INTRODUCTION

Build my community website in 7 weeks

superhighways
harnessing technology for community benefit

What we'll cover today

- ✓Meet each other
- ✓Goals for your website
- ✓Overview
- ✓How your website might look
- ✓Start planning your website
- ✓Apply for your Voice website

How will your new website help your organisation?

Impromptu networking

- ✓ In pairs in breakout rooms
- ✓ 3 times
  - ✓ 4 minutes
  - ✓ 3 minutes x 2

Think about what you really need your website to do for you?

What's your goal?

Make a note in chat about the main goal or goals of your website.

Answers in chat

Digital Foundations

Small charities and community groups will have the **digital skills** and **tech infrastructure** they need to run their organisation and amplify their impact

What devices, software and online tools we can use. And how can they all fit together into a simple everyday system?

Partnership and funder

Five year partnership programme:

- ✓ Refugee Council
- ✓ HEAR Equality and Human Rights
- ✓ Voice Online Communities CIC

COMMUNITY FUND

Lots of help on offer

- ✓60 minute training series e.g. cyber security
- ✓One-to-one advice
- ✓Setting up the right system for you
- ✓Free community websites
- ✓Build My Community Website in 7 Weeks training

More to come soon…

Home | About Voice | Showcase | Noticeboard | Websites A-Z | Help

Voice is a free website builder for all charity, community, not-for-profit, and voluntary groups in the UK.

View example sites or Apply for a free website and see for yourself.

Apply for a free website

https://e-voice.org.uk/

Build My Community Website in 7 Weeks

Hello and welcome to our new training programme to help you build a simple website.

How this course will run

This is a weekly training course, usually on Wednesday between 10am and 12pm. Each week will usually be 1.5 or 2 hours long. Trainers will stay online for up to 30 minutes after the training to help if you want to keep working or ask more questions.

We may use digital products or online templates for learning. We will teach you how to use them, so do not worry if you have never used them before. Please bring a pen and paper if it helps you.

Requirements

To take part you will need a laptop or computer device. This is important for weeks 4, 5 and 6, when you will be building your website.

See the

Training Modules

How we'll work together

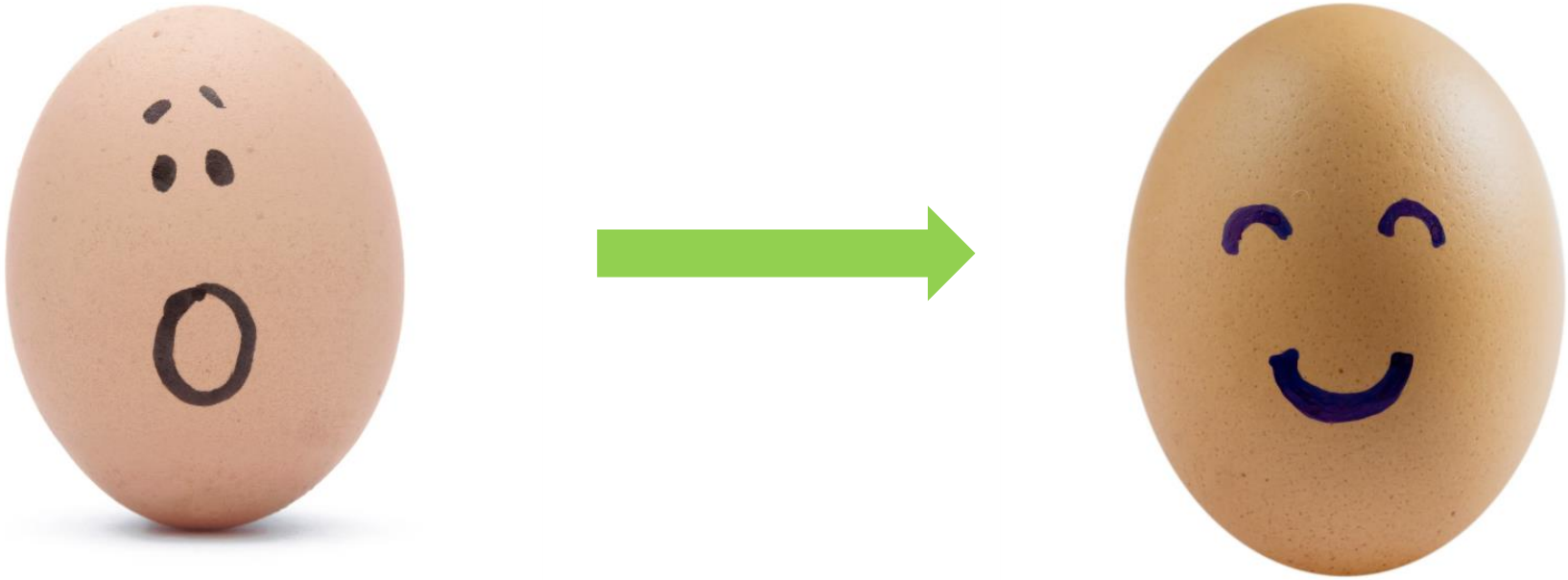
Planning and writing

Follow each step. Recordings available

Text and images to practice with

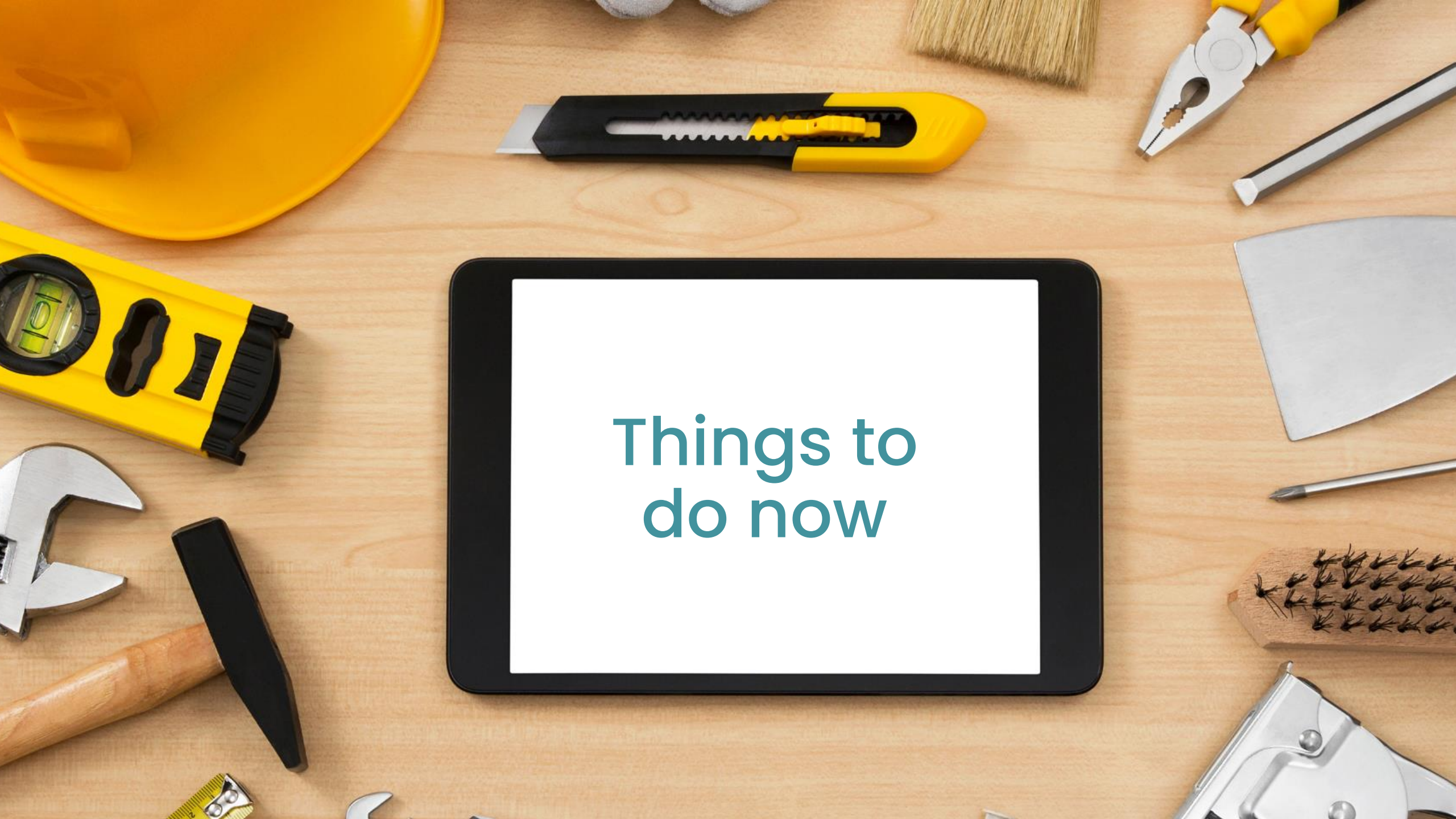
Share with each other

What helps you to learn and work?



Answers in chat

Break
10 minutes


Things to
do now

Five planning actions

1. Domain name provider log ins
2. Focus on visitor actions
3. Start writing
4. Gather your assets e.g. photos
5. What you need versus what can wait

1. Domain names (free - £20 per year)

I need one / have existing

- ✓I want my website to be .org.uk
- ✓We're using one for our email address
- ✓You do not need hosting for your website
- ✓You do not need an SSL (site security certificate)

It's not important right now

- ✓e-voice.org.uk/mywebsite
- ✓You are using a personal email address e.g. myname@gmail.com
- ✓You do not need hosting for your website
- ✓You do not need an SSL (site security certificate)

2. Focus on your visitor actions

As a [who are you?]

I need [what do you need to do?]

So that [why do you need to do this. what is the purpose?]

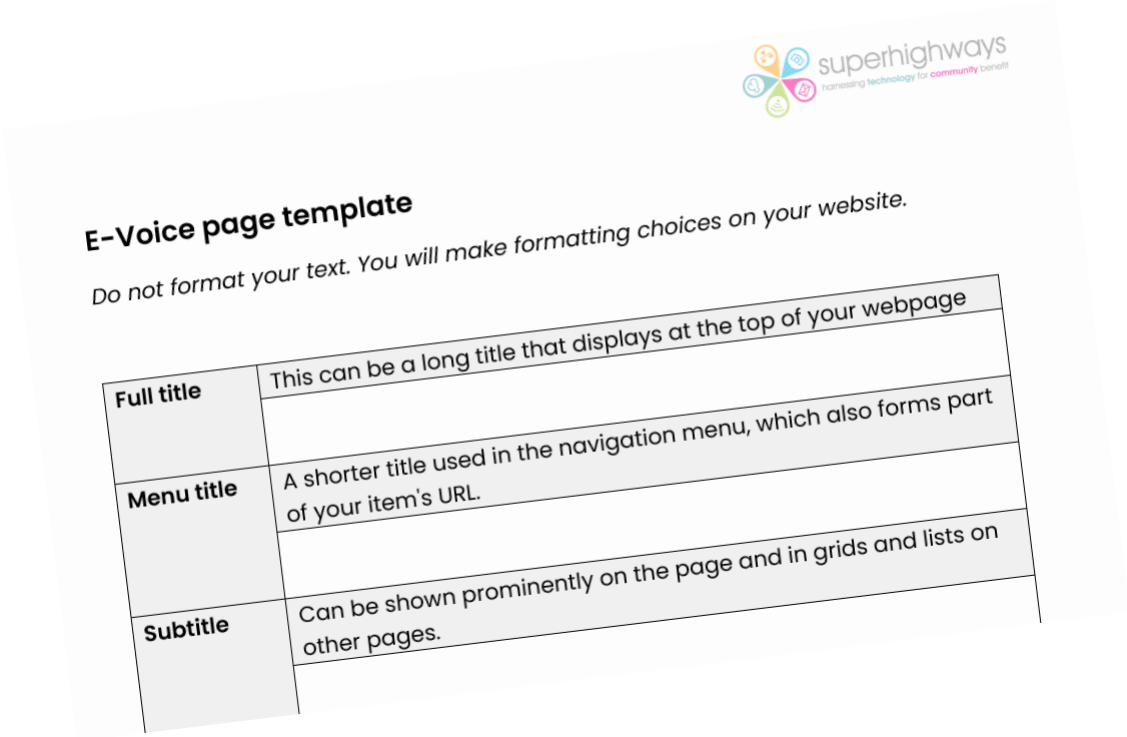
It's useful to have a good idea of what people genuinely need from your website. User needs statements are a way of putting yourself in someone else's shoes.

2. Focus on visitor actions

What are one or two actions you would like your main visitors to take?

Answers in chat

3. Start writing



E-Voice page template

Do not format your text. You will make formatting choices on your website.

Full title	This can be a long title that displays at the top of your webpage
Menu title	A shorter title used in the navigation menu, which also forms part of your item's URL.
Subtitle	Can be shown prominently on the page and in grids and lists on other pages.

You can use this Word doc template to start writing your copy. Would you like it in another format?

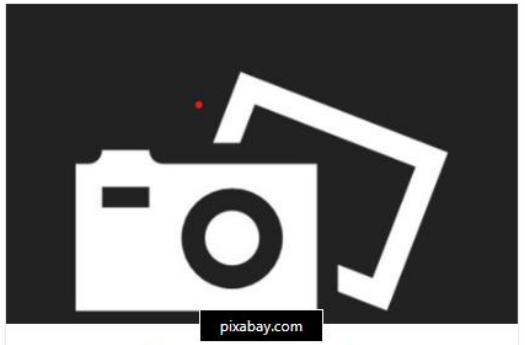
4. Gather your ‘assets’

Note: ‘Free’ photos are those that are clearly labelled with a Creative Commons licence

[Our list of photo libraries]

Free photo websites

Free photos you can use for your small charity or community organisation. New photos added everyday and where attribution is not always required (check the details of each photo before using it as you may need to get credit the author according to the Creative Commons Licence)



Free Images - Pixabay

Over 1,143,305 high quality photos, illustrations, and vector graphics. Free for commercial use. No attribution required.

VIEW MORE

Free stock photos · Pexels

Free stock photos you can use everywhere. ✓ Free for commercial use ✓ No attribution required

VIEW MORE

5. What you need versus what can wait

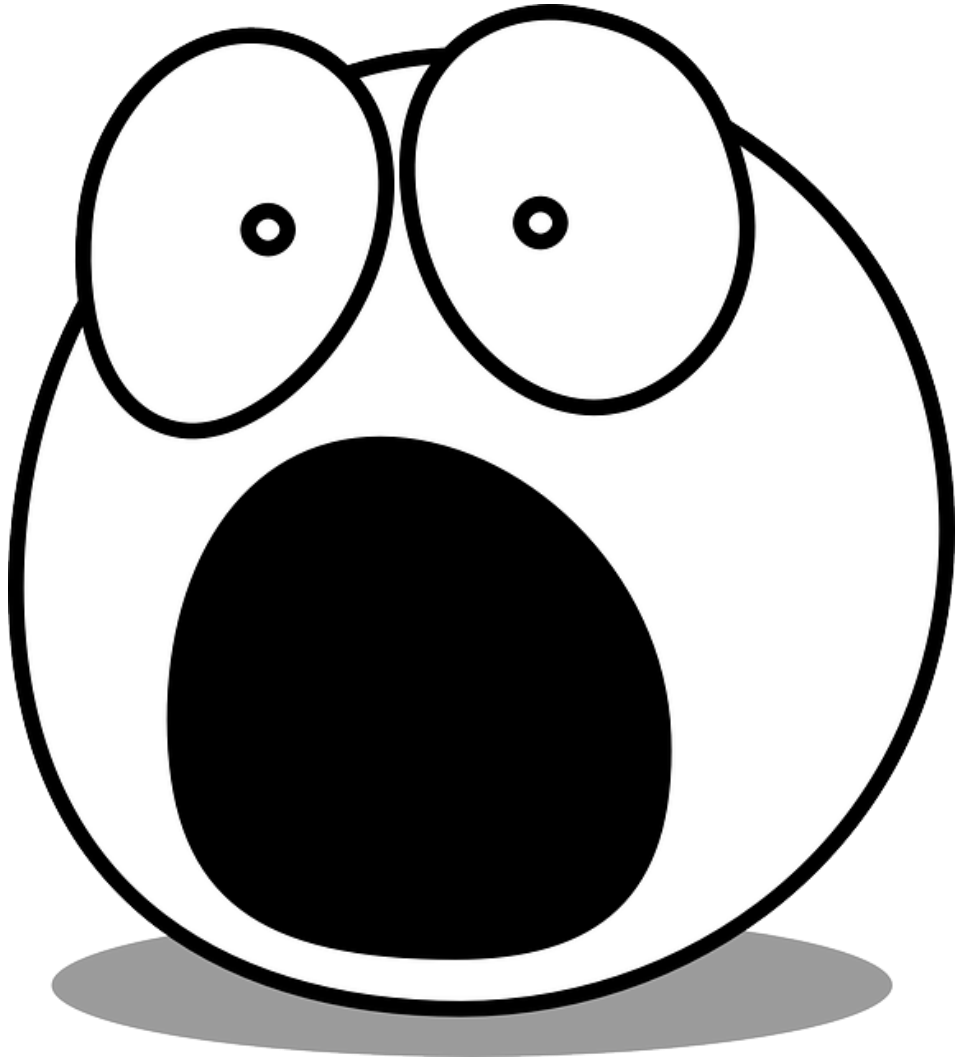
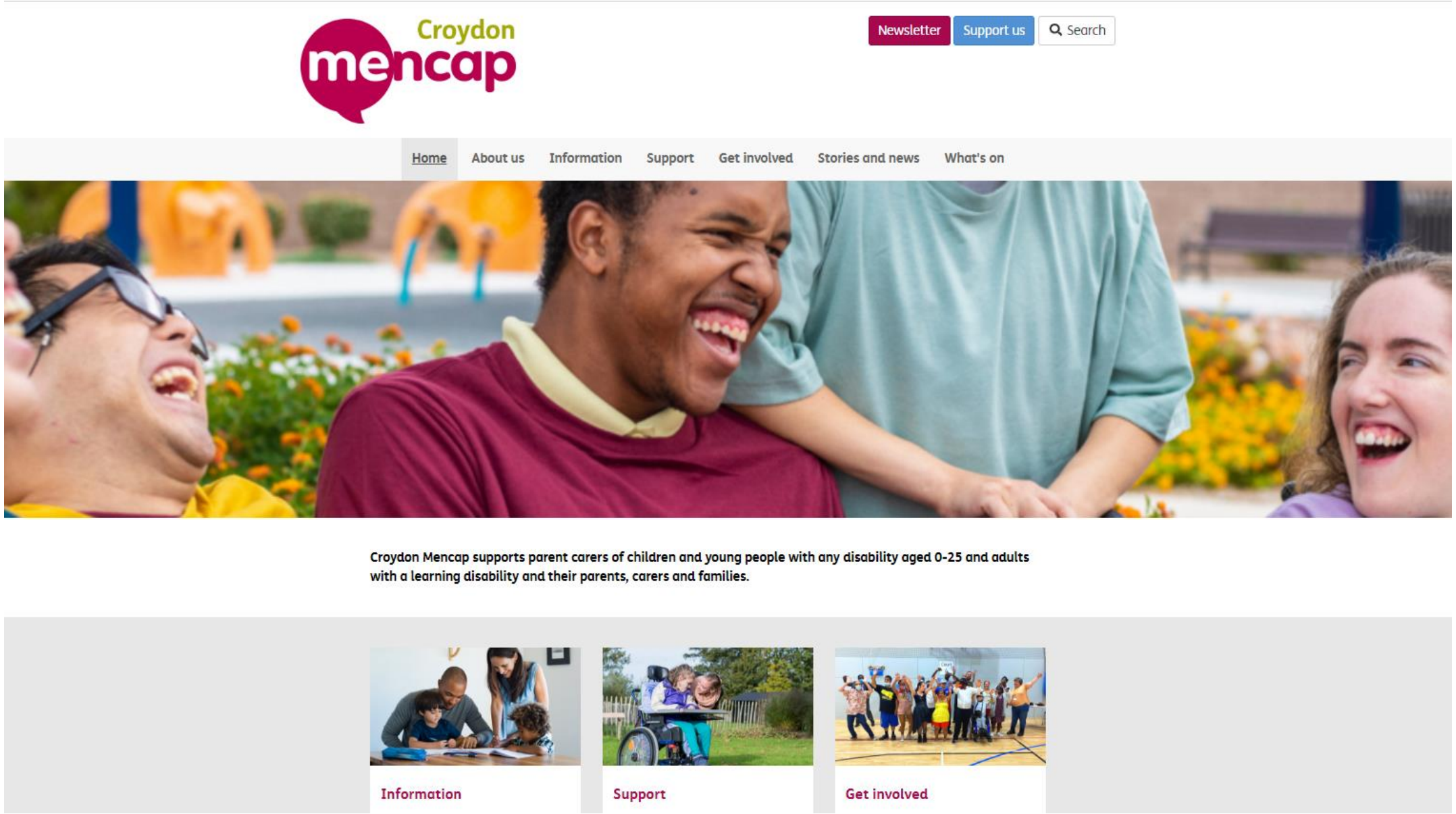
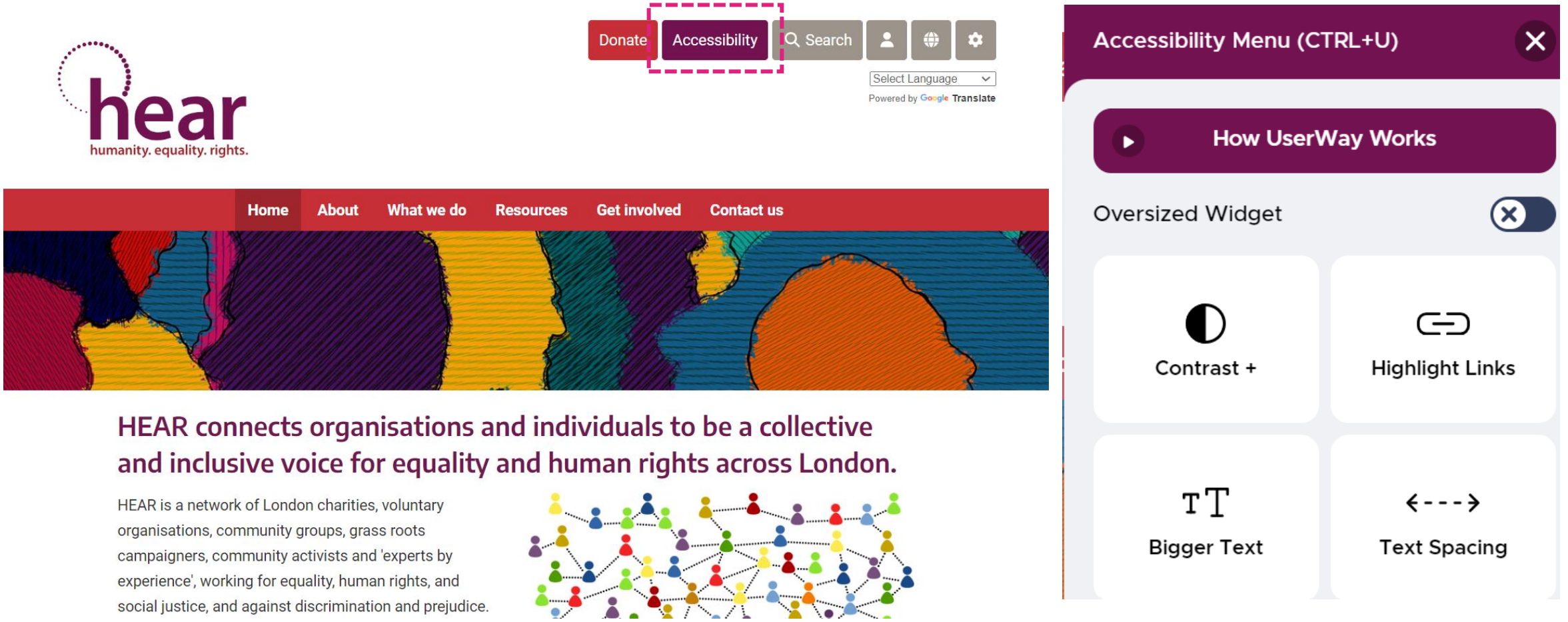


Image by OpenClipart-Vectors from Pixabay



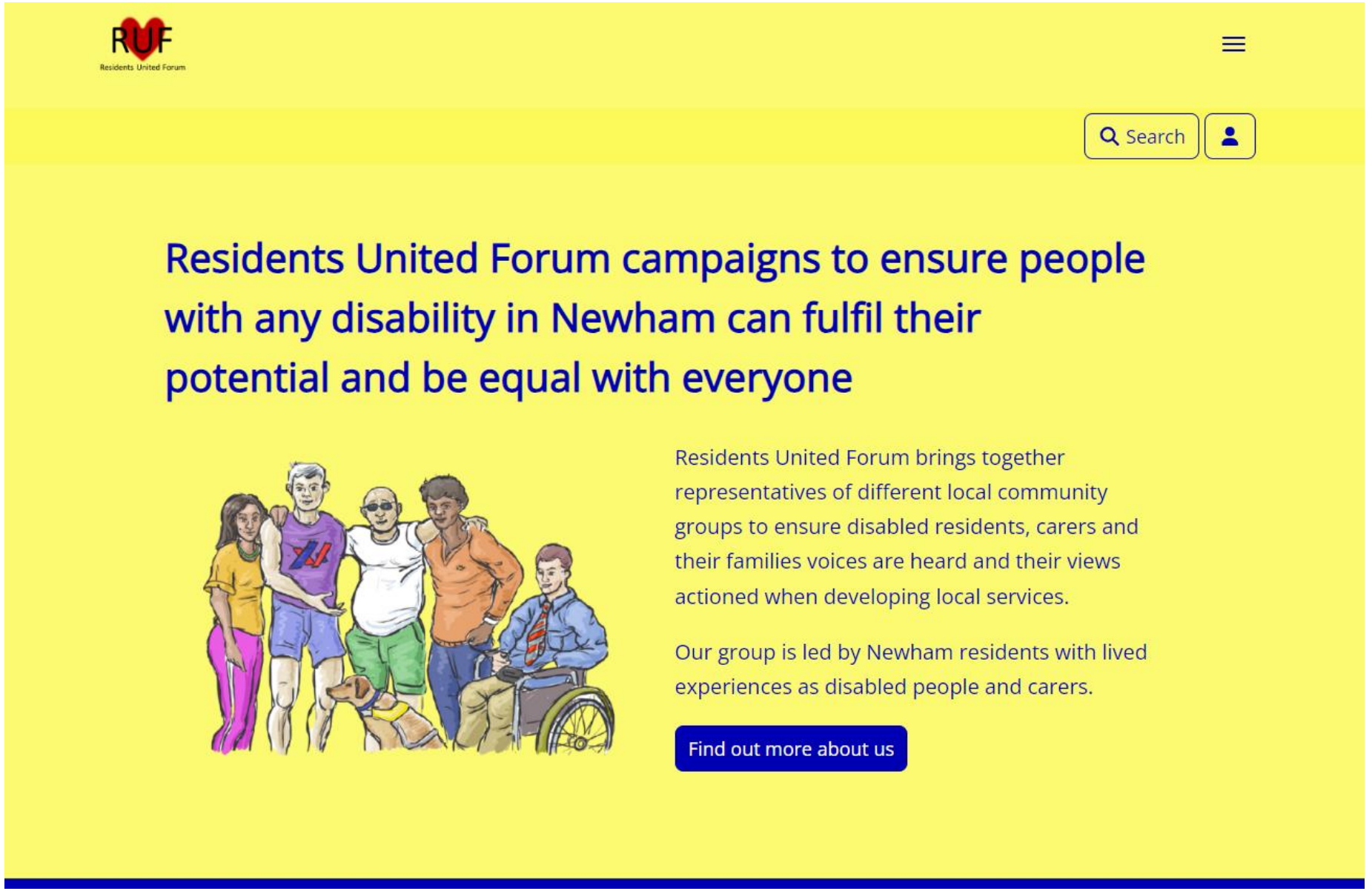
An example of a Fresh theme in action: [Croydon Mencap]



HEAR uses the Fresh theme too.

They have added a free website accessibility widget called User Way.

Crowdfund Kingston is a very simple website using a ‘Bootstrap’ theme



Residents United Forum uses a right-hand menu (mobile only) theme called Clarity.

Voice help also uses the theme

Week 2: Writing for websites and search engines

Wednesday 1st November, 10am to 12pm

Actions:

1. Find 3 websites you like e.g. look and feel, functions, what it helps you to do
2. Sort photos and other assets into a folder you can access
3. Start listing the things you need

Apply for your website

1. Click on Create your free website today button
2. Fill in the basic details (you can edit them later)
3. You will receive an email
4. Check your junk mail

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.

Thank you for taking part today

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superhighways
harnessing technology for community benefit