



**Reaching new audiences online
– some ideas, tools & tips**

What we'll be covering today...

- Defining your audience
- Identifying communications channels / digital tools
- Creating engaging content
- Data driven insight

Whilst...

- Being strategic with your efforts
- But thinking out of the box and being creative





Is this your audience?



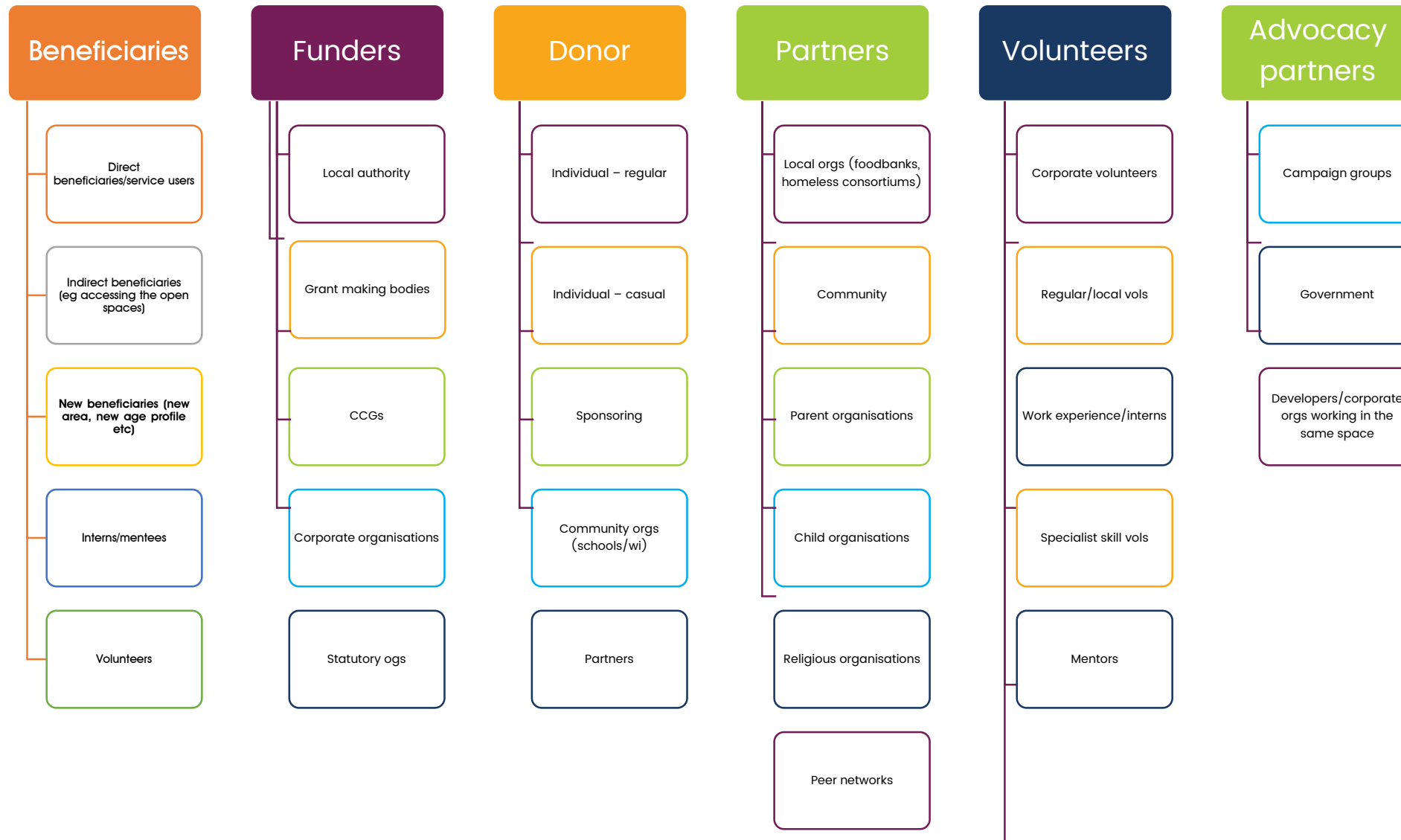
Who do you need to reach?

Centre for Independent Living example

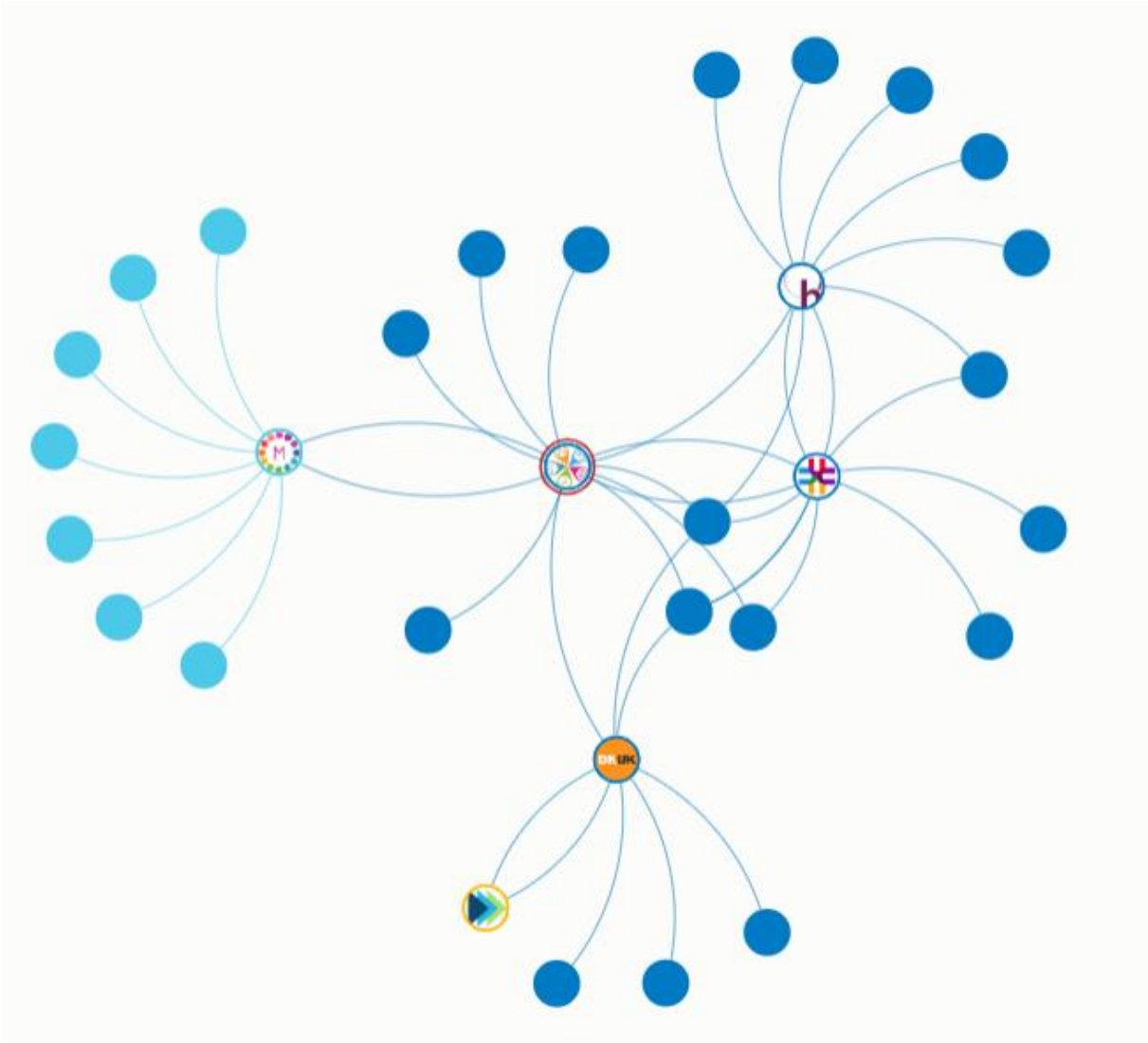
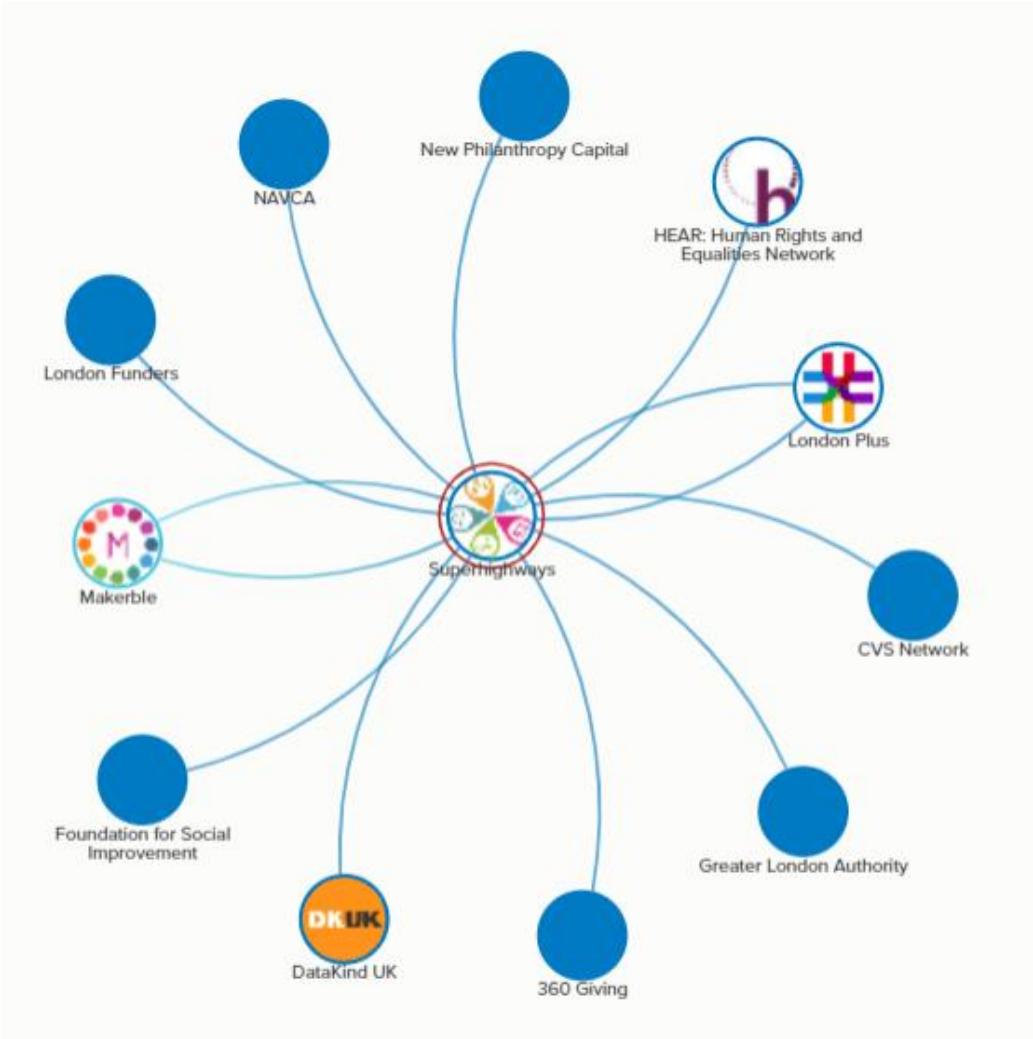
- Deaf and disabled people in our borough
- Deaf and disabled people outside our borough
- Funders
- Allies and supporters of our work fighting for equality
- Local authority
- Decision makers – benefits and social care
- Parliamentarians
- The local community
- Other DDPOs across London



Mapping your audiences – an example



The power of networks – who can help you reach out?



Identify your core audiences – template

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>



Creating 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.

<p>NAME</p> <p>Give your persona a first name. This will help you personalise the character and make it easier to refer to them in the future.</p> <input type="text"/>	<p>ROLE</p> <p>The persona may have different personal and professional roles, but this is the opportunity to capture the specific role they play for your charity.</p> <input type="text"/>	<p>FACTS</p> <p>List some basic demographic information.</p> <p>Age <input type="text"/></p> <p>Gender <input type="text"/></p> <p>Location <input type="text"/></p>	<p>RELATIONSHIPS</p> <p>Who does this persona have in their lives? Think about family, friends and professional connections.</p> <input type="text"/>
<p>ACTIVITIES</p> <p>What do they do on a day-to-day basis? This could include work, hobbies and habits.</p> <input type="text"/>	<p>DIGITAL BEHAVIOUR</p> <p>Where can you find them online? List their preferred social media channels, news and shopping websites.</p> <input type="text"/>	<p>WIDER WORLD</p> <p>What trends in society affect and/or preoccupy them? These can be positive, negative, or a mixture of both.</p> <input type="text"/>	<p>FEELINGS</p> <p>How do they feel at this point in time?</p> <input type="text"/>

What's in it for them?



Creating user (audience) statements

As a **<type of user>** — this is the WHO. Who is the user?

I need **<to do something>** — this is the WHAT. What is it that they need

So that **<the reason>** — this is they WHY. Why do they need it?
What is the solution they are looking for?



Examples – clients & stakeholders

- As a resident (young single mum) – after 12 weeks when I leave the residential house... *I need to feel supported so that I can maintain my confidence*
- As a social worker – when I'm working with a family needing support... *I need to go to one place to find out what other organisations can help*
- As a supporter – when I make a donation... *I need to know this is making a difference so that it's worth me donating again*



Being strategic...



Campaigning?

Awareness?

Goals

Connecting?

Volunteering?

Action?

Accessing
services?



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

Tap into hobbies & skills of members e.g. creative or specific issues e.g. access



Members communicating on behalf of the org - skilling up opportunities - digital & non digital

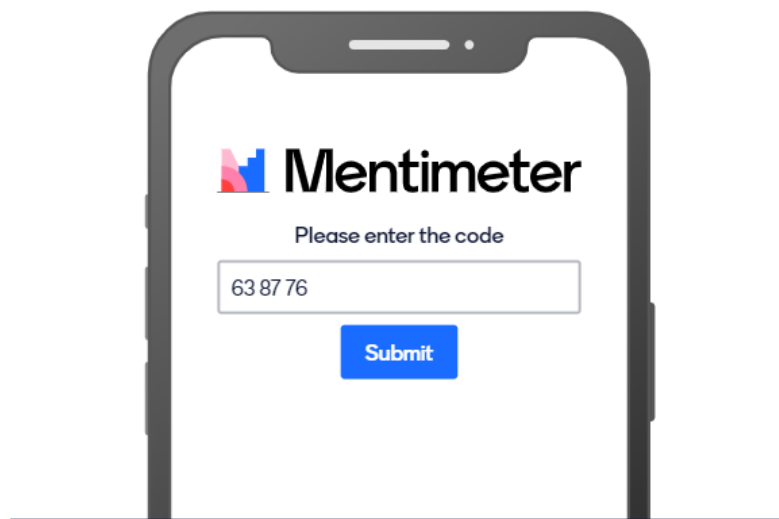


Communication channels...



Go to

www.menti.com



74 95 68 4

Or click on the link
in the Zoom chat

<https://www.menti.com/yu26yqe4gc>



What are the key Communication Tools you currently use?



What are your key challenges (particularly during the Covid pandemic)?

Keeping engagement up

telephone calls with adults

keeping people engaged and wanting to participate online

Disengagement due to worry/fear/ Digital poverty/ lack of digital knowlege,

Getting people to respond to emails and attend online sessions

Engaging local residents who aren't as familiar with digital tech, especially people who wouldn't usually volunteer. Issues around digital poverty.

engaging beneficiaries

Not having any face to face contact with potential clients
Screen fatigue - people not interested in online courses
People not having access to digital technology
People not having the knowledge/ability to use digital technology

People not being able to connect on the internet, not wanting to engage,

digital poverty, technical support, finding other means of communication



Multi channel approach?



Photo by [Adem AY](#) on [Unsplash](#)



Use of Media in the UK



Adults' Media Use & Attitudes report 2020



https://www.ofcom.org.uk/_data/assets/pdf_file/0031/196375/adults-media-use-and-attitudes-2020-report.pdf

Media use, by age: a snapshot

16-24s:

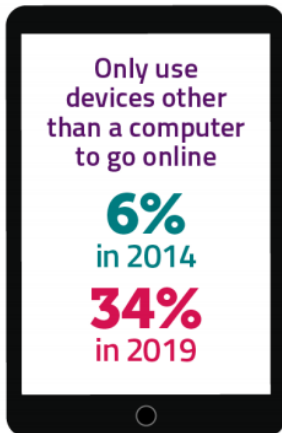
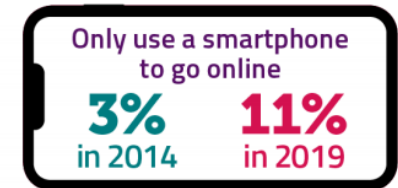
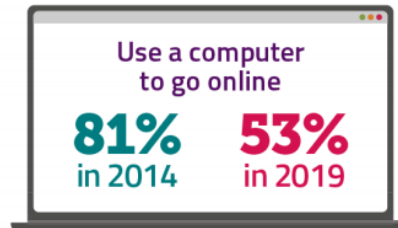
- ▲ 99% use a mobile phone
- ▼ 16% only use a smartphone to go online
- ▲ 76% watch on-demand or streamed content
- ▲ 95% have a social media profile
- ▼ 44% correctly identify advertising on Google (among search engine users)
- ▼ 89% are aware of at least one way in which companies can collect personal data online (among internet users)
- ▼ 2% do not use the internet



- ▲ More likely than the UK average
- ▼ Less likely than the UK average

65-74s:

- ▼ 88% use a mobile phone
- ▼ 3% only use a smartphone to go online
- ▼ 47% watch on-demand or streamed content
- ▼ 39% have a social media profile
- ▼ 48% correctly identify advertising on Google (among search engine users)
- ▼ 82% are aware of at least one way in which companies can collect personal data online (among internet users)
- ▲ 30% do not use the internet



JAN
2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

 DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



THE UNITED KINGDOM

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



we
are
social

53.00
MILLION

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



KEPIOS

77.9%

ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



KEPIOS

+4.4%
+2.3 MILLION

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



KEPIOS

51.68
MILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



97.5%

JAN
2021

SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



VISITED OR USED A SOCIAL NETWORK OR A MESSAGING SERVICE IN THE PAST MONTH



96.4%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



87.2%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



1H 49M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



6.9

PERCENTAGE OF INTERNET USERS THAT USES SOCIAL MEDIA FOR WORK PURPOSES*



28.7%

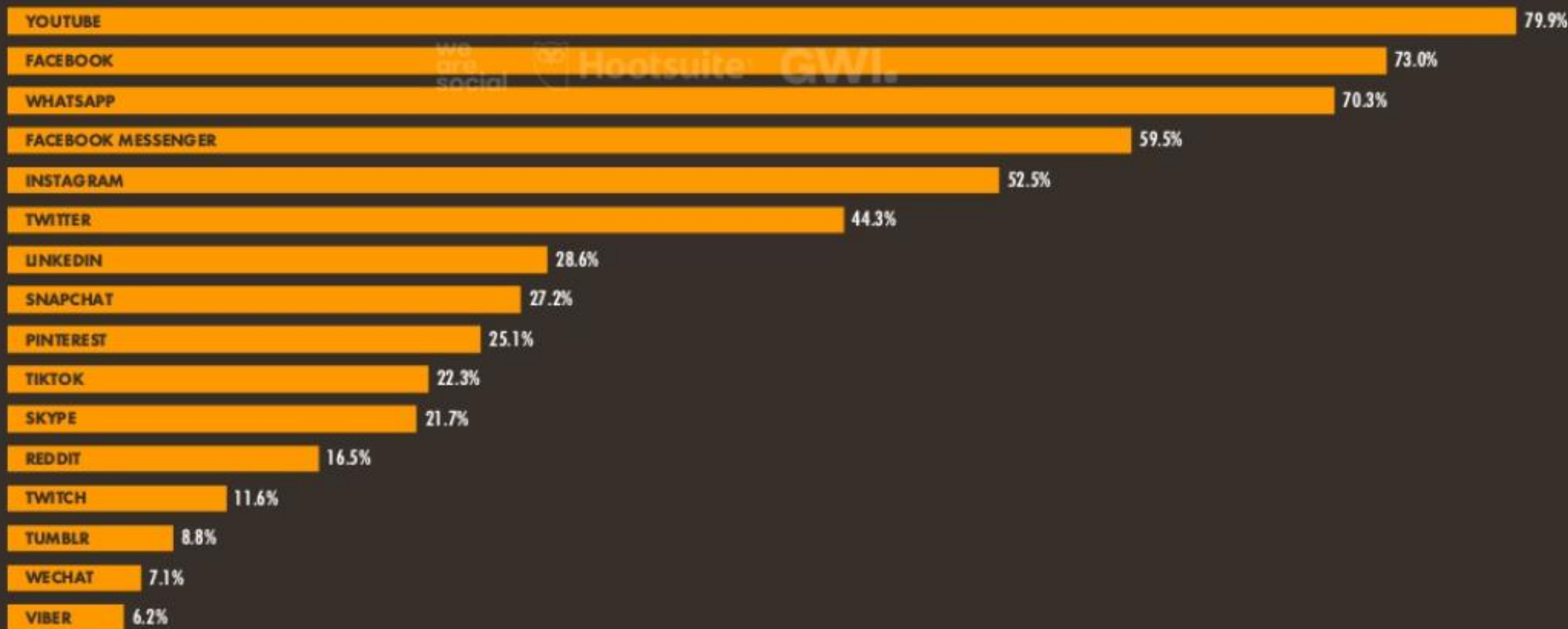
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



THE UNITED KINGDOM



Back to basics – check you're discoverable

- Website presence
- Google search returns?
- SEO basics
- Ensure others are linking to you
- Get listed on directories
- Add online links to offline publicity
- (Google Adwords – if appropriate (\$2,000+ free a month) for charities)

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, green, red).A standard Google search bar with a thin blue border and a small microphone icon on the right side.

Google Search

I'm Feeling Lucky



People want your content!

How does News Feed prioritize which stories to show people?

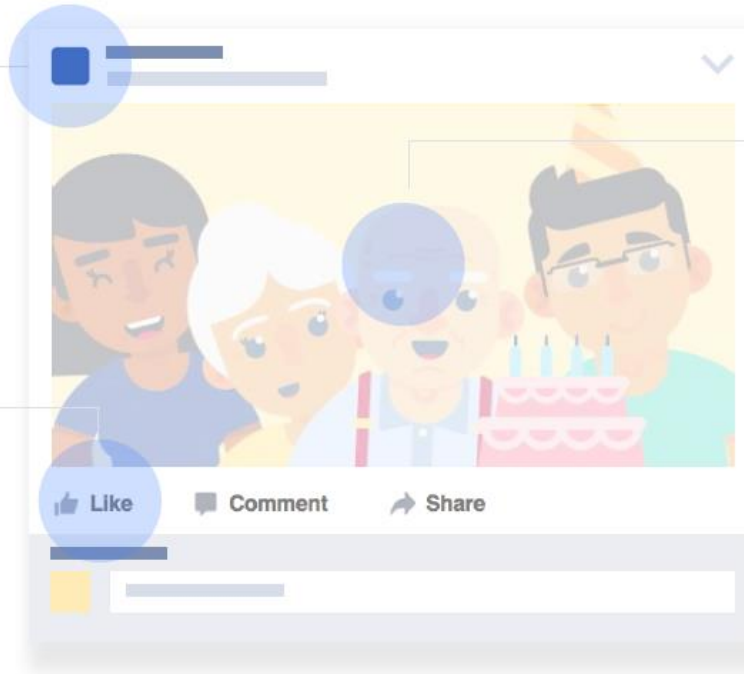
We look at three main signals:

WHO POSTED IT

The friends, family, news sources, businesses and public figures you interact with most

INTERACTIONS WITH THE POSTS

Posts that have a lot of likes, reactions, comments, and shares



TYPE OF CONTENT

We prioritize the types of posts people interact with most, whether it's photos, videos or links



Get that share



Use [#hashtags](#) and [@mentions](#) and a call to action..|



 Tag people

 Add description



Tweet



Plan & save time with scheduling tools



How to Ace the A's of Digital Marketing

A series of getting started blogs aimed at small charities to help decide what it's worth you spending the time on for best tangible results.

- [Analytics](#)
- [Adwords](#)
- [Advertising](#)



Use email well



Maximise engagement

- Make sure it's easy to sign up
- Direct people to share with others
- Use inbuilt analytics
- A/B testing?
- Single issues?
- Call to action
- Share to social media

Stats ▾ Manage contacts ▾ Add contacts ▾ **Signup forms** Settings ▾



Form builder

Build, design, and translate signup forms and response emails



Embedded forms

Generate HTML code to embed in your site or blog to collect signups.



Subscriber pop-up

Design a pop-up signup form that can be embedded on any site.



Form integrations

Create signup forms using one of our integrations.

Everybody's Zooming!



[#StayHomeFeast](#) An Introduction to the SE27 Mutual Aid Group



Bulk SMS platforms



Call us:
01244 752 299

Log in

Sign up

Home

▼ Solutions

▼ Product

▼ Integrations

▼ Resellers

Blog

GDPR

▼ Support

A hand is holding a smartphone. The screen shows a survey form for 'ORANGE FESTIVAL'. The text on the screen includes 'Welcome to the Orange Festival VIP Survey' and 'Thank you for taking the time to fill out the Orange Festival VIP Survey.' There is a 'Start Survey' button at the bottom of the form. The background of the phone screen is a blurred image of festival lights.

Make smarter decisions with mobile forms and surveys

Gather feedback and preferences with SMS forms and surveys

Create a survey

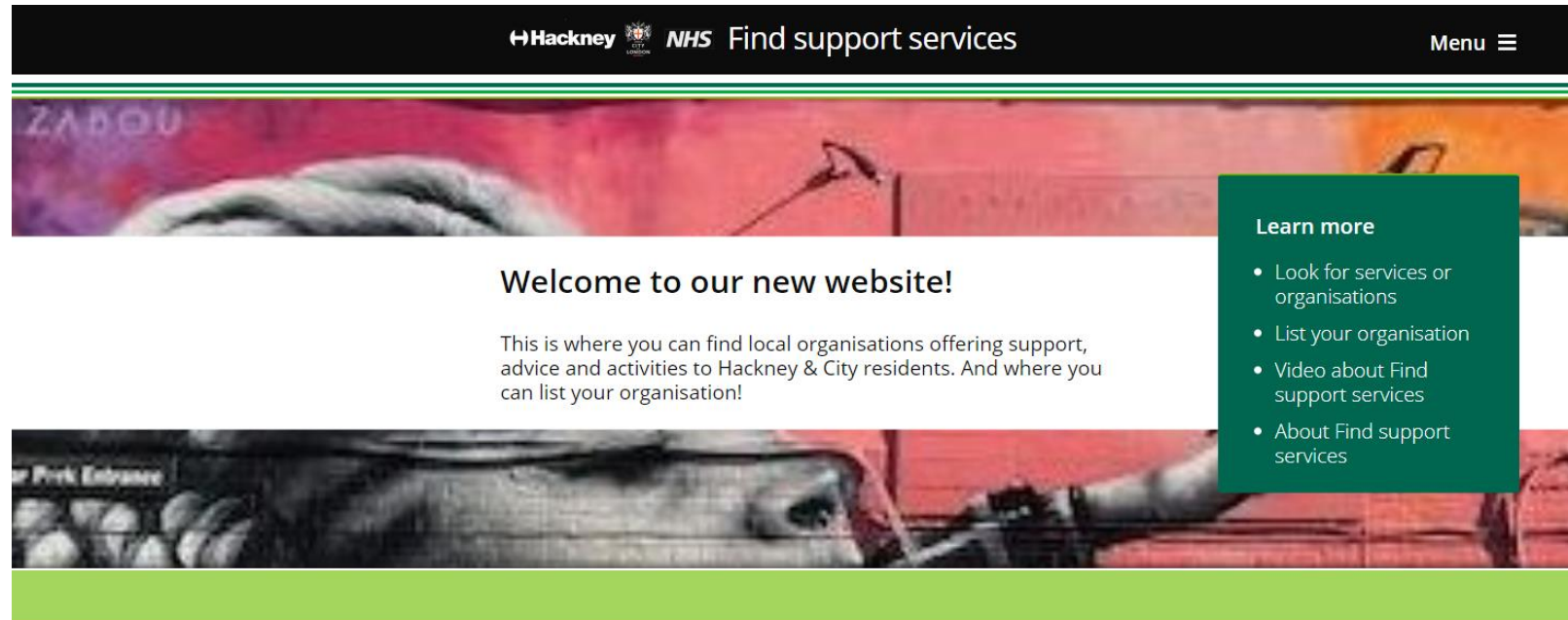


Where else can we promote our work?

What already exists locally?



Get listed on directories



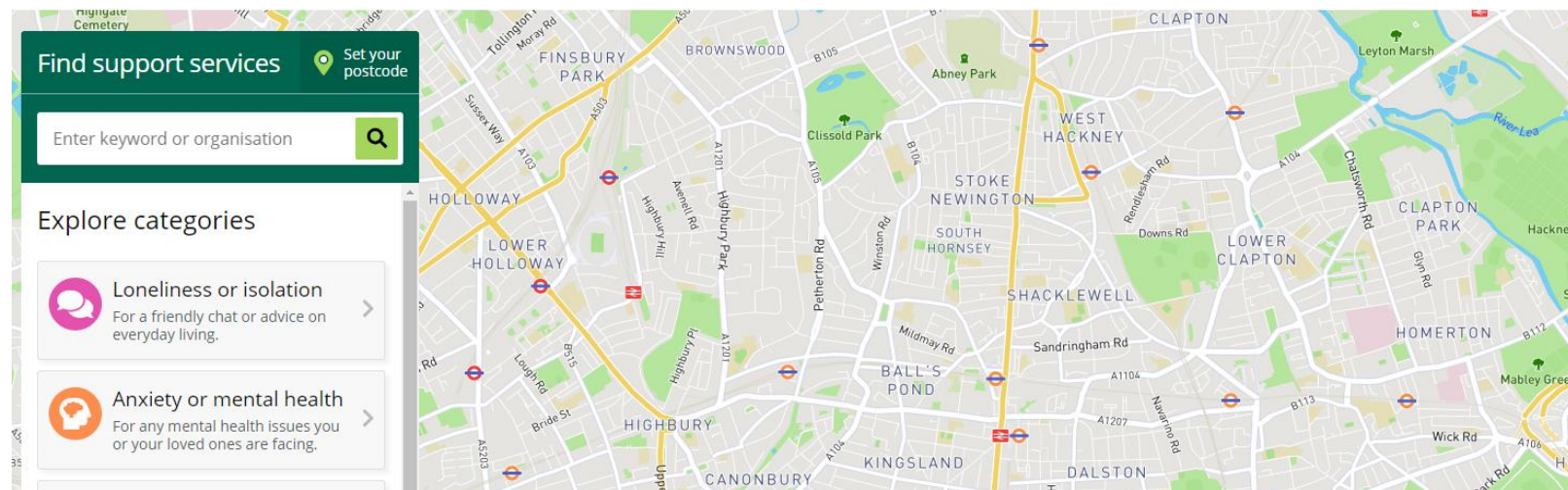
Hackney NHS Find support services Menu

Welcome to our new website!

This is where you can find local organisations offering support, advice and activities to Hackney & City residents. And where you can list your organisation!

Learn more

- Look for services or organisations
- List your organisation
- Video about Find support services
- About Find support services



Find support services Set your postcode

Enter keyword or organisation

Explore categories

- Loneliness or isolation**
For a friendly chat or advice on everyday living.
- Anxiety or mental health**
For any mental health issues you or your loved ones are facing.

<https://find-support-services.hackney.gov.uk>



Local news sites / publications

LOVING DALSTON

NEWS from HACKNEY and ABOUT that you'll READ HERE FIRST editor[at]lovingdalston.co.uk

NEWS ABOUT CONTACT COUNCIL BUSINESS CULTURE NATURE NOTICEBOARD FOOD ARCHITECTURE SECRETS FASHION SPORT

Search



Bow Wow! A Shoreditch dog-lover uses Hackney's Silicon Roundabout to help deprived people

DOGS HAVE BEEN extraordinary aids to humans, lately found to be useful even as carers for old and ill people. Now a Shoreditch day-care

Share this:

Email Twitter

Read More



Free or nearly free: Hackney community-style

TO REQUEST a free listing, email a concise summary of vital details, as text, not artwork – what, where and when, including street number

Share this:

Email Twitter

Read More

Hackney February 2021

HackneyLife

Your guide to information and events in Hackney

INFORMATION EVENTS WHAT'S ON CONTACTS PEOPLE SERVICES



HACKNEY CITIZEN

Coronavirus Appeal Newsletter Digital Edition Where to find it Contact us Complaints Privacy Policy

Advertising with the Hackney Citizen

Children team up to create fundraising video in support of local swimming club

By Hackney Citizen | Tuesday 2 March 2021 at 15:55



Project launched by Hackney Aquatics Club draws on the creative genius of children to make and edit video as part of Crowdfunder

Coronavirus appeal: please support our local journalism



Search

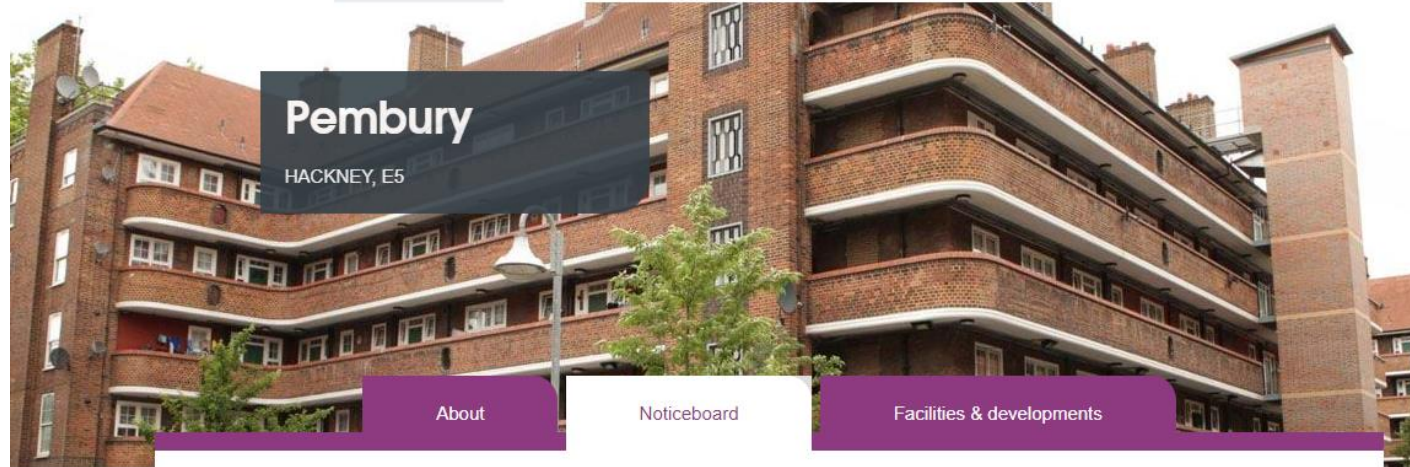
ENHANCED BY Google



<https://www.hackneycitizen.co.uk/>

<https://hackney.gov.uk/hackney-today>





Pembury noticeboard

This is your local noticeboard. Here's where you can find out about what's going on near you, as well as receive service updates from us. You can also submit your own posts if there's something you'd like to share (all posts will be moderated – please allow three working days).

[Submit a notice](#)

*** COVID-19 UPDATE ***



Some local groups and meetings may have been suspended because of the Coronavirus pandemic. Please check

Local support in Hackney



We've collected information about local organisations and support groups who will

Got an idea for a community project?



Or have an event that will benefit your community? We can help bring it to

<https://www.peabody.org.uk/neighbourhoods/hackney/pembury/noticeboard>



Great! Dalston Lane is your neighbourhood.

Create your free account to get full access.

First name

Last name

Password

Female Male Other

Invite code (optional)

Sign up

By signing up, you acknowledge you've read the [Privacy Policy](#) and [Cookie Policy](#) and agree to the [Member Agreement](#).



Your neighbours might be sharing things like:

Neighbourhood get together on Parkholme Road at noon on Sunday! Come join us!

📅 Events · 6 replies

Looking for reliable & reasonably priced mechanic

❤️ Recommendations · 19 replies



The supporter journey

Build a community by increasing people's levels of engagement over time

RAISE AWARENESS

People start to learn and care about your mission

ACTIVATE SUPPORTERS

People start to share, pledge or take action when you ask them

RAISE FUNDS

People contribute to your organisation's growth and engage their friends / people they know.



Fundraising campaigns – peer learning

- [Learning curve - our first Facebook fundraising campaign](#) – St Michaels' Fellowship
- [Learning from the Big Give match funding campaign](#) – Katherine Low Settlement



Creating engaging content...



Content is key to engagement

Capture content

Set it in a **context**

Share it with others

Remember COPE
(Content Once, Publish Everywhere)
Or Recycle, Repurpose, Re-use





Graphics – stand out & have an identity



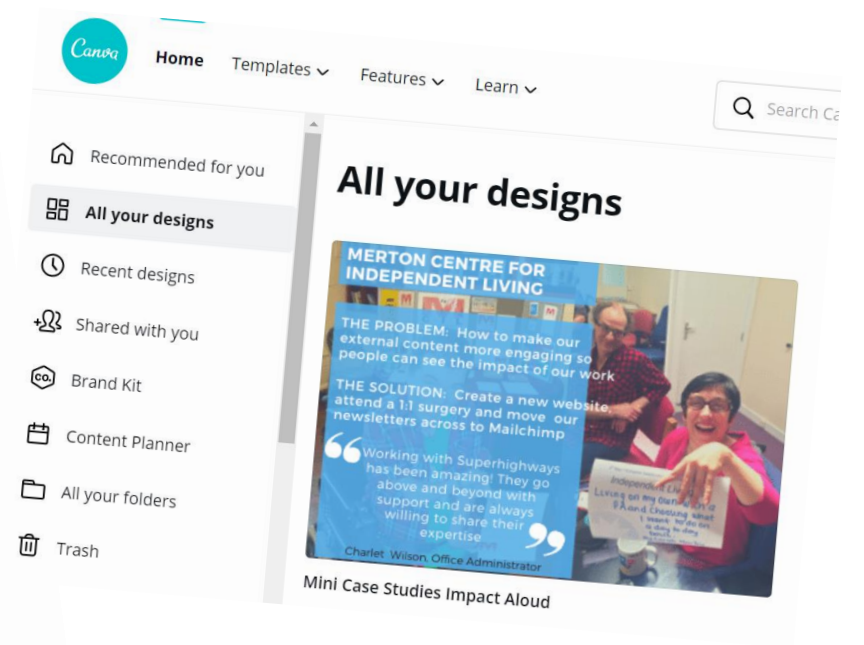
impact aloud

2020

**Ahhhh....so that's
how you do
social...**

Thanks James!

<https://youtu.be/NToS4uPtUHM>



Give people a voice – audio interviews

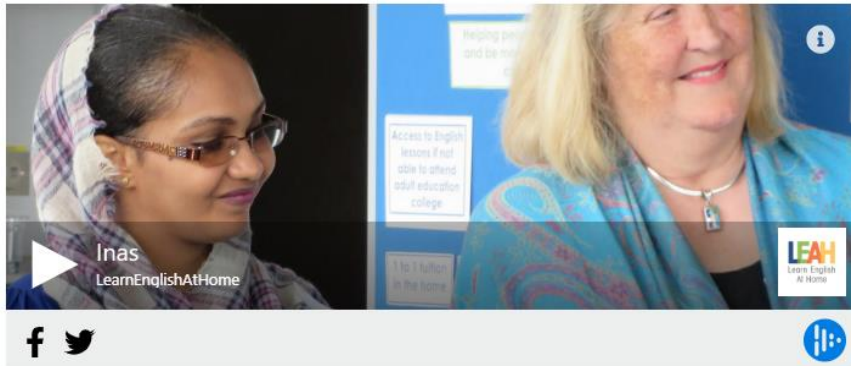


Home Learn English Teach English

Inas

Inas is from Sudan and has a young baby. LEAH volunteer, Maggie, has been visiting her at home for several months. Inas is pictured on the left.

" Now I feel more confident to go shopping and speak to other people. Thank you LEAH."



William



Rajah



Netphis



Ham People's Project

Collect and publish



Edit



Record, transcribe, edit and publish



Podcasts



Make your own podcast for free



Working with parents

By Sarah Younger

Find out how work with parents helps keep children safe, healthy and happy.

Listen on Spotify


Message



WHERE TO LISTEN



Video...



South London Cares

Like This Page · 8 February ·

Mary, 73: "I've haven't been out the house in six weeks, but I knew I wanted to be here tonight."

Last night our Peckham singers - aged between 22 and 85 - got together to belt out 'I Will Survive' and 'Sister Suffragette'. It was a joyous way to mark the women's suffrage centenary.

181 Views

Amy Rose, Alice PB, Alex Smith and 10 others like this.

1 share



A data led approach...





Advice trends

www.citizensadvice.org.uk/about-us/difference-we-make/advice-trends/

Advice trends summarises Citizens Advice service top level statistics. It is aimed at national government departments, regional agencies; third sector organisations concerned with advice or policy and policy researchers.



Ethnicity Facts & Figures

www.ethnicity-facts-figures.service.gov.uk/

Headline figures from each government department detailing ethnic inequalities in the UK.

LONDON DATASTORE

London Datastore

data.london.gov.uk

The London Datastore is a free and open data-sharing portal where anyone can access data relating to the capital.



London's Poverty Profile

www.trustforlondon.org.uk/data/

Official data from over 100 indicators, revealing patterns in poverty and inequality.



Metropolitan Police

www.met.police.uk/sd/stats-and-data/

Tools to help see what local police forces are doing to combat crime, identify different types of crime and map out different crime stats.



Nomis

www.nomisweb.co.uk

Data from a range of surveys, including the 2011 Census. Enter a location and get a report detailing population characteristics of the local area.



Public Health

fingertips.phe.org.uk/

Rich source of indicators across a range of health and wellbeing themes that has been designed to support JSNA and commissioning to improve health and wellbeing and reduce inequalities



Stat-Xplore

stat-xplore.dwp.gov.uk

Explore Job Centre data, including types of benefits received, and rates that sanctions are applied, by area and individual characteristics.



The London Intelligence

www.centreforlondon.org/project/london-intelligence/

Quarterly publication from the Centre for London, that identifies the changes taking place in the City to help policy makers prepare and plan for the future. Analyses the latest data under five major themes: Demography, Economy, Infrastructure and housing, Society and Health and environment.



UK Data Service

www.ukdataservice.ac.uk

Holds a range of social, economic and population datasets. They also publish 'how to' guides and case studies of effective use of data.



Understanding Society

www.understandingsociety.ac.uk

Search results from academic research using the UK's largest representative household survey.



Ward Profiles and Atlas

data.london.gov.uk/data-set/ward-profiles-and-atlas

Provide a range of demographic and related data for each ward in Greater London. They provide an overview of the population in these small areas including data on population, diversity, households, life expectancy, housing, crime and employment.



Who runs London

www.londoncouncils.gov.uk/who-runs-london

London Councils publish data from London's local elections, London MPs and their constituencies and data looking at 50 years of political control of the boroughs.



YouGov Results

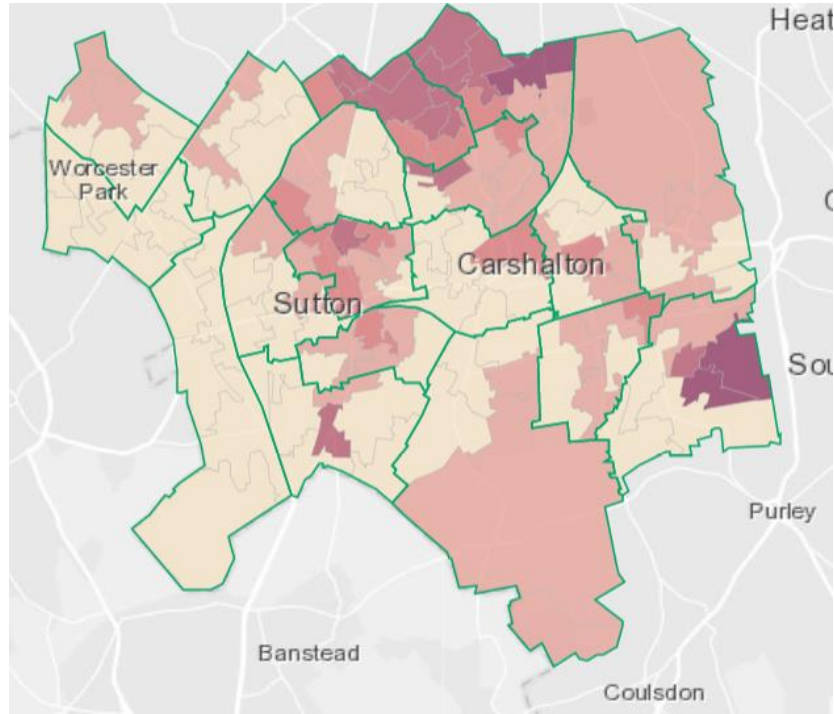
yougov.co.uk/results/

Runs surveys of public opinion on topical issues, with gender, age and social class breakdowns.

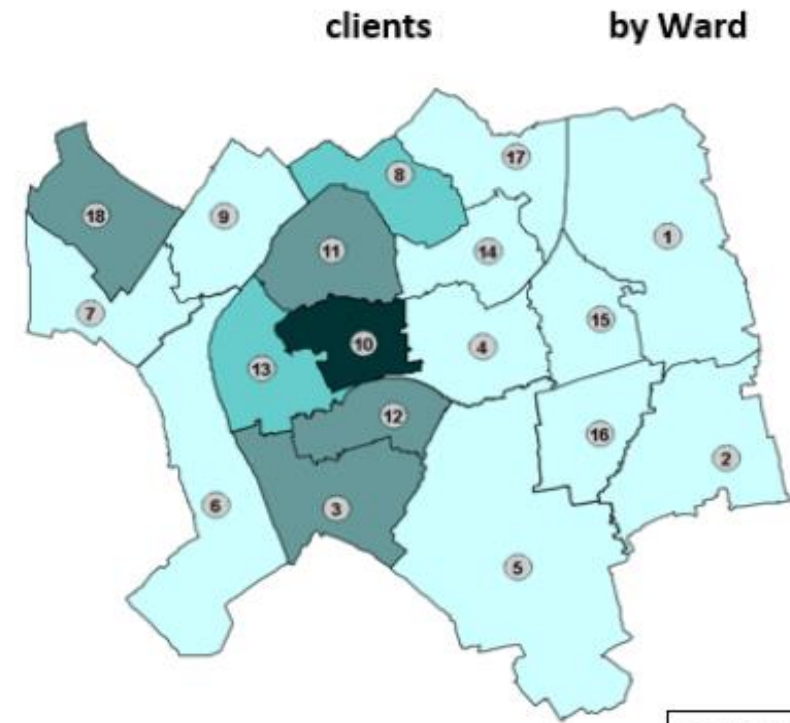
Other useful data sources / resources

- London Data Store – [London area / borough profiles](#)
- London Data Store – [Population projections explorer](#)
- London Data Store - borough / ward [Excel mapping templates](#)
- Indices of Multiple Deprivation - [Comparison map of 2015 & 2019](#)
- Mayor of London Survey of Londoners – [Headline findings](#)
- London Community Response Survey – [Covid-19 weekly results](#)
- Making the most of the London Data Store – [Scenario guides](#)
 - UNDERSTANDING THE IMPACT OF WARD LEVEL POPULATION GROWTH ON YOUR SERVICES
 - TARGETTING SERVICES TO OLDER PEOPLE MOST LIKELY TO BE SOCIALLY EXCLUDED
 - UNDERSTANDING YOUR LOCAL AREA – ARE VOLUNTEERS REFLECTIVE & WHAT ABOUT CRIME STATS





Indices of multiple deprivation



Darker shades represent higher numbers of clients

WARD KEY

- 1 Beddington North
- 2 Beddington South
- 3 Belmont
- 4 Carshalton Central
- 5 Carshalton South and Clockhouse
- 6 Cheam
- 7 Nonsuch
- 8 St. Helier
- 9 Stonecot
- 10 Sutton Central
- 11 Sutton North
- 12 Sutton South
- 13 Sutton West
- 14 The Wrythe
- 15 Wallington North
- 16 Wallington South
- 17 Wandle Valley
- 18 Worcester Park

Low (>=)	(<) High	Occurrences
1	5	(11)
6	10	(4)
11	15	(2)
16	20	(1)
21	25	



Using data to identify new outreach locations to test



Improving use of data by small local charities and community organisations, leading to better shaping of services to meet the needs of Londoners.

<http://bit.ly/datawiselondon>



Useful resources

- [Digital Strategy Template](#) – Beth Kanter
- [Social Media Toolkit](#) – Skills Platform
- [Digital Marketing Webinars Series](#) – Media Trust
- [Adults' Media Use & Attitudes 2020 Report](#) – Ofcom
- [Make it Social](#) – Social Misfits Media
- [Favourite apps for data capture & storytelling](#) – Superhighways
- [Favourite apps for smart phone video](#) - Superhighways



Superhighways Training & 1:1 support

- Training & Ask an Expert sessions [on our Eventbrite page](#) *(new dates to be added soon)*
- Ask an Expert sessions – look for Kate, Sorrel or Philippa



Thank you for listening!

Kate White, Superhighways Manger

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www.superhighways.org.uk

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