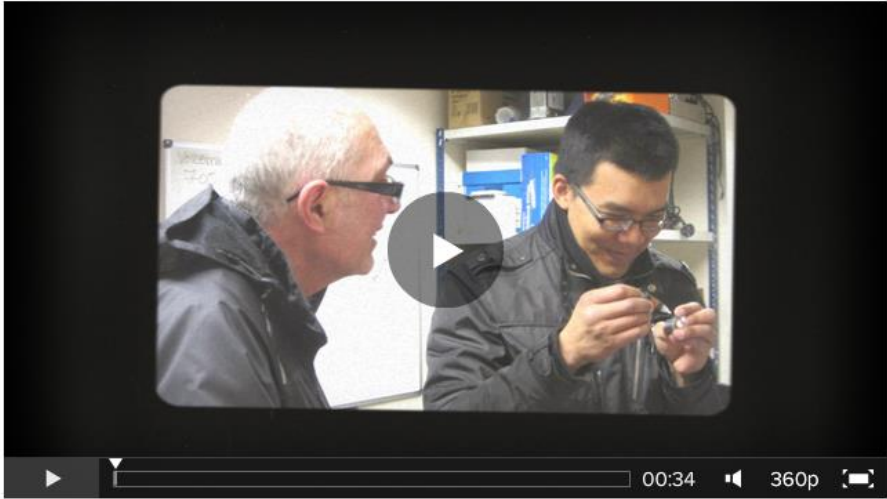
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audioBoom

SOUNDCLOUD

Tiny stories – tiny videos

Tiny stories – tiny videos

THE LAW CANNOT CHANGE THE HEART BUT IT CAN RESTRAIN THE HEARTLESS

- Martin Luther King Jr.

Charlotte Desorgher had a dream

Digital stories & film-editing

Presentations

What we did: connecting Kingston's communities

Community Connected is a digital outreach project tackling digital exclusion. It connects people to friends, family, learning, work, advice, information and their local community.

It is an example of effective community engagement, specifically, though not exclusively, linked to the following outcomes of the strategy:

- support is provided as needed and in a way that suits different groups and approaches
- communities are supported to do what they consider is needed, to identify their own needs and goals and take action to achieve them, building on their skills and capacity
- the best outcomes on future trends is incorporated into community decisions

Next steps

If you are seeking a partner to deliver digital inclusion projects in Kingston please contact Superhighways' Manager Kate White today for more information

Connecting Kingston's communities

Prezi

Mapping

See your map below. If you find any markers out of place - just drag and drop them to the correct location.

Status | Current | Inactive | Waiting list

batchgeo
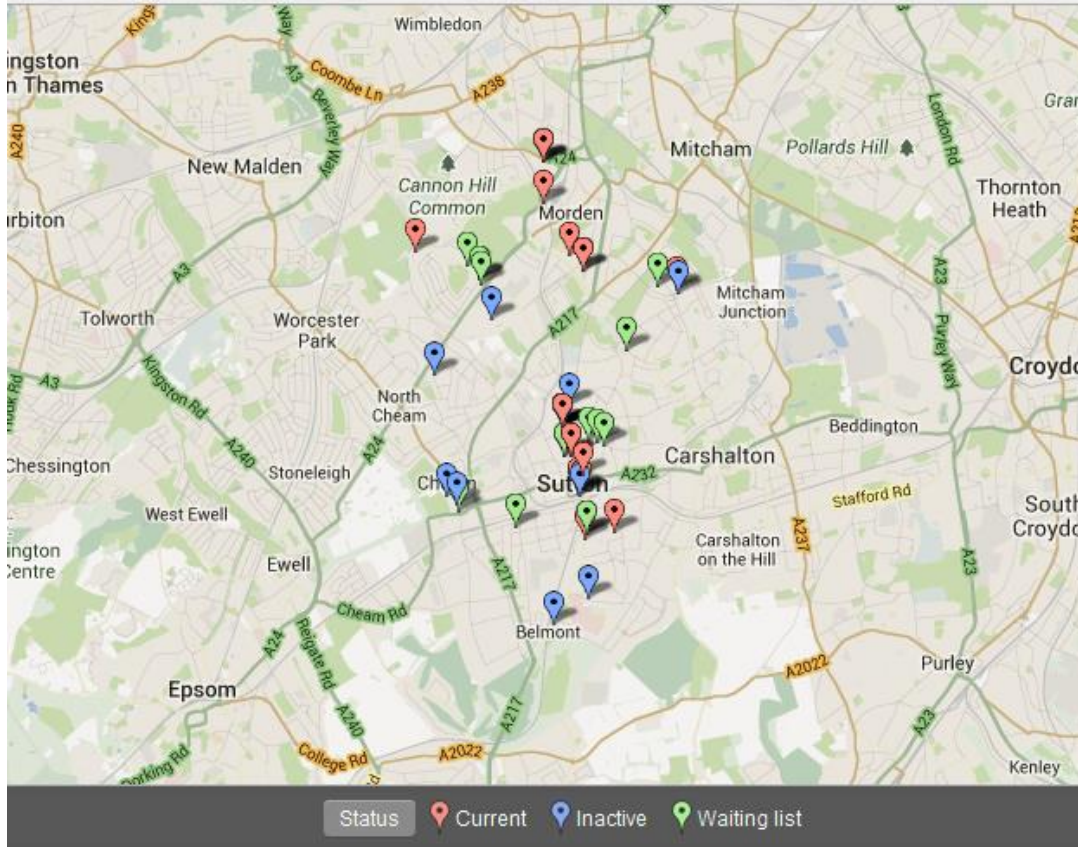
Upload data sets with postcodes & create a map!

Story Maps ▾

Advanced tools for data vis / analysis

CARTO — Carto – non profit application for the Builder application

tableau — Tableau – non profit discount available via Tech Trust

Flourish — Flourish – free for public maps

Social media

Small Charities Coalition @sccoalition · Jul 10
Welcome to @DCMS @JeremyWrightPPC!

Did you know 97% of UK charities are small!? They keep communities going & share just 20% of the sectors' income. Just letting you know in case you want more info... perhaps over coffee or during a parkour session? 😉

bit.ly/2ujGfc0

UK CIVIL SOCIETY ALMANAC 2018 /
ECONOMIC VALUE

Highlights

- The voluntary sector contributed £15.3bn in 2015/16, representing around 0.8% of total GDP.

- The contribution of the voluntary sector has increased since 2014/15 and is now similar to the GDP of Estonia.

- The sector employs approximately 880,000 people in June 2017, also an increase from 2016.

- The value of formal volunteering was estimated at £22.6bn in 2015.

NCVO

9   19

Get stuck in to social media

Saulo wants
to be a Carpenter.
**No education.
No chance.**

Cuts to education for deaf
children is devastating
thousands of futures.
Demand a debate.
Sign our petition today:
www.ndcs.org.uk/petition

ndcs

Timeline…   Tag photo   Options   Boost Post   Share   Send   Like
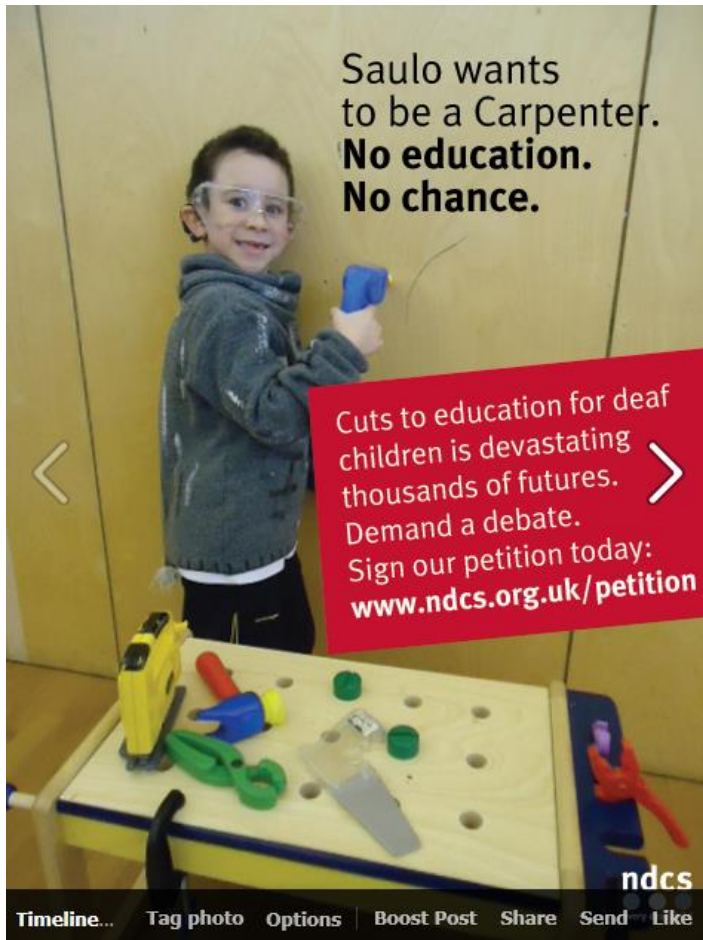
Lucy Holmes @L_C_Holmes · May 12
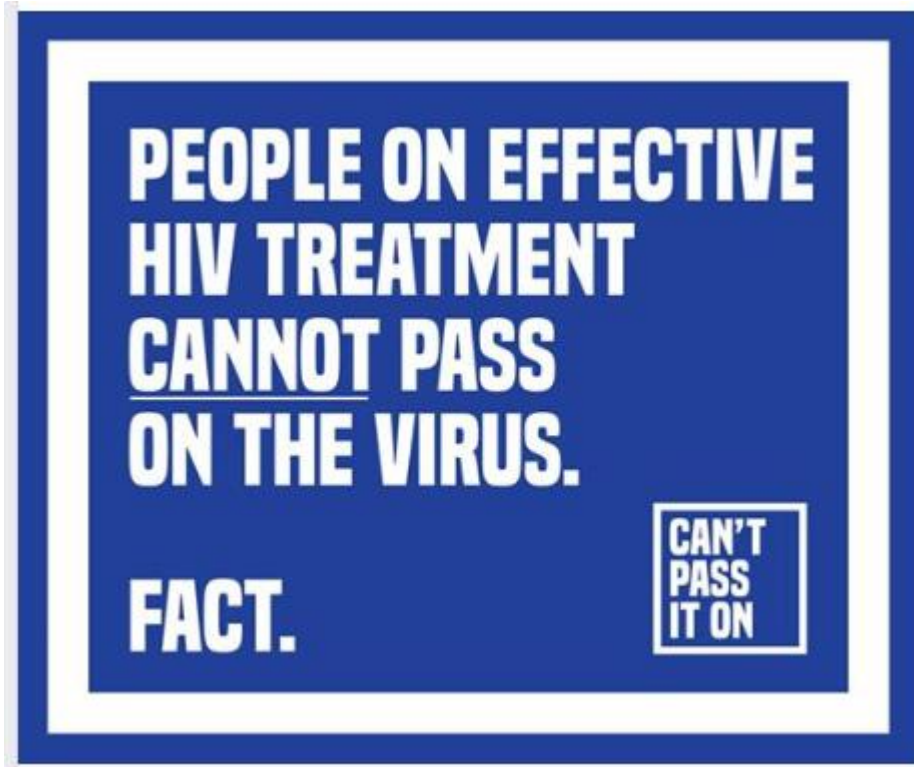@SuperhighwaysUK Here's an example of an infographic I created after going on your training course!

Missing People @missingpeople
Our new research looks at how Community Mental Health Teams respond when patients go missing #MHAW15

✓   Facebook
✓   Twitter

Social media

PEOPLE ON EFFECTIVE HIV TREATMENT CANNOT PASS ON THE VIRUS.

FACT.

CAN'T PASS IT ON

'I only took the HIV test because I was pregnant. It's just one of those things they test you for, like iron levels or your blood count. I never for one second thought it would come back positive. But it did, and everything changed,' says Carolyn.

'When the initial shock wore off, I was crippled by fear. I didn't know anyone with HIV and I was terrified about what the diagnosis meant for me and my baby. I had endless questions running through my mind: how would we cope? Would... See More

👍 Like   💬 Comment   📷 ↪ Share   Hootlet

👍❤️ 36

But there's lots to choose from…

Storytelling v marketing

Plan and save time

Long form – events, campaigns, reports & sub sites!

wakelet

issuu

Atavist

SHORTHAND
SOCIAL

Spark Page

▶ Details	**E** Emphasize	*A* Accent	🔗 Link
🖼 Background	*Title your Sway*		
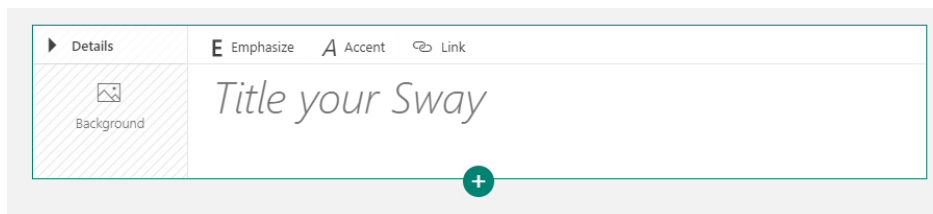
E–bulletins
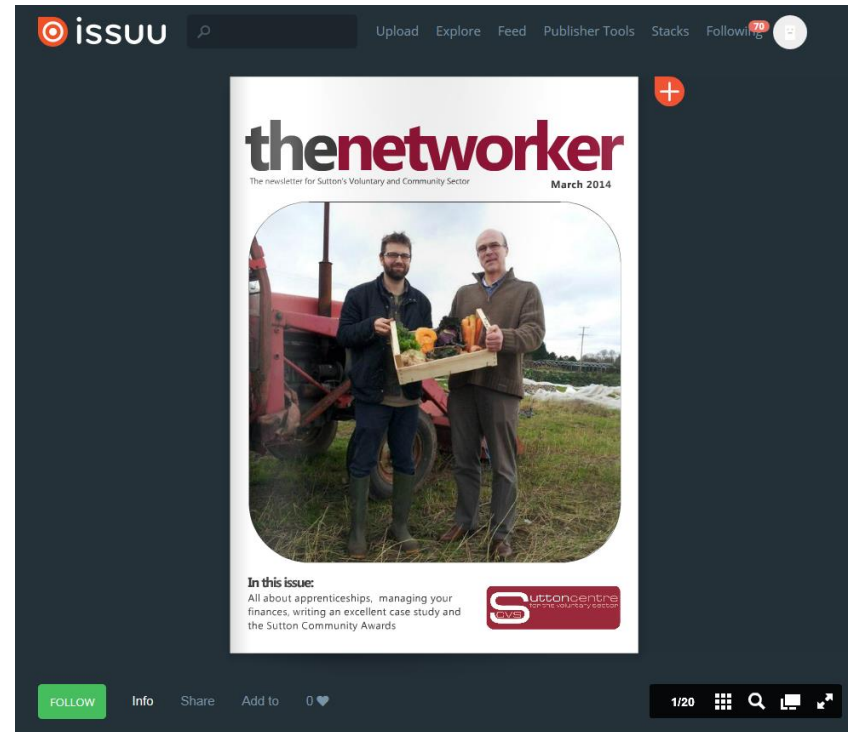
Community How To

www.communityhowto.com

(if registering please use our Centre ID 3453271 in the promotional code box)

Storytelling frame

What is key message ?	Who is the story intended for?	What is the purpose of the story?	What do I want viewers to do as a result of seeing it?	What media will I use to create it?	Where will I share it?	How will I measure the impact?	What next?

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@SuperhighwaysUK