



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

10 Ways to Share

Making the most of your content

What we'll cover today

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



Not all stories work the same way – you need to use the right frame

“ Our economy creates powerful currents that can pull people into poverty, like low wages or increasing living costs. ”

[JRF Poverty Reframing Toolkit](#)

[The Frameworks Institute: Reframing 101](#)




My story to get here is all-too-familiar for families in England: my mum worked full-time, earning minimum wage to make sure we always had a good evening meal on the table.

But it was not enough.

The system was not built for families like mine to succeed, regardless of how hard my mum worked.

Marcus Rashford's open letter to MPs

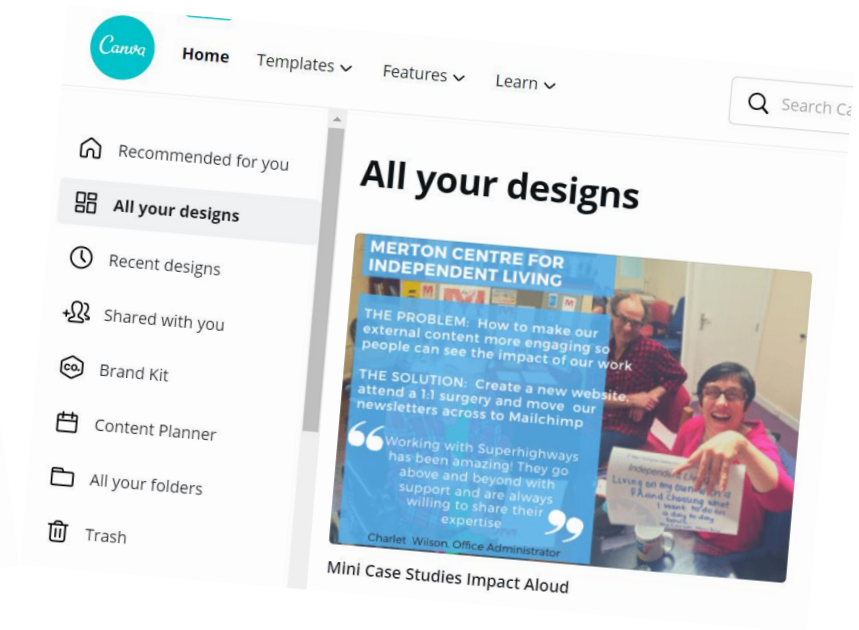




What's in
my
toolbox?
Answers in chat



A few ideas...



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



Reuse nightmares: what's stopping us?

Poll? Sharing in doc?
Jamboard





Gather

Repurpose from the start

A young boy with short hair, wearing a grey t-shirt and bright green earbuds, is focused on a laptop screen. He is sitting at a desk in a classroom. In the background, another student is visible, wearing a green shirt and a headset, also working on a laptop. The scene is brightly lit, suggesting a modern educational environment.

Tweak

Small changes for audience or channel

Let's create a mini graphic

Have you got a brief impact story or number you can share?

In chat please.

And I'll try and turn one into a graphic!



Break
10 minutes





Break it up

Break the whole or build up from the small

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

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

wakelet

Save, organize and tell stories with content from around the web

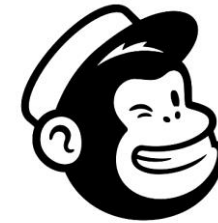
Sign up for free

Create a quick collection

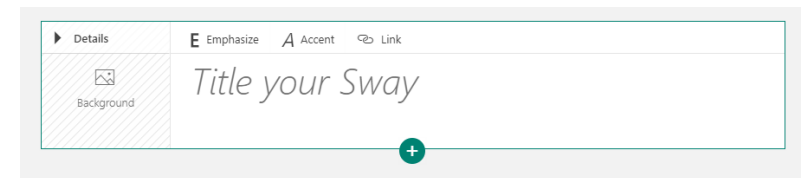
It's a tool to turn many links into one
No sign up needed



Spark Page



mailchimp





Renew

Refresh your content to make it go further

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

Form list & share
back?



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





Thank you for taking part today

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