

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



What we won't do

- ✓ Have a perfect plan
- ✓ Explore individual channels e.g. social media



How we'll do it



- ✓ Answers in chat
- ✓ Complete your template
- ✓ 5-minute exercises
- ✓ 3 or 4 short breakouts for peer sharing
- ✓ Thinking time for you
- ✓ Break



What's your communications role?

Enter the number in chat.

1. Full time

2. Part time

3. No time!

4. It's someone else's role

5. Share with other people

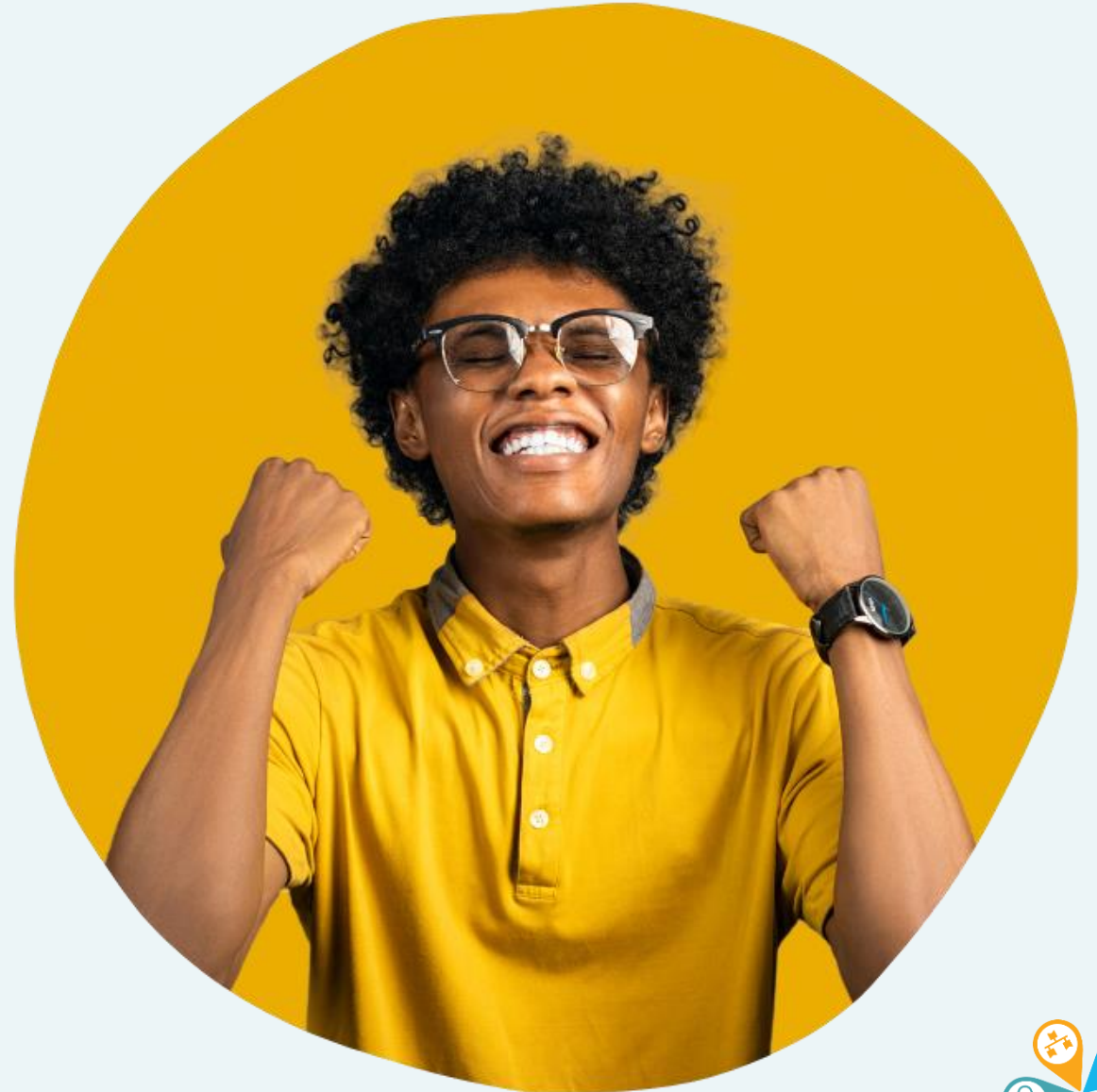
6. Only for my project

7. Something else (write in chat)



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

- Quick conversation
- In pairs 5 minutes
- Answers in chat when you get back





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



Strategy is the big picture

Where
you are
now



Where you
want to be



And what you
leave out



You can have a plan
without a strategy but not
a strategy without a plan.



Tactics for choosing comms objectives

What's your focus?

Enter the number in chat.

1. Business plan goal

2. Help meet an outcome

3. Strength (e.g. from SWOT)

4. Weakness (e.g. from SWOT)

5. Specific project goal

6. An event

7. Campaign

8. Something else (write in chat)



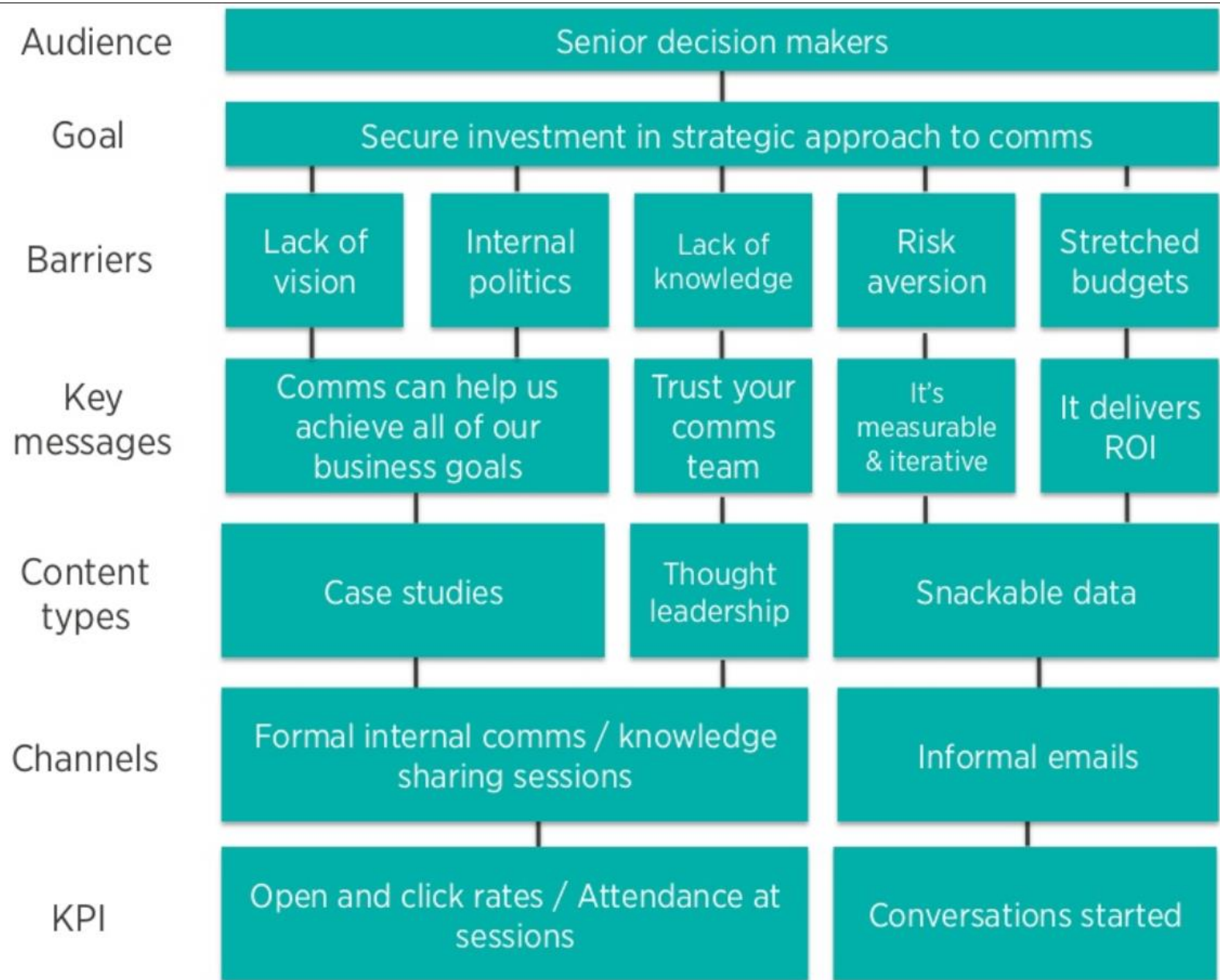
No one size fits all



Image by Robert Owen-Wahl from Pixabay



An example of communications planning



What does success look like?

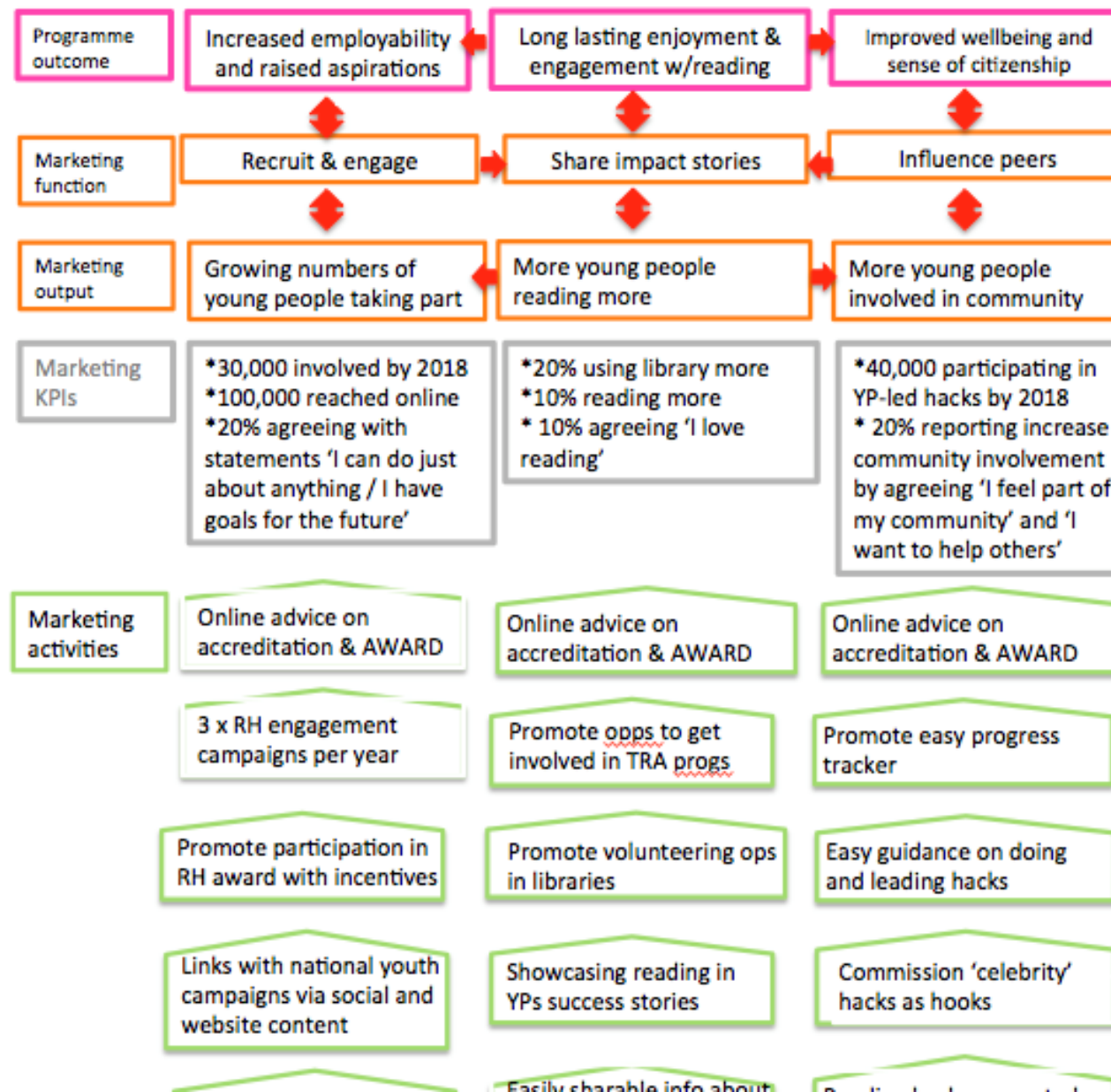
[Charity Comms event: value of comms](#)



Here's another based on outcomes

[Using a Theory of Change to write strategies:](#) Red Pencil blog

Reading Hack marketing and communications strategy for young people - DRAFT



A smaller outcomes example

Blends organisational outcomes and organisational or communications objectives

OUTCOME

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 objectives

S **M** **A** **R** **T**

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



SMART objectives

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 first quarter 2024

Recruitment: Identify 5 x potential volunteers as leads from LinkedIn by June 2024



Example aim and objectives

Business plan aim:

"We will double the number of local people we support over the next three years."

Communications strategy aim:

"The aim of this strategy is to raise the profile of our organisation locally by communicating more effectively."

Objectives:

- *Increase the number of people self-referring to the service from 200 to 600 by the end of the financial year*
- *Form referral partnerships with three local NHS services by December*
- *Increase the number of men accessing the service by 20% by this time next year.*



What's your goal / SMART objective?

Complete your template



Define your audiences

What does this mean and why should we do it?

It's no good having powerful, or potentially even life-changing messages if you are unclear on who to share them with! So it's important to think about this.

How to do it

Make a list of everyone you want to reach. Think about what you want to achieve and who you need to reach in order to achieve your goals.

We've made a start with some suggestions below. Tick the ones that are relevant to your organisation, especially those from your local region and/or the topics you work on, and **use the blank space to add your own.**

- Local Authority
 - Donors
 - Local commissioners
 - MP
 - Police
 - Policymakers
 - Potential donors
 - Service users
 - Service users' family and/or friends
 - Trustees
 - Central government
 - NHS
- _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____



Define your audiences

1. List them
2. Prioritise them



List some specific people and places

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



When 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.



Audiences

Complete your template

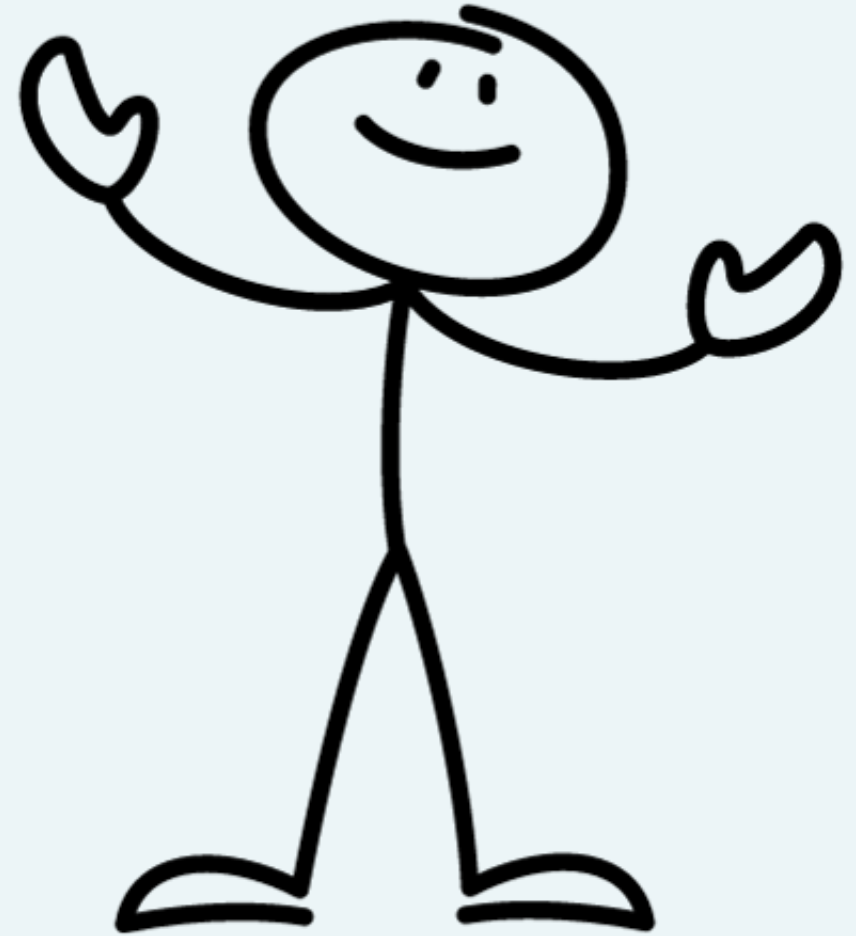
1. List your audiences (2 minutes)
2. Choose two (three max) that can help you achieve your goal /objectives



Imagining who we are talking to.

What needs do they have? What interests them? What goals do they have?

- Quick conversation
- In pairs 5 minutes
- Answers in chat when you get back



Take it a step further: creating detailed personas



PERSONA CANVAS FOR CHARITIES

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. <input type="text"/>	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. <input type="text"/>	FACTS List some basic demographic information. Age <input type="text"/> Gender <input type="text"/> Location <input type="text"/>	RELATIONSHIPS Who does this persona have in their lives? Think about family, friends and professional connections. <input type="text"/>
ACTIVITIES What do they do on a day-to-day basis? This could include work, hobbies and habits. <input type="text"/>	DIGITAL BEHAVIOUR Where can you find them online? List their preferred social media channels, news and shopping websites. <input type="text"/>	WIDER WORLD What trends in society affect and/or preoccupy them? These can be positive, negative, or a mixture of both. <input type="text"/>	FEELINGS How do they feel at this point in time? <input type="text"/>



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](#), [Instagram Insights](#), [LinkedIn Analytics](#))
- ✓ Have a look at similar organisations or people on social media or newsletters – what's their tone & messaging?



After the break...

Using your object from home, describe your organisation.

Here's my example.



Break
10/15 minutes



Welcome back

- Using your object from home, describe your organisation
- In pairs
- 1 minute each!
- There's no right or wrong
- Quick reflections when you get back



The next step in your planning

Be on the right platform
with the right message
for the right audience





Think

Feel

Do

Think, Feel, Do is a planning tool to help you communicate



It can be a before and after too: Let's imagine you run fitness activities...

Think

I've put on a bit of weight over winter. It's harder to get fitter in my 40s

Feel

Sluggish and a bit down. Bit overwhelmed by choices.

Do

Work long remote hours. Like to run a bit.



An example of Think, Feel, Do

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

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

[Lloyds Foundation guide](#)

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



Think Feel Do

Complete your template



Key messaging makes you memorable

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.



Macmillan Cancer example

Whatever it takes

Macmillan is here to do whatever it takes to help everyone with cancer live life as fully as they can. If you or someone you care about has been diagnosed with cancer, we're here to help.



Benefits of working at Macmillan

At Macmillan, we want you to have the tools you need to do whatever it takes to support people living with cancer. Equity, diversity and inclusion, and staff well-being are at the heart of everything we do.

[Read more about the benefits of working for Macmillan and our pension scheme.](#)



Macmillan Cancer Support
December 29, 2023 at 10:08 AM

As the year draws to a close, we want to spotlight a family who have done so much for us over 2023. Daddy May Cooks your strength and determination to do whatever it takes for people living with cancer has been admirable 🙌 We can not wait to see what incredible challenges you get up to in 2024 on your #Million4Macmillan journey. Thank you! 🍀

it is literally 50 meters in front of us.

0:18 / 1:29

117

1 comment 2 shares



Shelter tone of voice in messaging

Be proactive

Write with energy, authority and power. Write to get stuff done.

We are: fearless, decisive, active

We're not: cautious, neutral, passive

Do say:

✓ **Let's ride**

Saddle up for the ultimate cycling challenge. Fight with us to end the housing emergency.

Get involved >

Don't say:

✓ **Cycle to end homelessness**

Please join us on our annual fundraising bike ride to raise vital funds for Shelter.

Find out more >



A campaign example

Trussell Trust Digital Toolkit

demonstrates use of different types of key messaging for the Keep the Lifeline campaign








What 'channels', or communications could we use?

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



It's not always the obvious choice

nextdoor

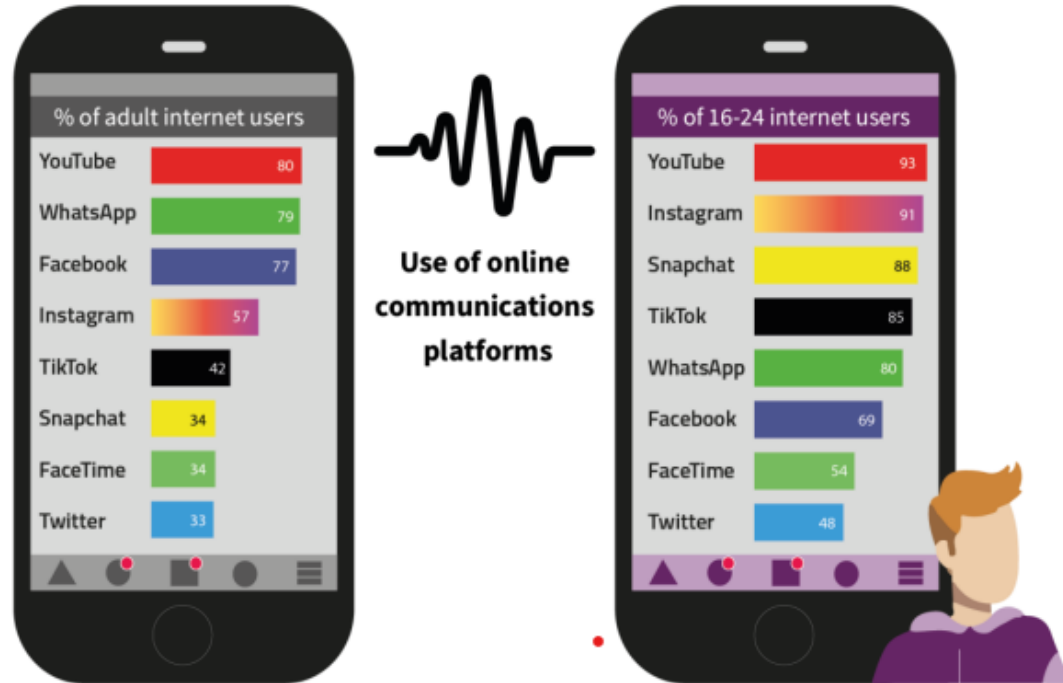
-  Home
-  Discover
-  For Sale & Free
-  Notifications
-  Messages

+ Post

ENFIELD DISPATCH



Use of Media in the UK



What people say
[Ofcom Adults' media use and attitudes 2023](#)

What people do
[Ofcom Online Nation 2023 Report](#)

Most popular social networks
[YouGov quarterly ratings](#)



JAN
2024

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL MEDIA USER IDENTITIES



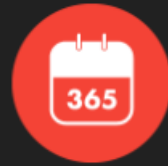
56.20
MILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES



0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES



-1.6%
-900 THOUSAND

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



1H 49M
YOY: -7 MINS

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



6.4

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION



82.8%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+



90.9%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET



84.7%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



49.9%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



50.1%

We Are Social & Meltwater: [Digital 2024 in the United Kingdom](#)



Which platforms or communications will you use to reach your audiences?

Complete your template.
We are now dropping into
the table.





Content planning toolbox

What resources do you
have or need?

What do your routine tasks look like?

For example: I want to reach digital champions on LinkedIn:

- ✓ Update my profile social profile
- ✓ Post twice a week
- ✓ Spend 15 mins a day training my feed and commenting on other posts
- ✓ Develop my personas
- ✓ Get staff involved in creating content/ideas or sharing
- ✓ Identify 5-10 super connectors



When and who?



Grid Board Charts Schedule ...



Open in Microsoft Teams Members ▾ Filter (0) ▾ Group by Bucket ▾

January

+ Add task

- General e-news
- Data science explained for small charities blo
- Tips for Office 365 working from home (Colir
- Office 365 back up options - when to consid

✓ 0 / 3

26/01



February

+ Add task

- Enews
- Qualitative data analysis- Lucy
- Windows 10 / Office 365 / One Drive log ins
- Southwark Data expedition blog - Kate
- Spotlight on ?

✓ 0 / 4

25/01



March

+ Add task

- General e-news
- Funder approach to systems for M & E - Mat

✓ 0 / 1

Due



Microsoft Planner example



Plan content & schedule posts with Canva Pro

The screenshot shows the Canva Pro Content Planner interface. At the top, there is a navigation bar with the Canva logo, a hamburger menu, and several dropdown menus: 'Design spotlight', 'Business', 'Education', 'Plans and pricing', and 'Learn'. On the right side of the navigation bar, there are icons for a monitor, settings, and a notification bell, followed by a purple 'Create a design' button and a circular profile icon with 'KT'.

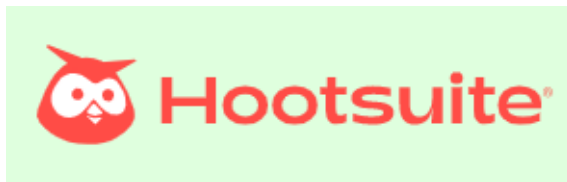
On the left side, there is a sidebar menu for 'katewhite's team' (Teams • 87). The menu items are: 'Back to Home', 'Apps', 'Recommended', 'Content Planner' (highlighted with a crown icon), 'Mockups', 'Product Photos', and 'Invite members'.

The main content area is a calendar grid for the month of August. The dates are arranged in two rows: 15-21 and 22-28. The 15th is highlighted with a grey circle. The 19th has a light blue box with the text 'Add an event!'. The 20th has a light blue box with the text 'Cheese Lover's ...'. The 25th is highlighted with a purple circle and has a light blue box with the text 'Opposite Day'. Below the 'Opposite Day' box is a social media post preview for 'dent Kingston?' with the text 'Tech Supp' and 'One to one suppo help you use you smartphone/ tab'. Below the post preview is a small image of a smartphone and the text 'Call Kingston Volunteer 020 825'.

Canva Pro is free for charities and CICs with charitable purposes with [Canva for Nonprofits](#)



Social/digital scheduling tools

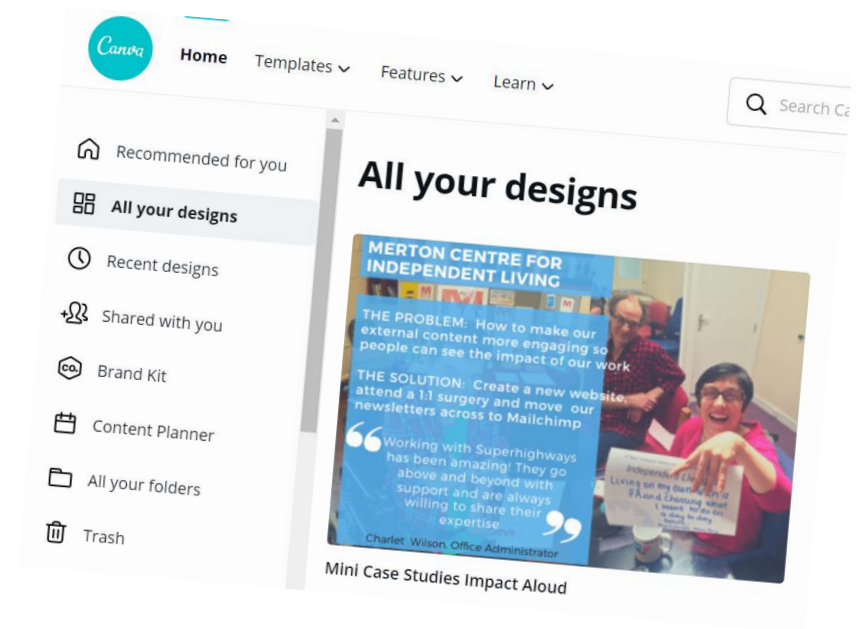


[The 7 Best Free Social Media Management Tools in 2022](#)

[Digital Communications Planner](#) Helpful Digital's Excel sheet



A few content creation ideas...



[Canva for graphics](#), social media, flyers, posters and more
[Adobe Express](#) for creating designs
[Free photo websites](#) you can use, credit where needed
[Copy AI](#) or Chat GPT for content ideas?



What will you measure?

Enter
the
number
in chat.

1. Newsletter
opens/clicks

2. Content
shares and
engagement

3. Number of
new email
enquiries

4. New
followers

5. Petition
sign ups

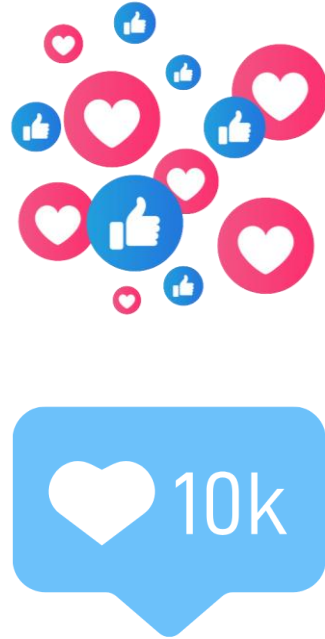
6. Event
attendance

7. Media
coverage

8. Something
else (write in
chat)



“I didn’t
know
that”



- ✓ Be realistic
- ✓ No vanity metrics!
- ✓ Real engagement
- ✓ Meaningful to your goal





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

Complete your template



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 us if you need some help
sorreiparsons@superhighways.org.uk



Complete your plan or try this with your 'team'

1 hour Communications Strategy Planning tool

1 hr Comm's Plan	
10 Minutes <ul style="list-style-type: none">• Why do we communicate?• Why do we want or need to communicate?• How does it contribute to our organisation objectives?	15 Minutes <ul style="list-style-type: none">• Who are our key audiences and what do we know about them?• Why do we want them to think, feel, do?
10 Minutes <ul style="list-style-type: none">• What are the key messages we want to get across in our communications?	10 Minutes <ul style="list-style-type: none">• Which methods will we use and what is the main purpose of each one?
5 Minutes <ul style="list-style-type: none">• What are the key dates or timeframes that impact on our communications?	10 Minutes <ul style="list-style-type: none">• How will we measure/evaluate the effectiveness of communications? How will we know its working?

(created by www.browningyork.com)





Thank you for taking part today

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@SuperhighwaysUK



superhighways

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