



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

# 10 Ways to Share

## Making the most of your content

# What we'll cover today



## A few tips, tactics and tools to help your content go further

- ✓ Gather
- ✓ Tweak
- ✓ Break it up
- ✓ Recap
- ✓ Renew



# One way to share – what will you be sharing soon?

1. Pause and reflect
2. Quick conversation in pairs 4 minutes
3. Answers in chat when you come back



Content repurposing, sometimes called content recycling, is re-using existing content and presenting it in a new format to expand its reach and lifespan.

As you create new content, you can plan for a variety of different ways to share a new piece with content repurposing.

Hubspot: [20 Creative Ways To Repurpose Content](#)



# Reuse nightmares: what's stopping us?

Quick poll

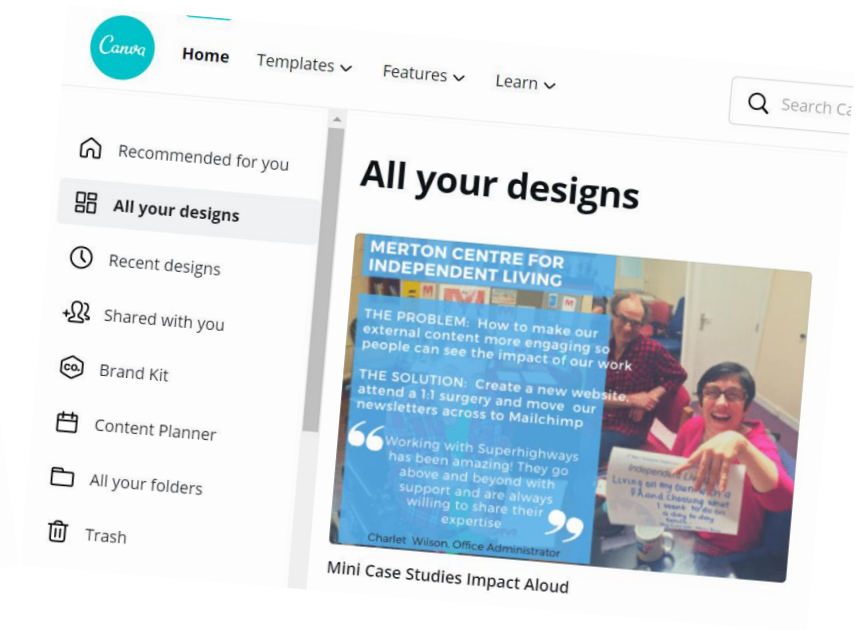




What's in  
my  
toolbox?  
Answers in chat



# A few ideas...



[Canva for graphics](#), social media, flyers, videos and more  
[Adobe Express](#) for creating designs & videos  
[Free photo websites](#) you can use, credit where needed





**Gather**

Repurpose from the start





# How can you capture content to help with repurposing?

Quick conversation and answers in chat when you come back



## A few ideas

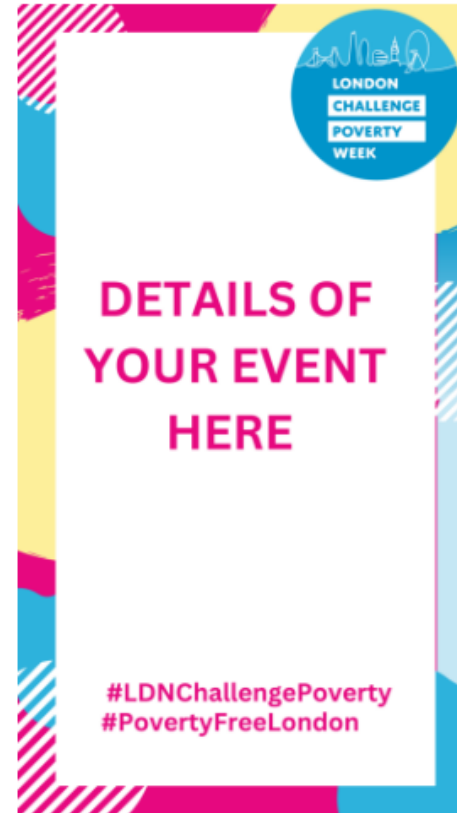
- ✓ Take 10 photos when creating video
- ✓ Edit images for different platforms
- ✓ Set up any templates
- ✓ Pre-write social posts for live sharing
- ✓ Zoom chat into quick social posts
- ✓ Set a question everyone answers



## Editable Images

Click on the image below to access the template – you can make changes, then save and share your own version of the image. Use them to promote your own events during Challenge Poverty Week.

## Instagram posts and stories



<https://londonchallengepovertyweek.org.uk/resources/>

# Demo: Zoom chat into posts

What worries you about the cost-of-living crisis at your organisation?

Answers in chat



A young boy with short hair, wearing a grey t-shirt and bright green earbuds, is looking intently at a laptop screen. He is sitting at a desk in what appears to be a classroom or computer lab. In the background, another student is visible, wearing a green shirt and a headset, also working on a laptop. The scene is brightly lit, and the background is slightly blurred, focusing attention on the boy in the foreground.

# Tweak

Small changes for audience or channel



# How can we tweak the content we already have

Answers in chat



North London Cares added a photo and a video.  
March 15 at 7:19pm

"Well, I would say it likely involves plenty of creativity and energy..."  
That's what Sheila thinks a hip-hop dance might look like. And she's right! David, Roy and Caroline all took a leaf out of Damien's book and got down in Kentish Town today. Damien runs B-Better, a Camden-based dance collective and he shared his moves, his story and his enthusiasm with neighbours today - they gave him plenty of energy and attitude in return.  
As you can see from Virdon's t-shirt (won for "best dab") - hip-hop lives!



Like Comment Share  
31  
2 shares

northlondoncares  
20 likes  
northlondoncares In Kentish a #hiphop #dance class, it tu sass that counts and we've g that to go round! #kentistown #camden #islir #neighbours #friendship #nc #london  
Log in to like or comment.

North London Cares @NorthLDCares - Mar 16

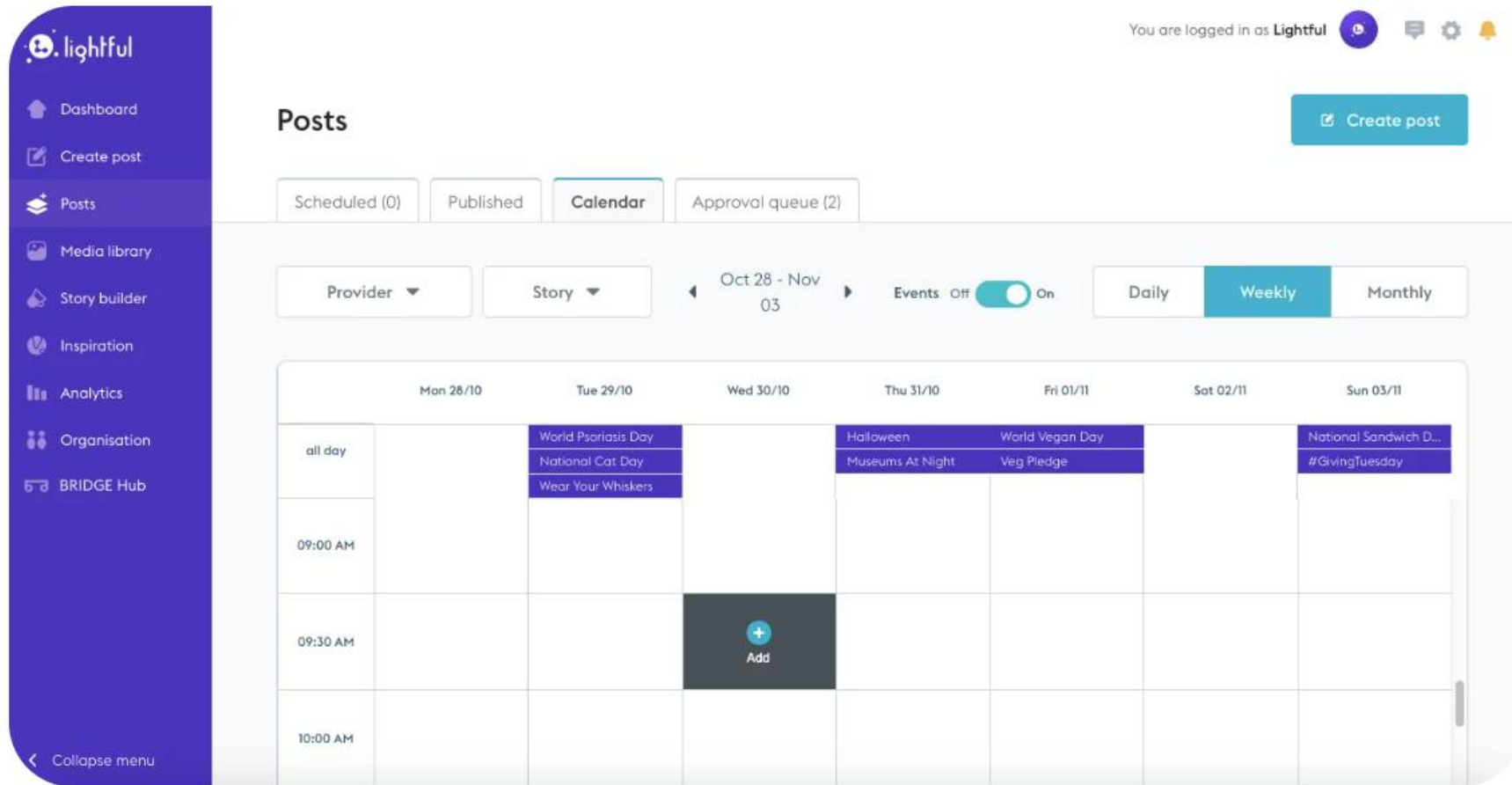
"I don't believe it. I'm going to wear it home!" - Virdon, winner of 'best dab' yesterday, loved her prize. #HipHop Lives in #KentishTown



B-Better HipHop Org., KTCC, T Damien Anyasi and AgeingBetterinCamden  
1 3 8



# A scheduling tool might help



## Lightful

- ✓ Free for life.
- ✓ Unlimited scheduling.
- ✓ Up to 2 social profiles

Lightful: [Five Steps to Create a Social Media Content Plan](#)





**New post** Bread N Coffee Org Select campaign Feedback

**Publish to** Clear accounts  
bread\_n\_coffee x bread\_n\_coffee x  
Bread & Coffee x

**Initial content** 75 / 280  
Words can't espresso how much we love coffee. #CoffeeForever #FromBeanToCup

**Media** Open media library  
download.jpg  
Source: Upload  
Size: 13kB  
Edit image Create alt text  
Select files to upload Browse your media

Twitter  
Bread Coffee @bread\_... + Just now  
Words can't espresso how much we love coffee.  
#CoffeeForever #FromBeanToCup

Social networks regularly make updates to formatting, so your post may appear slightly different when published. [Learn more](#)

Publish directly Schedule for later Post now

Example from Hootsuite on using their social media composer tool.

There's a course too.



# Different versions for different people

## Tips for a successful online meeting with Mind

### Getting the best sound

If you have headphones you may want to plug these into your phone or your computer/laptop. Lots of brands of headphone enable you to have conversations with others. Look out for a little speaker on the left earphone below your mouth. It's probably tiny!

It can help to minimise the sound for other people in your household too.

If it becomes noisy where you are, you can always mute your audio. If this is a group call, Mind may ask everyone to mute their microphones, and unmute only when you need to speak.

### What's in the background?

If you are joining our meeting using video we will be able to see you. Have a think about what's behind your head or upper body when you are on camera. Are there photos of your friends and family clearly visible? Or something else that you would prefer to be private.

It's better to try and find a spot with as plain a background as possible. Simply turning a chair around or slightly changing your position can make a big difference.

### Getting comfortable

Sometimes it's hard to find the space to talk to someone privately. Is it possible to find only you can use? If not, is there a quiet corner. And does the internet or your phone work in that space?

You might also want to prop your phone or tablet up against something so you're not having to hold them throughout the call.





## GETTING THE BEST SOUND

If you have headphones you may want to plug these into your phone or your computer/laptop. Lots of brands of headphone enable you to have conversations with others. Look out for a little speaker on the left earphone below your mouth. It's probably tiny!

It can help to minimise the sound for other people in your household too.

0:09 / 2:07



# Demo: Quotes into video using Canva

Audio effects Adjust



You could also use Adobe Express.

You could also use photos and put the captions over the top. Or simply re-size and existing video.



# Creating a video from audio



Quick DEMO. Then you'll then repeat

The screenshot shows the Headliner video creation interface. At the top, a progress bar has four steps: 'Audio Selected' (checked), 'Audio Clipped' (checked), 'Square' (checked), and 'Customize' (active, indicated by a '4' in a blue circle). Below the progress bar, the main workspace is split into two panels. The left panel displays a white audio waveform on a black background. The right panel contains a grid of six customization options: 'TEMPLATES' (video icon), 'WAVEFORM' (bar chart icon), 'IMAGES' (image icon), 'TEXT' (letter 'A' icon), 'PROGRESS' (diagonal lines icon), and 'BACKGROUND' (brush icon). At the bottom, a white text input field contains 'Quote\_for\_audio\_training', a character count '24 / 255', and a blue 'CREATE' button.

# Exercise: Creating a video from audio



1. Go to [Headliner](#) and create a free account
2. Download our [short audio file](#) about digital poverty
3. Upload into Headliner
4. Trim the beginning and end
5. Choose a waveform for your file
6. Export as an MP3



Break  
5-10 minutes



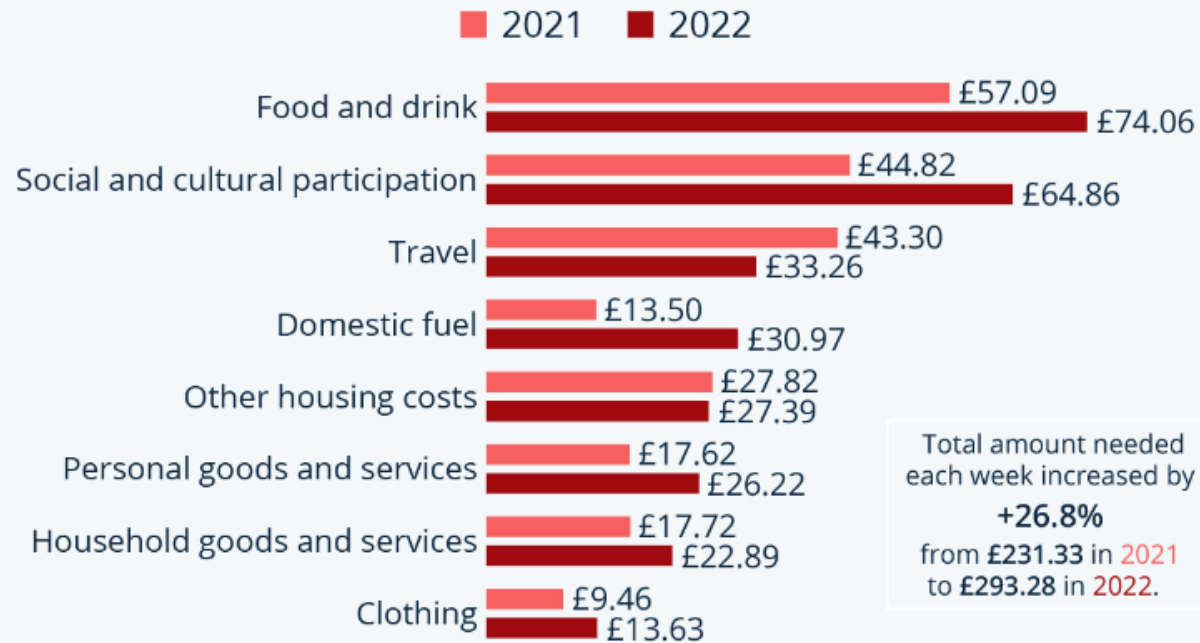


# Break it up

Break the whole or build up from the small

# A Breakdown of the Rising Cost of Living

Amount needed each week for a single working adult to reach the minimum standard of living in the UK\*



\* Excluding rent and childcare  
Source: Joseph Rowntree Foundation



statista



## How could we make this chart go further?

Answers in chat





# MEASURING POVERTY BASED ON HARDSHIP



**100,000  
CHILDREN**

LACK THREE  
MEALS A DAY  
OR A WARM  
WINTER COAT



**400,000  
CHILDREN**

GO WITHOUT  
FRESH FRUIT OR  
VEG AT LEAST  
ONCE A DAY



**3.2m  
CHILDREN**

DON'T HAVE  
A ONE-WEEK  
HOLIDAY ONCE  
A YEAR

Each of these three facts from [CPAG](#) adds up to a bigger picture but you could use each as a separate item in the lead up to sharing it.



# Listicles are another useful example

7 free and affordable online tools for simple and creative collaboration



*Refreshed article July 2022 (first published February 2021)*  
Superhighways has curated a range of free and low cost online tools that can help your small charity or community organisation be more creative when collaborating online.

- ✓ Turn each item into a social post
- ✓ Turn each item into a how to
- ✓ You have lots of knowledge – what could you share? E.g. 7 ways to combat the cost of living crisis



## A few ideas

- ✓ News item subheadings into [Twitter thread](#)
- ✓ Infographic or report into 5 x emails to specific / groups of people
- ✓ Edit webinar recording into short tips



A top-down view of a child with curly hair reading a blue book. The child is wearing a red and yellow striped shirt. Surrounding the child are several colorful sticky notes in shades of blue, green, yellow, orange, and pink, arranged in a semi-circle above the book. The background is a plain white surface.

# Recap

Summarise what's happened



# How can we create summaries of previous content?

Quick conversation, 1 idea, and answers in chat when you come back



## A few ideas

- ✓ Short story presentation of what you learned
- ✓ List of your top 5 social posts from an event
- ✓ Video of your photos, videos or quotes
- ✓ Wordcloud using [Wordit Out](#) of answers to a question
- ✓ Report using Adobe Express Page, Microsoft Sway or **Wakelet**



# Exercise: Create a **wakelet**

1. Go to Wakelet <https://wakelet.com/>
2. Sign up for your free account
3. Add:
  1. Text
  2. Link to your website
  3. Link to a social media post
  4. Add an image from Unsplash

You'll see that you can also add designs straight from Canva!





# Renew

Refresh your content to make it go further



# Repost straight away



**Superhighways** @SuperhighwaysUK · Sep 11



\*Just 2 days left\* to apply for our new Tech & Digital Support Adviser role.

Use your [#Tech](#) & [#Digital](#) expertise to help deliver our Digital Foundations programme with [@HEAR\\_Network](#) [@refugeecouncil](#) & [@VoiceOnlineCom](#)

[#CharityJob](#) [#Tech4Good](#) [#London](#)



[superhighways.org.uk](https://superhighways.org.uk)

Tech and Digital Support Adviser - Superhighways

Join us to enable small charities and community groups gain the digital skills and tech infrastrucur...



Not  
duplication  
but building  
on the  
previous  
content



# Build on success

Jan 2020

## Top performing pages

Page	Clicks (web)
<a href="https://superhighways.org.uk/">https://superhighways.org.uk/</a>	155
<a href="https://superhighways.org.uk/latest/10-online-tools-to-create-smal/">https://superhighways.org.uk/latest/10-online-tools-to-create-smal/</a>	46
<a href="https://superhighways.org.uk/training-advice-and-technical/training/">https://superhighways.org.uk/training-advice-and-technical/training/</a>	33

- ✓ [Facebook Page Insights](#)
- ✓ [Twitter analytics](#)
- ✓ [Instagram Insights](#)

Feb 2020

## Top performing pages

Page	Clicks (web)
<a href="https://superhighways.org.uk/">https://superhighways.org.uk/</a>	139
<a href="https://superhighways.org.uk/latest/10-online-tools-to-create-smal/">https://superhighways.org.uk/latest/10-online-tools-to-create-smal/</a>	34
<a href="https://superhighways.org.uk/training-advice-and-technical/training/">https://superhighways.org.uk/training-advice-and-technical/training/</a>	26

May 2020

## Your content achievements

Top growing pages  
Compared to previous month

Page	Clicks (web)
<a href="https://superhighways.org.uk/">https://superhighways.org.uk/</a>	+27
<a href="https://superhighways.org.uk/latest/zoom-security-tips/">https://superhighways.org.uk/latest/zoom-security-tips/</a>	+20
<a href="https://superhighways.org.uk/latest/10-online-tools-to-create-smal/">https://superhighways.org.uk/latest/10-online-tools-to-create-smal/</a>	+18



There is no achievement, in the history of human civilisation, that has ever been accomplished by any means other than as a sequence of doable actions.

Oliver Burkeman, [The Imperfectionist](#)





List 10 ways  
you will share  
your own  
content





Don't forget  
your...



# 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 in London Challenge Poverty Week  
[sorreiparsons@superhighways.org.uk](mailto:sorreiparsons@superhighways.org.uk)



# Free Catalyst services

---

## Training

- [Design Hops](#): A workshop to help charities redesign services for digital access
- [DigiShift](#): Monthly Zoom calls for charities, with advice on best digital practice
- [Learn Design Thinking course](#): Video course on the methods of design thinking
- [The Curve](#): 90-minute workshops on best digital practices and tools

## Self-paced learning

- [Catalyst newsletter](#): Fortnightly newsletter with news, events, blogs & resources
- [Catalyst resource library](#): 100+ resources for charities using digital

## Tools to help you implement digital projects

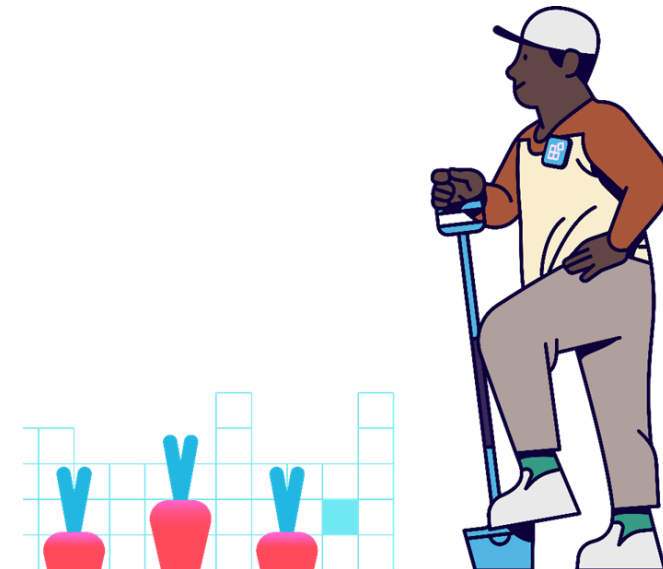
- [DigiSafe](#): A step-by-step digital safeguarding guide, designed for charities
- [Digital Toolkit](#): 25 tools to help guide the development of a digital product or service
- [Open working toolkit](#): Tools and templates designed to make open working easy

## Connect with peers and digital experts

- [Coffee Connections](#): A service connecting third sector peers for a virtual chat
- [Data Collective](#): A community for people using data in the social sector
- [Digital Candle](#): One hour of expert digital advice for nonprofit organisations
- [Digital Trustees](#): 30-minute board sessions, and charity / digital expert events
- [Dovetail](#): A directory of Tech for Good specialist digital, data and design agencies

## See what other nonprofits are doing in digital

- [Catalyst Medium](#): Regular weeknotes, reflections & thoughts from across the network
- [Service Recipes](#): Practical guides on digital services, written by charities for charities.







# Thank you for taking part today

**Sorrel Parsons**

[info@superhighways.org.uk](mailto:info@superhighways.org.uk)

[www.superhighways.org.uk](http://www.superhighways.org.uk)

@SuperhighwaysUK



**superhighways**

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