COMMUNICATIONS
Planning for small charities and community groups

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

What we'll cover today

- ✓ Elements of a simple plan
- ✓ Choosing who to reach
- ✓ What you want them to know
- ✓ Ways to reach them·
- ✓ Next steps

How we'll do it

- ✓ 'Wild tea' short breakouts for peer sharing
- ✓ Answers in chat
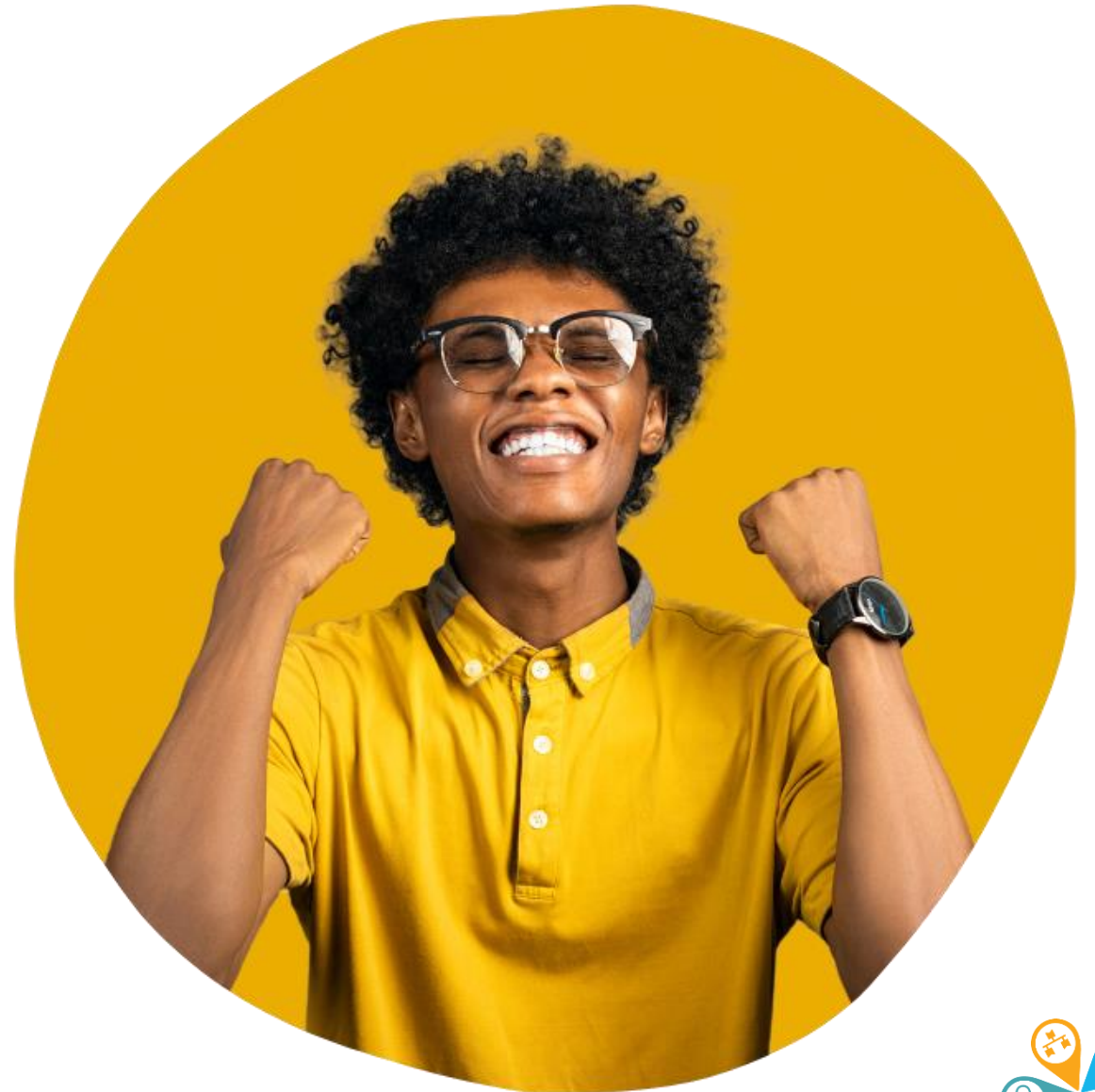- ✓ Completing a template
- ✓ Practical plan

What's one thing that's working well for you now?

'Wild tea'
Pause and reflect
In pairs 4 minutes
Answers in chat

What needs to be improved and why?

In chat...

Team comms SWOT analysis?

Opportunities

Group 1 Yellow

Making more use of staff as communicators.

Identify key people in the borough to talk to

Part of a project called Strengthening Voices, Realising Rights - which consists of seven DDPOs working together to improve practice

Increase comms medium

Twitter account - opportunity to network with members, other DDPOs, council, etc.

Wide audience in London....good relationships with similar organisations

Link into trends in the borough, issues with homelessness

Microsoft Teams has all sorts of tools which we are not utilising

Work closely with other organisations in our borough.....learn from them possibly?

Growing membership

Two Facebook pages - one private, one public - former recently established

Members communicating on behalf of the org - skilling up opportunities - digital & non digital

Tap into hobbies & skills of members e.g. creative or specific issues e.g. access

What's in my toolbox?

Answers in chat

A few ideas…

impact aloud
2020

Ahhhh....so that's how you do social...

Thanks James!
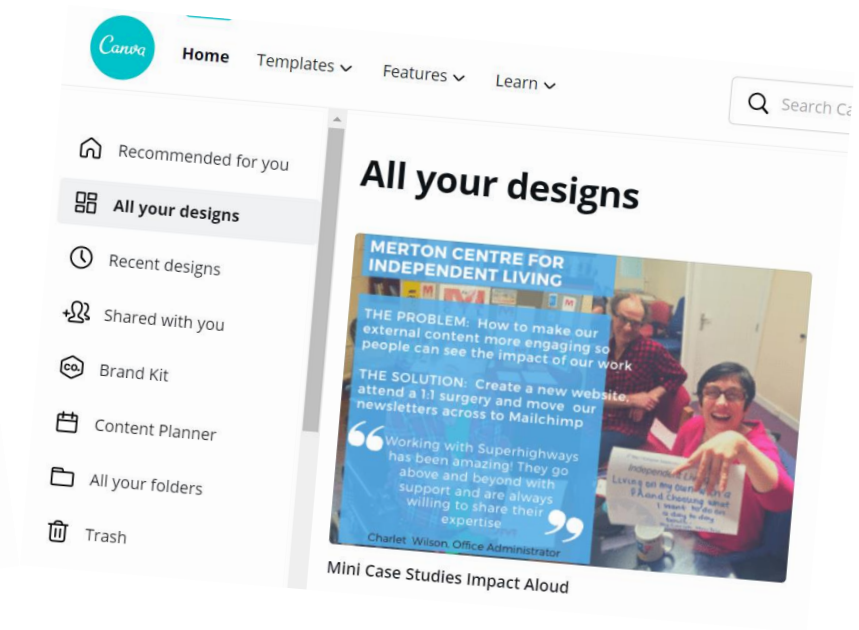
Canva for graphics , social media, flyers, posters and more
Adobe Express for creating designs
Free photo websites you can use, credit where needed

An example of communications planning
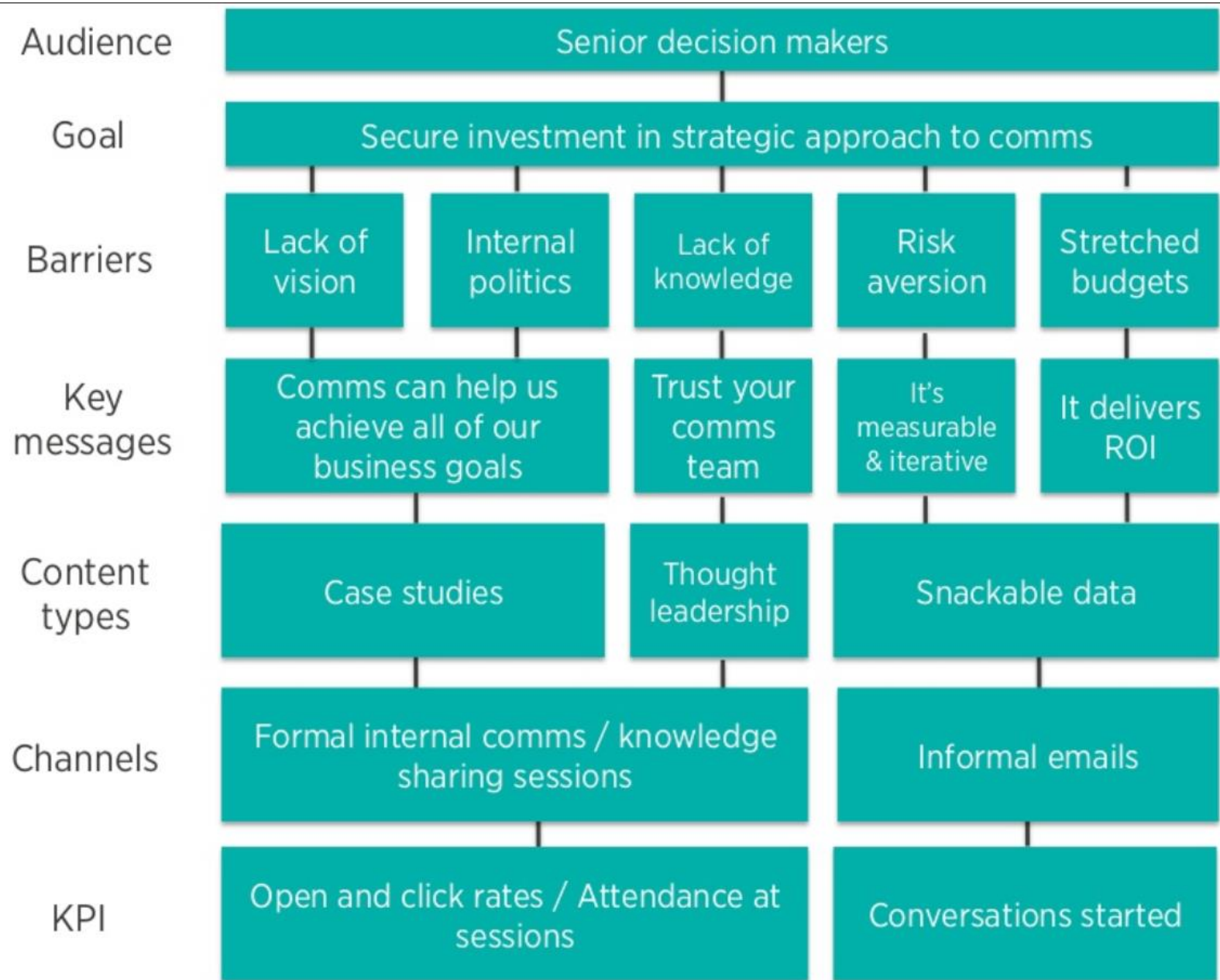
What does success look like?

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	

Charity Comms event: value of comms

A different example
Blends organisational/outcomes and communications goals

GOAL — Improve local residents digital knowledge

OBJECTIVE — Recruit digital champions (10)

COMMUNICATIONS TACTIC/S — Ask trustees and volunteers to share on LinkedIn
Presentation at networking event e.g. University

SMART goals

S	M	A	R	T
Specific	**M**easurable	**A**chievable	**R**elevant	**T**imely

SMART goals

S　　M　　　　A　　　　　R　　　T

Specific **M**easurable **A**chievable **R**elevant **T**imely

Awareness: Increase LinkedIn page followers by 10% by the end of quarter 2022

Recruitment: Identify x number of potential volunteers as leads from LinkedIn by x

What's your goal / SMART objective

- 'Wild tea'
- Pause and reflect
- In pairs 4 minutes
- Back to main space
- Complete template

Define your audiences

1. List them
2. Prioritise them

If you're tight on time...

Must do

Could do

Should do

It doesn't mean an audience doesn't matter to us because it's not a priority right now.

List some specific people and places

Example Groups	Specific Details
Funders	London wide – Trust for London, City Bridge Trust National Lottery – London regional team? Small local funders – borough specific e.g. Richmond Parish Lands, Cripplegate Foundation, Local Giving schemes – Sutton Giving, Love Kingston etc
VCS	Small organisations under £100k income (registered charities, CICs, community groups)
Intermediaries	CVSs – small group workers, development workers, communication leads Small Charities Coalition

Take it a step further: creating personas

PERSONA CANVAS FOR CHARITIES

MediaTrust

Media Trust's Digital Marketing Toolkit has been designed specifically for small charities to develop an impactful and effective digital communications strategy. Each template represents a different stage of developing a digital marketing strategy and can be used individually or as a whole.

NAME
Give your persona a first name. This will help you personalise the character and make it easier to refer to them in the future.

ROLE
The persona may have different personal and professional roles, but this is the opportunity to capture the specific role they play for your charity.

FACTS
List some basic demographic information.

Age

Gender

Location

RELATIONSHIPS
Who does this persona have in their lives? Think about family, friends and professional connections.

ACTIVITIES
What do they do on a day-to-day basis? This could include work, hobbies and habits.

DIGITAL BEHAVIOUR
Where can you find them online? List their preferred social media channels, news and shopping websites.

WIDER WORLD
What trends in society affect and/or preoccupy them? These can be positive, negative, or a mixture of both.

FEELINGS
How do they feel at this point in time?

How can we know our audience better?

- 'Wild tea'
- Pause and reflect
- In pairs 4 minutes
- Answers in chat

Finding out more about them

✓ Ask them!
✓ Ask others that know your audience for insights
✓ Analyse your existing information e.g. social media (Facebook Page Insights, Twitter Analytics)
✓ Have a look at similar organisations on social media or newsletters – what's their tone & messaging?

Break
10/15 minutes

Example

We want our target audience to think: 'I know one in five care leavers experience homelessness within two years of leaving care.

I'm confident that this charity ensures care leavers have the early stage support they need to stop situations escalating that far.

✓Donate / Fund us
✓Sign a petition
✓Contact an MP

Lloyds Foundation guide

Example

We want retired professionals to think: 'Local people aren't able to access the services they need because they don't know how to use everyday technology that others take for granted.

I don't need to be a technical wizard but someone with a little time and patience to make a big difference

✓Sign up to be a volunteer
✓Sign up for volunteer news
✓Follow us on LinkedIn

Think → Feel → Do (Call to Action)

Over to you…

Clear messages

✓ Makes you memorable

✓ Build on your mission

✓ Adapt or create for your audiences

Key messaging

Define your messages

What does this mean and why should we do it?

"Messaging" is how a charity talks about itself, including its purpose, goals, services and so on. Your messages will shape all the communications you put out, so it's important that you spend a bit of time getting them right.

How to do it

Your charity's key message(s) should express the main idea(s) you want people to understand and remember. Bear in mind that lots of other messages are competing for their attention, so make sure yours stands out and is easy to digest.

Start by thinking about:

- what you stand for
- why you are different
- what value you offer
- what problems you solve
- what makes your charity different
- your vision for your local community, your service users and wider society

Use this information to decide what key messages you should be promoting. Very simply put, this should be the key things you want people to know.

Top tip: it's personal

Different messages are likely suitable for other audiences. Communication is all about sharing information — you'll probably want to share different information with local commissioners and your service users, for example.

Have a go at using some of the following sentence starters to plot your messages...

As a charity, we believe in _____

_____

We wish our service users knew that _____

_____

Our MP needs to understand the importance of _____

_____

If we were Editors-in-Chief of the local newspaper tomorrow, our front-page headline would be _____

We'd like our donors to be aware that _____

_____

If we could tell the general public one thing, it would be _____

_____

Our service users' family and/or friends need to understand that _____

_____

You can either write a key message for each of your audiences that you can use all the time.

Or be specific to your goal.

An example

[Trussell Trust Digital Toolkit](#) demonstrates use of different types of key messaging for the Keep the Lifeline campaign

What 'channels', techniques and formats could we use?

Write as many as you can think of in chat in 2 minutes!

It's not always the obvious choice
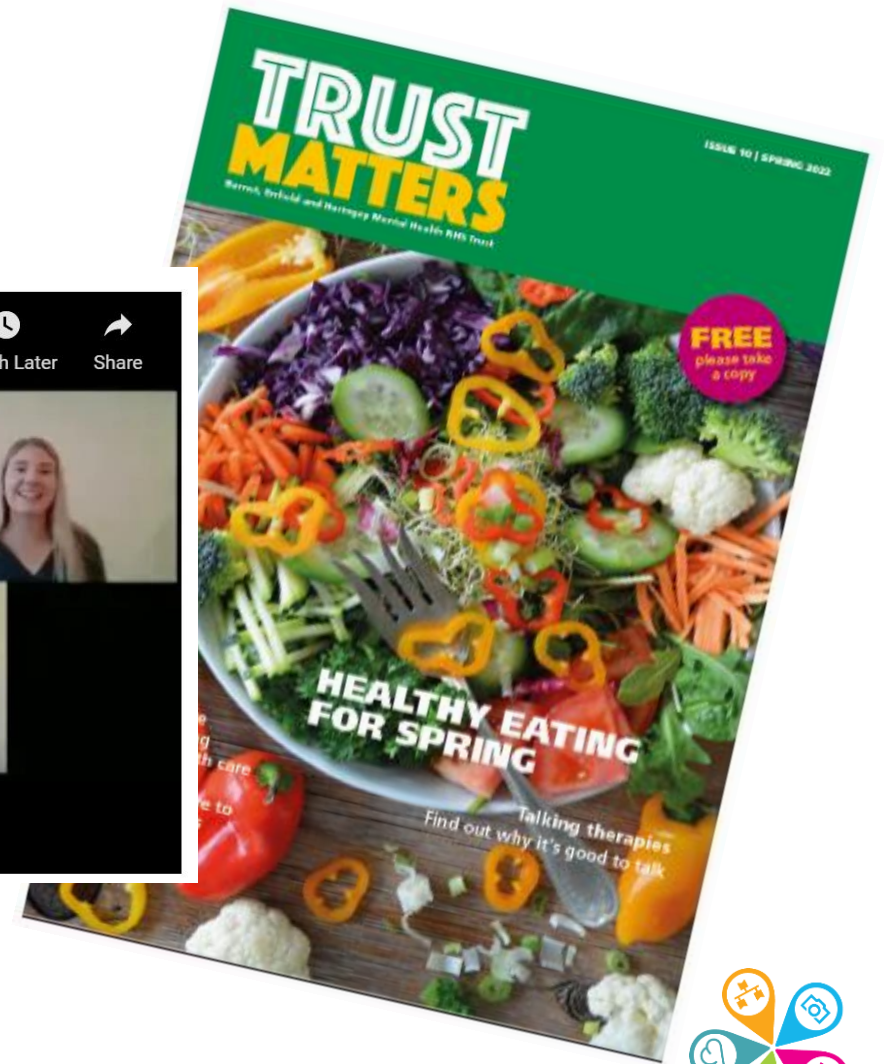
Use of Media in the UK

Adults' Media Use & Attitudes report 2020

Ofcom Adults' Media Use and Attitudes 2020

Ofcom Online Nation 2022 Report

Media use, by age: a snapshot

16-24s:
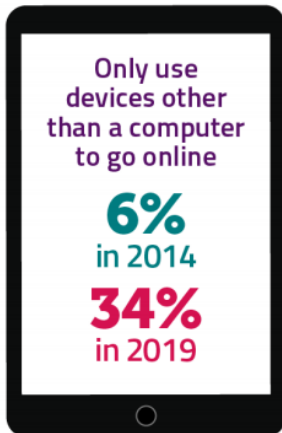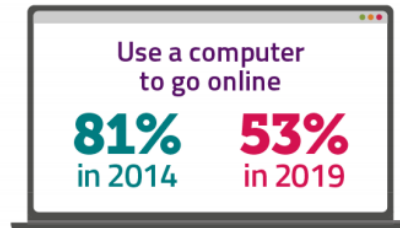
▲ 99% use a mobile phone

16% only use a smartphone to go online

▲ 76% watch on-demand or streamed content

▲ 95% have a social media profile

44% correctly identify advertising on Google (among search engine users)

89% are aware of at least one way in which companies can collect personal data online (among internet users)

▼ 2% do not use the internet

65-74s:

▼ 88% use a mobile phone

▼ 3% only use a smartphone to go online

▼ 47% watch on-demand or streamed content

▼ 39% have a social media profile

48% correctly identify advertising on Google (among search engine users)

82% are aware of at least one way in which companies can collect personal data online (among internet users)

▲ 30% do not use the internet

▲ More likely than the UK average

▼ Less likely than the UK average

Use a computer to go online
81% in 2014   **53%** in 2019

Only use a smartphone to go online
3% in 2014   **11%** in 2019

Only use devices other than a computer to go online
6% in 2014   **34%** in 2019

We Are Social & Hootsuite: UK data via Datareportal

We Are Social & Hootsuite: UK data via Datareportal

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021

FEB 2022

THE UNITED KINGDOM

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	42.5B	57.1%	42.9%	12M 13S	8.21
02	YOUTUBE.COM	14.5B	16.1%	83.9%	22M 14S	12.02
03	FACEBOOK.COM	9.98B	55.2%	44.8%	9M 42S	7.32
04	BBC.CO.UK	7.69B	61.2%	38.8%	5M 32S	3.41
05	AMAZON.CO.UK	4.67B	44.2%	55.8%	6M 45S	8.08
06	GOOGLE.CO.UK	4.06B	48.6%	51.4%	8M 23S	10.64
07	TWITTER.COM	4.02B	46.6%	53.4%	11M 45S	11.23
08	WIKIPEDIA.ORG	3.42B	56.6%	43.4%	4M 21S	3.34
09	EBAY.CO.UK	3.40B	51.3%	48.7%	9M 53S	10.40
10	LIVE.COM	2.55B	32.7%	67.3%	7M 53S	7.60

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	INSTAGRAM.COM	2.15B	59.2%	40.8%	6M 56S	9.01
12	GOV.UK	2.02B	70.3%	29.7%	3M 01S	2.33
13	YAHOO.COM	1.82B	39.4%	60.6%	7M 03S	5.31
14	DAILYMAIL.CO.UK	1.77B	61.3%	38.7%	4M 45S	3.28
15	NETFLIX.COM	1.67B	7.0%	93.0%	11M 00S	4.07
16	OFFICE.COM	1.54B	29.4%	70.6%	9M 02S	7.24
17	THEGUARDIAN.COM	1.54B	64.8%	35.2%	4M 33S	3.04
18	REDDIT.COM	1.46B	29.7%	70.3%	10M 14S	6.81
19	PORNHUB.COM	1.25B	86.8%	13.2%	9M 05S	7.28
20	XVIDEOS.COM	1.22B	90.8%	9.2%	13M 13S	9.77

we are social

Hootsuite

36

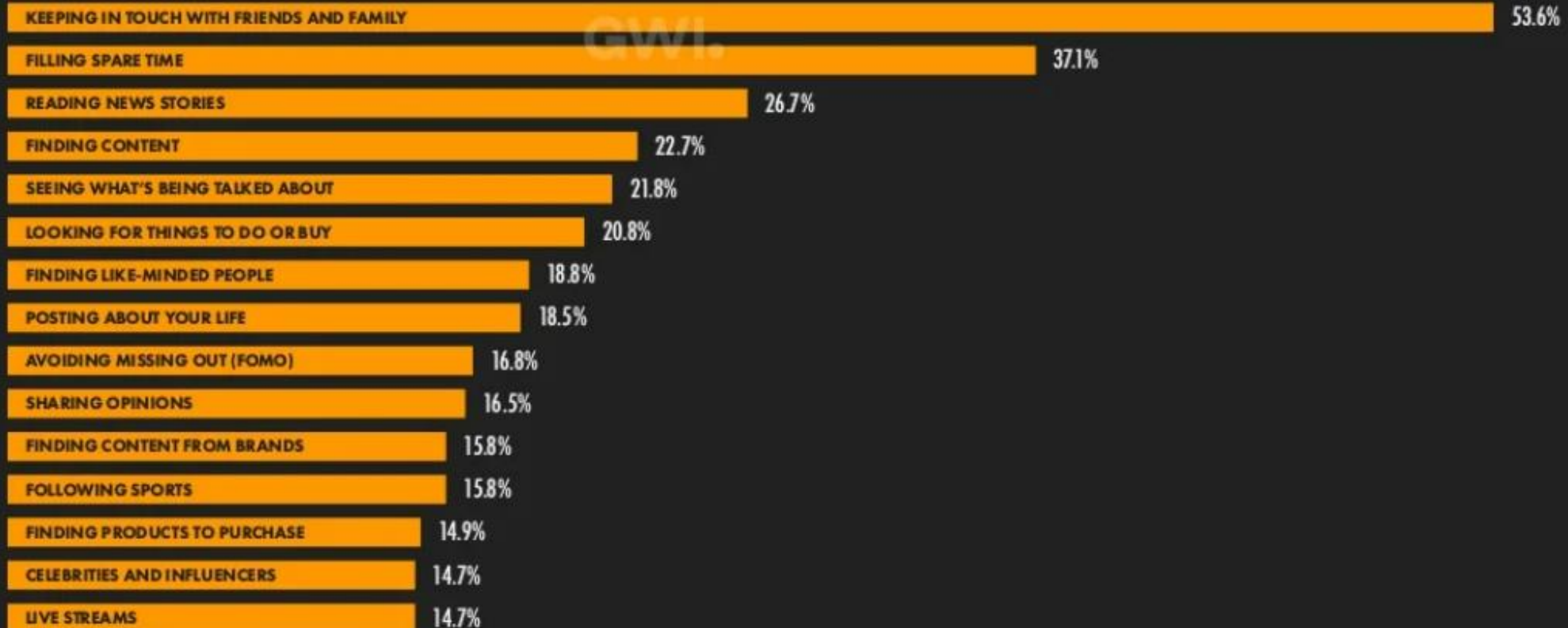We Are Social & Hootsuite: UK data via Datareportal

FEB 2022

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

THE UNITED KINGDOM

Reason	Percentage
KEEPING IN TOUCH WITH FRIENDS AND FAMILY	53.6%
FILLING SPARE TIME	37.1%
READING NEWS STORIES	26.7%
FINDING CONTENT	22.7%
SEEING WHAT'S BEING TALKED ABOUT	21.8%
LOOKING FOR THINGS TO DO OR BUY	20.8%
FINDING LIKE-MINDED PEOPLE	18.8%
POSTING ABOUT YOUR LIFE	18.5%
AVOIDING MISSING OUT (FOMO)	16.8%
SHARING OPINIONS	16.5%
FINDING CONTENT FROM BRANDS	15.8%
FOLLOWING SPORTS	15.8%
FINDING PRODUCTS TO PURCHASE	14.9%
CELEBRITIES AND INFLUENCERS	14.7%
LIVE STREAMS	14.7%

GWI.

We Are Social & Hootsuite: UK data via Datareportal

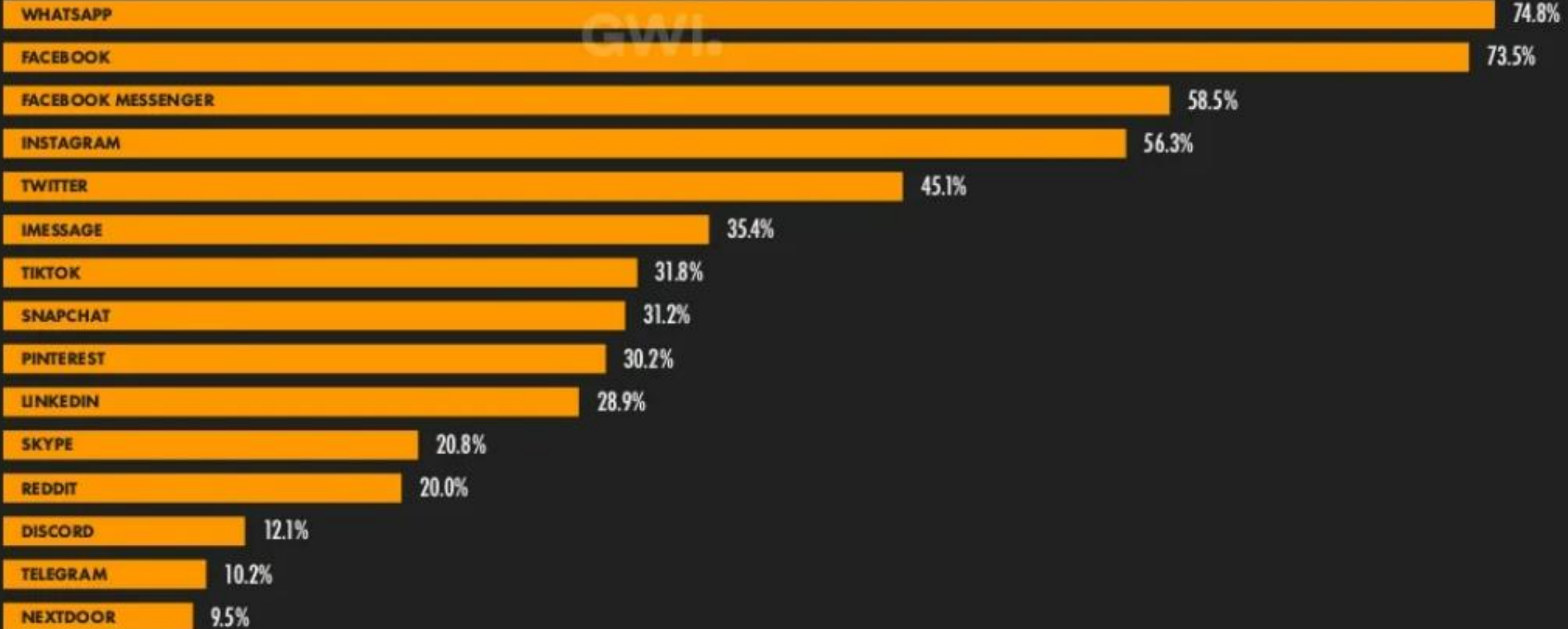Which social networking site do you use most often?

Which is your favourite?

In chat...

We Are Social & Hootsuite: UK data via Datareportal

Audience behavior: UK Social Media Statistics 2022

- ✓ [YouGov data](#) on the most popular social networks in the UK
- ✓ [Giraffe Social Media](#) ' How to use Social Media to discover more about your audience
- ✓ [Avocado Social blog](#)

	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	
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 v 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

Could a scheduling tool help?

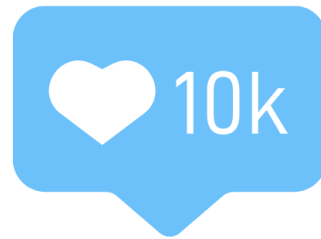The 7 Best Free Social Media Management Tools in 2022

What does 'good' look like to you and why?

In chat...

What does 'good' look like?

10k

- ✓ Be realistic
- ✓ No vanity metrics!
- ✓ Real engagement
- ✓ Meaningful to your goal
- ✓ Focus on goal not scale

What does Superhighways do?

Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.

Related training & extra resources

✓[Look at our current training offer](#)

✓[Sign up to our monthly eNews](#) – for updates from us on all things charity sector and digital/data, plus future training and support offers

✓Email me to book a 1:1 about your draft communications plan: sorrelparsons@superhighways.org.uk