superhighways

harnessing technology for community benefit

Top Digital Tools to Communicate Impact

October 2018

impactaloud

monitor | evaluate | communicate

COMMUNITY LINKS BROMLEY

about Superhighways....

Providing tech support to the sector for 15 years

- Support
- Training
- Consultancy
- Digital inclusion

- E-news sign up

www.superhighways.org.uk/resources/enews

about you....

Session outcomes

- Identify digital tools that can help you communicate your impact
- Use templates to choose digital tools to use with your staff and volunteers
- Discover new ways of working in your day-to-day activities

…better communicate your impact…

Is this your audience?
h2o

Campaigning?
Awareness?
Goals
Volunteers?
Fundraising?

Content is key to engagement

Capture content

Set it in a context

Share it with others

Remember COPE
(Content Once, Publish Everywhere)

What makes a good story?

A good story

- Human interest – capture imagination / hearts
- Real people – real lives and experiences
- Great quotes / soundbites
- Timing and relevance – why now?
- Facts and figures
- Think in pictures
- Beginning, middle and end
- Call to action

Websites – the heart of your story

But though an old man, I am but a young gardener

Websites

Free authoring tools e.g.

- www.wordpress.com
- www.e-voice.org.uk
- www.weebly.com

& Google Analytics / Search Engine Optimisation

Your website should form the heart of your communications plan – you then need to focus on driving traffic to your site and integrate with social networking etc.

FREE
POSTER!
www.love-kingston.org.uk

Build your photo library

flickr™

Edit for impact

Editing software – e.g. Microsoft Picture Manager, Photoshop express, Picasa, www.picmonkey.com

Infographics for impact

easelly
create and share visual ideas online

Piktochart

infogr.am

visual.ly

Canva

Tiny case studies

VOLUNTARY ACTION LEWISHAM

THE PROBLEM: Capture and share their VCS Forum in a different way.

THE SOLUTION: Use Storify to create a digital story of the event.

> It's really opened our eyes and got us excited about how we can find other creative ways to communicate our outcomes.

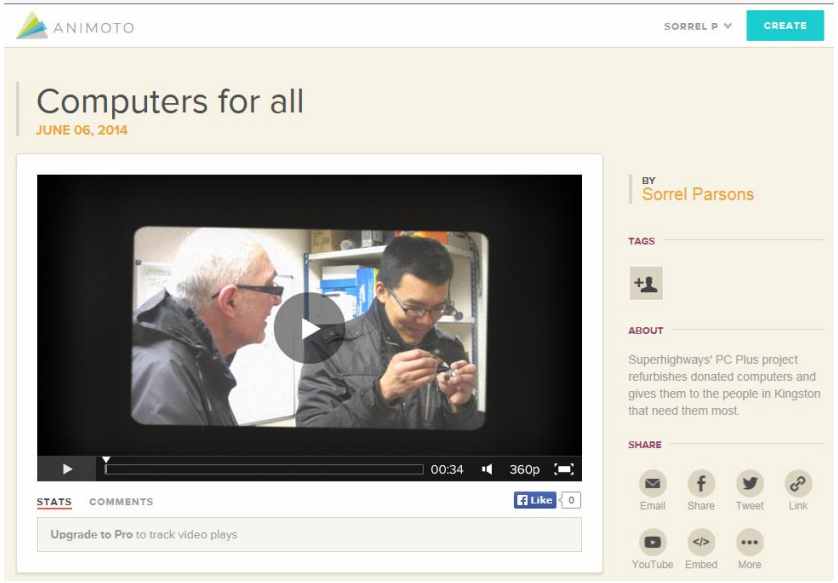
Joanne Roberts
Development Support Officer

Communicate your impact – audio

SOUNDCLOUD

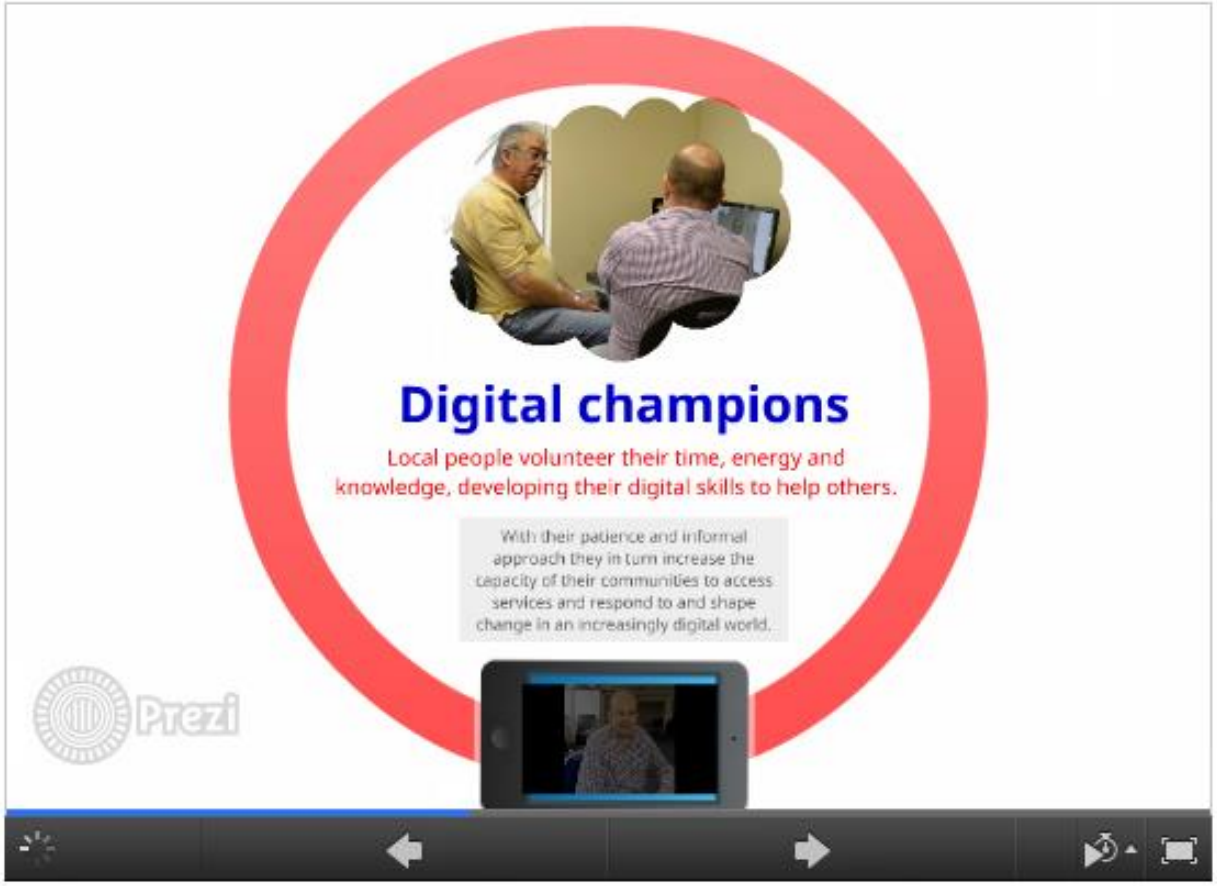
Communicate your impact – audio slideshows

Tiny stories – tiny videos



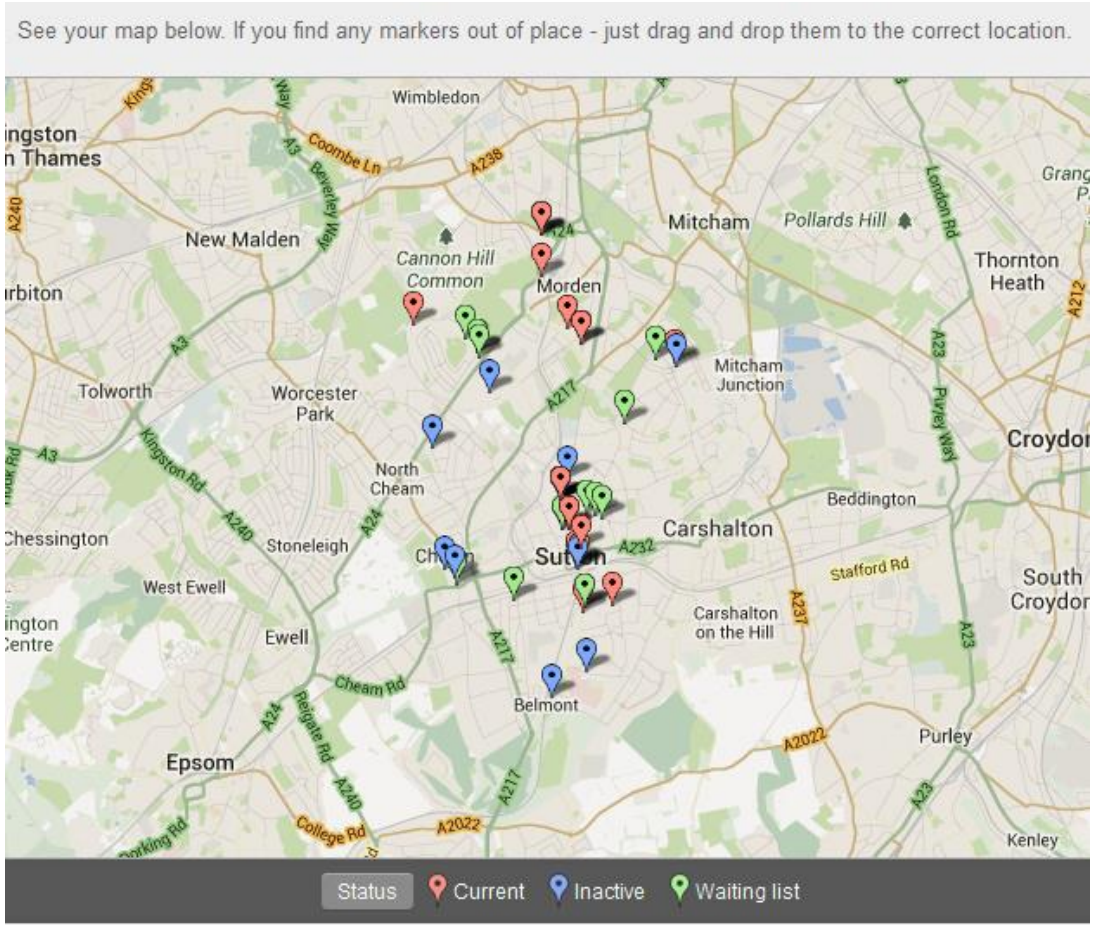
Getting started with digital stories

Presentations



Mapping

Mapme



batchgeo

Upload data sets with postcodes & create a map!

Story Maps

Get stuck in to social media

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

But there's lots to choose from…

Plan and save time

http://www.socialbrite.org/2010/11/09/top-10-social-media-dashboard-tools/

Events and campaigns

- Capture the day & communicate to those not there

- Social media & image hashtags

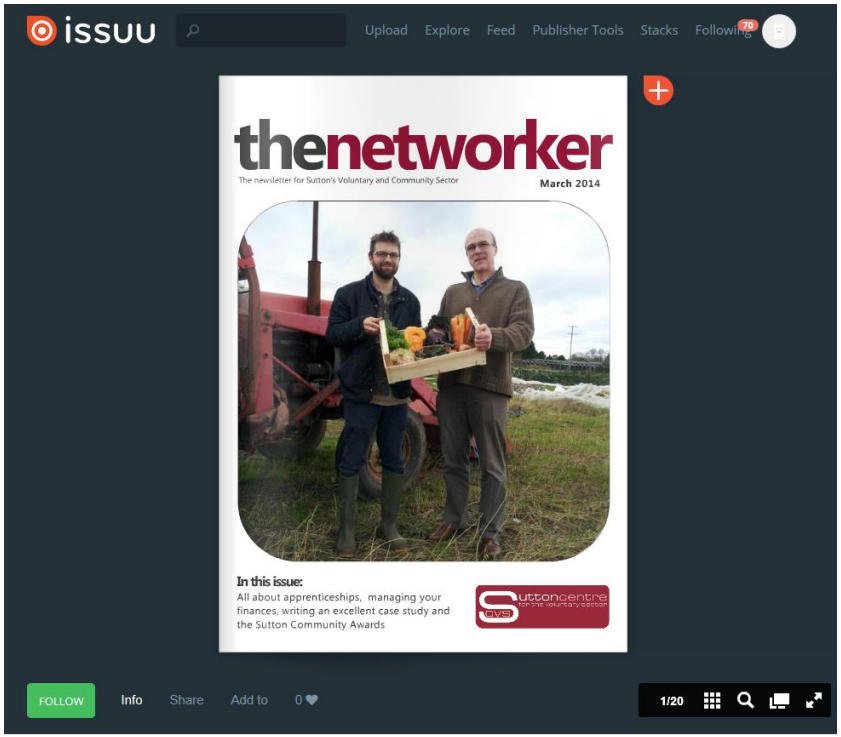
wakelet

E–bulletins

technologytrust

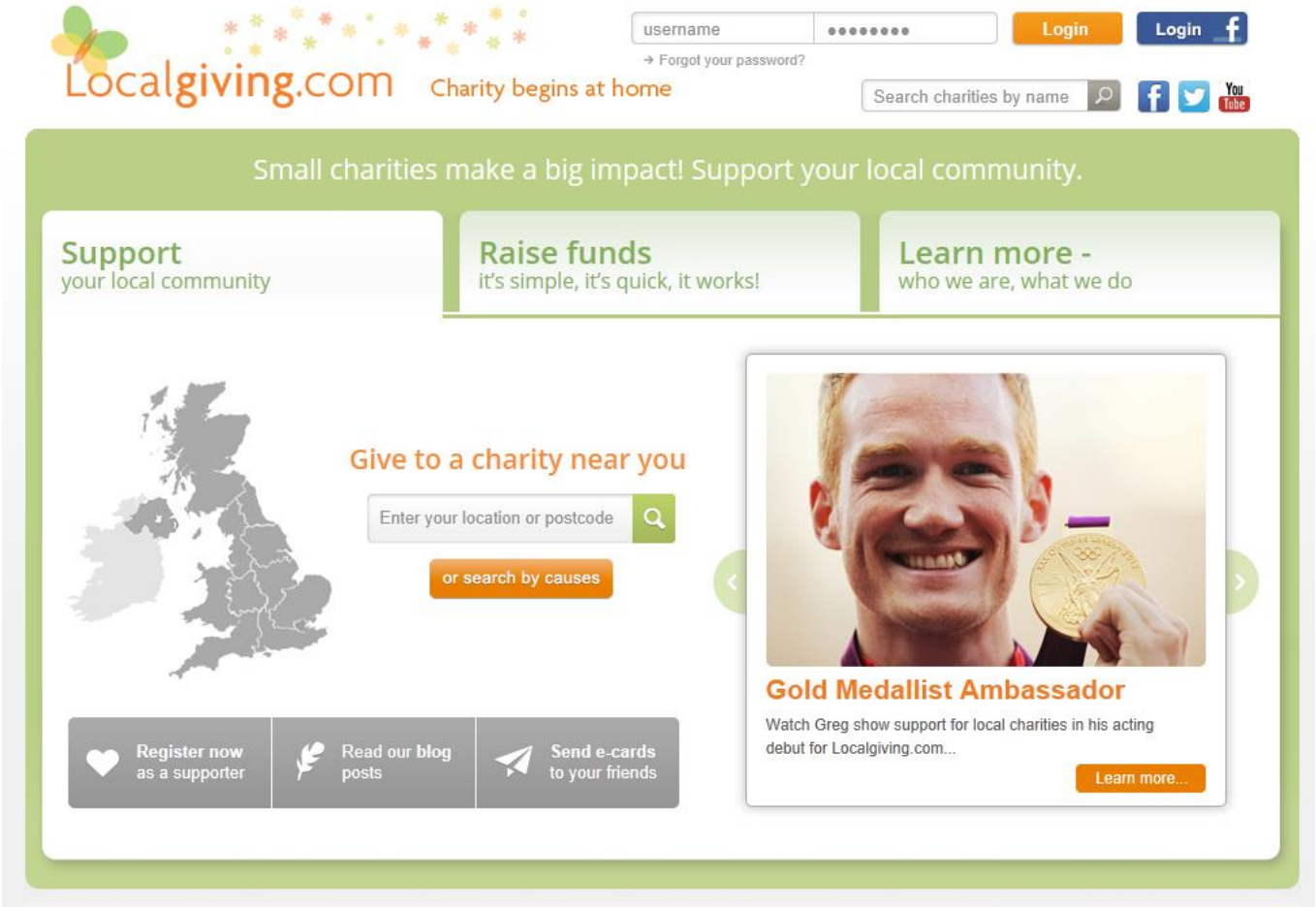
Charity eMail

MailChimp



Online fundraising

- e.g. www.LocalGiving.com



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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