



superhighways

harnessing **technology** for **community** benefit

Top Digital Tools to Communicate Impact

October 2018

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?





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.



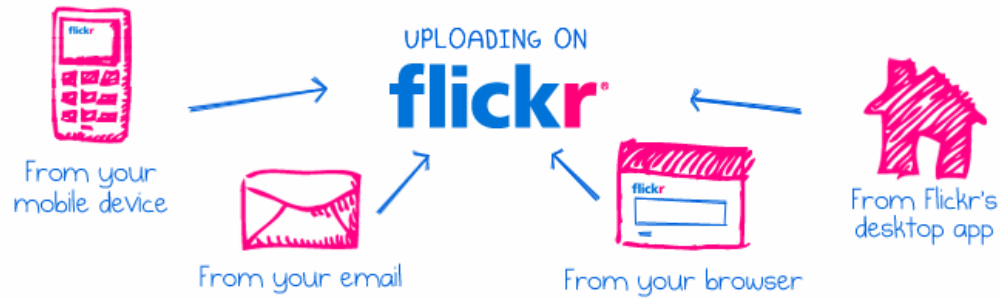
www.love-kingston.org.uk

www.love-kingston.org.uk

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



Over the last

12
MONTHS



38
VOLUNTEERS



gave us

1126.5
HOURS



That equates to

140
WORKING DAYS

Thanks to all our volunteers!

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



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

The screenshot shows a SoundCloud profile for KingstonCYPNetwork. The profile header includes the name 'KingstonCYPNetwork', a bio describing it as a peer learning network of community organisations, and a 'Follow' button. The main content area features a 'Small Charity Week' playlist with 13 posts, 0 likes, and 1 playlist. Two audio tracks are visible: 'A volunteer talks about Parent's Place' and 'Max Hamilton: a young ambassador for Expre...'. The interface also shows navigation tabs for 'Activity', '13 Posts', '0 Likes', and '1 Playlist', along with 'Share' and 'Embed' options.

audio Boom Browse Store Sign up Login More Q

Activity 13 Posts 0 Likes 1 Playlist

Share Embed

SMALL CHARITY WEEK 18th - 21st JUNE 2014

Small Charity Week

KingstonCYPNetwork
Kingston Children & Young People's Network
A peer learning network of community organisations working with children, young people and families focused on local and national developments in policy and practice, including safeguarding and child poverty. Organised by Kingston Voluntary Action.
Kingston-upon-Thames
<http://www.kva.org.uk>
recent posts feed
Follow Message
0 Following / 0 Followers

THE PARENTS PLACE
A volunteer talks about Parent's Place
KingstonCYPNetwork
0:00 0:38
Like Playlist

Max Hamilton: a young ambassador for Expre...
KingstonCYPNetwork
0:00 1:18
Like Playlist



Communicate your impact – audio slideshows

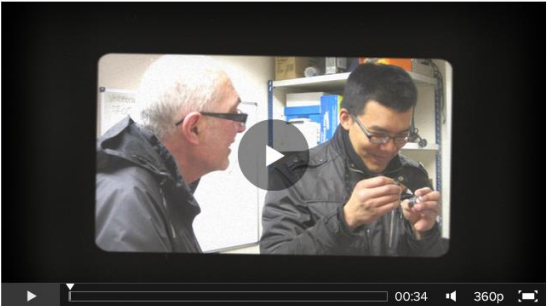


Tiny stories – tiny videos

ANIMOTO SORREL P ▾ CREATE

Computers for all

JUNE 06, 2014



00:34 360p

STATS COMMENTS Like 0

Upgrade to Pro to track video plays

BY Sorrel Parsons

TAGS

ABOUT

Superhighways' PC Plus project refurbishes donated computers and gives them to the people in Kingston that need them most.

SHARE

Email Share Tweet Link

YouTube Embed More



KCN Kingston Carers' 18d ago



Big #ThankYou to @JohnLewisRetail #Kingston for our donation via the Community Matters scheme!

Like 1 Share

209 Loops

Getting started with digital stories



Adobe Spark



Presentations



Digital champions

Local people volunteer their time, energy and knowledge, developing their digital skills to help others.

With their patience and informal approach they in turn increase the capacity of their communities to access services and respond to and shape change in an increasingly digital world.

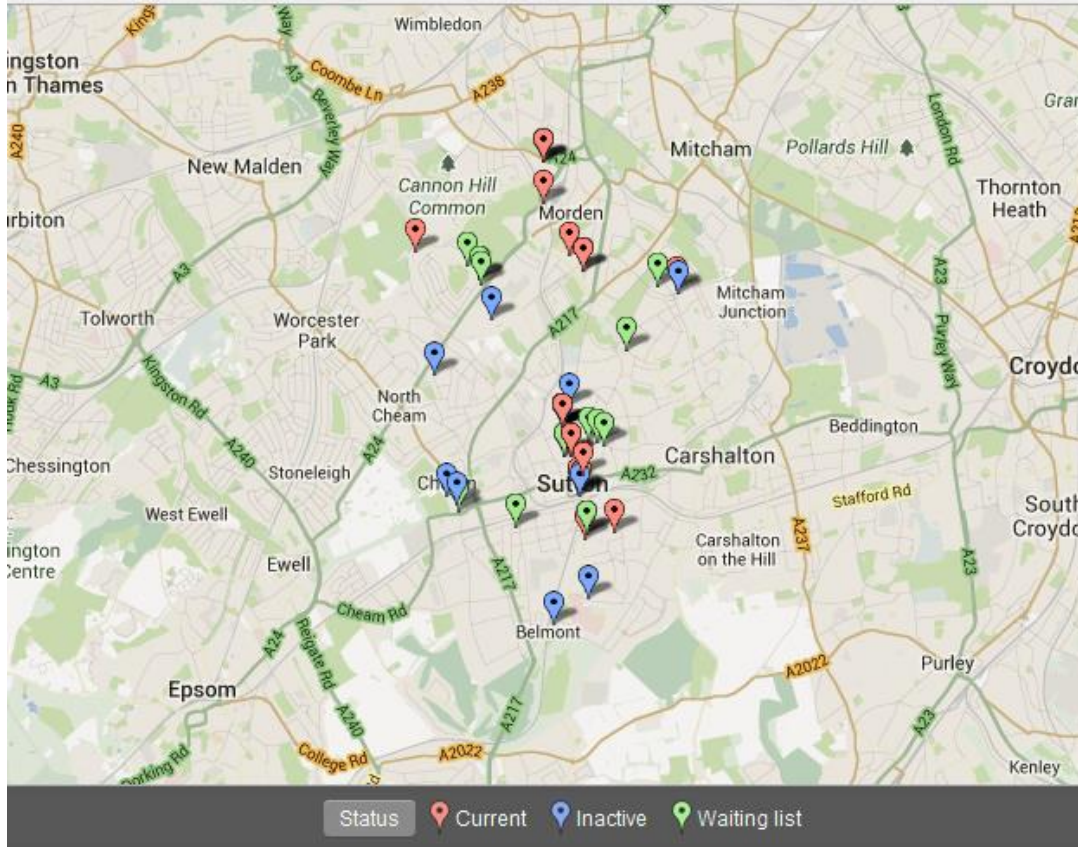
Prezi

The slide is part of a Prezi presentation, as indicated by the Prezi logo in the bottom left and the navigation controls at the bottom. The central image shows two men, one older and one younger, sitting at a desk with a laptop. The older man is pointing at the screen while the younger man looks on. The entire scene is framed by a large red circle. Below the text is a small tablet displaying a video of a man speaking.

Mapping

Mapme

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



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



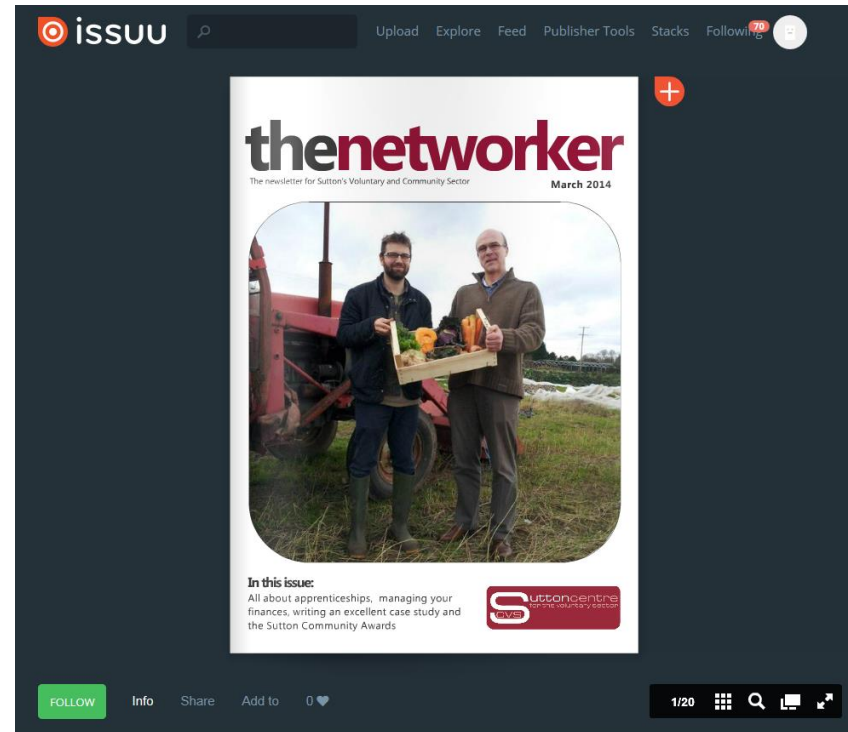
<http://www.socialbrite.org/2010/11/09/top-10-social-media-dashboard-tools/>

Events and campaigns

- Capture the day & communicate to those not there
- Social media & image hashtags

wakelet

E-bulletins



Online fundraising

- e.g. www.LocalGiving.com



Small charities make a big impact! Support your local community.

Support
your local community

Raise funds
it's simple, it's quick, it works!

Learn more -
who we are, what we do



Give to a charity near you

Enter your location or postcode



or search by causes



Register now
as a supporter



Read our blog
posts



Send e-cards
to your friends



Gold Medallist Ambassador

Watch Greg show support for local charities in his acting debut for Localgiving.com...

Learn more...

Storytelling frame

What is <u>key message</u> ?	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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