

6 takeaways for small charities from The Charity Digital Code of Practice



Here, digital means some form of technology e.g. social media (Twitter, Facebook, LinkedIn etc), online systems (Google Drive, Salesforce, online giving, Dropbox etc) that helps you as a charity to be **more connected, productive and responsive**.

1.



Use the Code to **go through your charity goals**, and discuss how digital could help you achieve them e.g. digital fundraising, raising awareness.

2.



Grow your skills. Learn from free online digital courses, YouTube videos or volunteers.

3.



Understand your audience. Talk to the people you support about how they use digital and how they'd like to see your charity use it.

4.



Protect yourself from cybercrime by following the advice from National Cyber Security Centre.

5.



Try new things. Why not try free tools such as Canva or Google Drive to help you communicate or work more effectively?

6.



Get a trustee who has digital skills. Use a service like Reach Volunteering to help you find a trustee with great skills.

Visit charitydigitalcode.org for more