

Top tools for communicating impact



about you....



Session outcomes

- Identify digital tools that can help you communicate your impact
- Use templates to choose digital tools to use with your staff and volunteers
- Discover new ways of working in your day-to-day activities

...better communicate your impact...



Is this your audience?



Campaigning?

Awareness?

Goals

Volunteers?

Fundraising?



Content is key to engagement

Capture content

Set it in a **context**

Share it with others

Remember COPE
(Content Once, Publish Everywhere)



Storytelling essentials



Websites – the heart of your story

Stories



Stories / NTDs

In Ghana, we've beaten trachoma and changed millions of lives

In May 2018, Ghana made history as the first country in sub-Saharan Africa to eliminate trachoma. Here are the life-changing stories



Stories / Eye health

Yaya's story

When Gambian community leader Yaya caught trachoma, he was forced to stop working. After a successful operation, people are happy to have him back.



Stories / Eye health

Mariam's story

Mariam is a Sightsavers trained community directed distributor, who loves her job. She gets to help protect people in her village from the threat of river blindness.



Websites – the heart of your story



Bedwetting can bring shame and embarrassment to a family



But though an old man, I
am but a young gardener

Websites

Free authoring tools e.g.

- www.wordpress.com
- www.e-voice.org.uk
- www.weebly.com

& Google Analytics / Search Engine
Optimisation

Your website should form the heart of your communications plan
– you then need to focus on driving traffic to your site and
integrate with social networking etc.



Build your photo library

flickr™

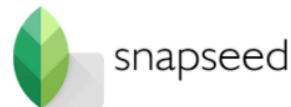


Edit for impact



Editing software – e.g. Microsoft Picture Manager, Photoshop express, Picasa, [Ribbet](#)

There are also lots of apps...



Infographics for impact



easelly
create and share visual ideas online

Piktochart

infogr.am

visual.ly

Canva



Tiny case studies



**HEALTHWATCH
KINGSTON**

THE PROBLEM: Too much time spent collecting surveys & inputting data.

THE SOLUTION: Training staff & volunteers to use QuickTap surveys on tablets.

“ Taking the surveys was quicker...an Excel spreadsheet was produced for reporting, saving HWK Staff 7 hour's of data input. ”

Jenny Pitt
Research & Information Assistant



Or share stories on social

MND Association Retweeted

 **MND Campaigns** @mndcampaigns · Jan 4

Lead the way in 2017 & ask your council to #ChampionTheCharter for people with #MND mndcharter.org

“The proudest moment of my father’s life came when Portsmouth City Council agreed to adopt the MND Charter, pledging to support patients after he called for the move”

Chris Manns
Son of Kim Manns who died of MND in 2015



 **CHAMPION THE CHARTER** FOR OUR LOCAL COUNCILS

 **mnd** association

← ↻ 6 ❤️ 9



Communicate your impact – audio

The screenshot shows a SoundCloud profile for KingstonCYPNetwork. The profile includes a bio, a website link, and social media sharing options. The main content area displays a playlist titled "Small Charity Week" with 13 posts, 0 likes, and 1 playlist. Two audio tracks are visible: "A volunteer talks about Parent's Place" and "Max Hamilton: a young ambassador for Expre...".

audio Boom Browse Store Sign up Login More Q

Activity 13 Posts 0 Likes 1 Playlist

SMALL CHARITY WEEK 18th - 21st JUNE 2014

Small Charity Week

Share Embed

KingstonCYPNetwork
Kingston Children & Young People's Network

A peer learning network of community organisations working with children, young people and families focused on local and national developments in policy and practice, including safeguarding and child poverty. Organised by Kingston Voluntary Action.

Kingston-upon-Thames
<http://www.kva.org.uk>

recent posts feed

Follow Message

0 Following / 0 Followers

THE PARENTS PLACE

A volunteer talks about Parent's Place
KingstonCYPNetwork

0:00 0:38

Like Playlist

Max Hamilton: a young ambassador for Expre...
KingstonCYPNetwork

0:00 1:18

Like Playlist



Communicate your impact – audio slideshows



Digital stories & film-editing



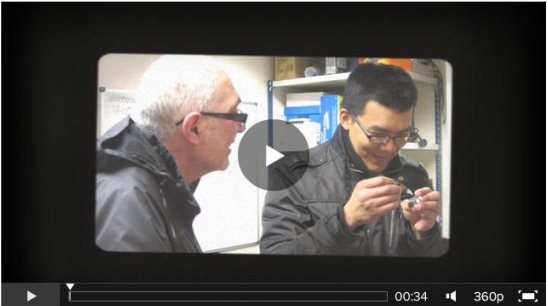
Tiny stories – tiny videos

ANIMOTO

SORREL P ▾ CREATE

Computers for all

JUNE 06, 2014



00:34 360p

STATS COMMENTS Like 0

Upgrade to Pro to track video plays

BY Sorrel Parsons

TAGS

ABOUT

Superhighways' PC Plus project refurbishes donated computers and gives them to the people in Kingston that need them most.

SHARE

Email Share Tweet Link

YouTube Embed More



KCN Kingston Carers' 18d ago



Big #ThankYou to @JohnLewisRetail #Kingston for our donation via the Community Matters scheme!

Like 1 Share

209 Loops



Presentations

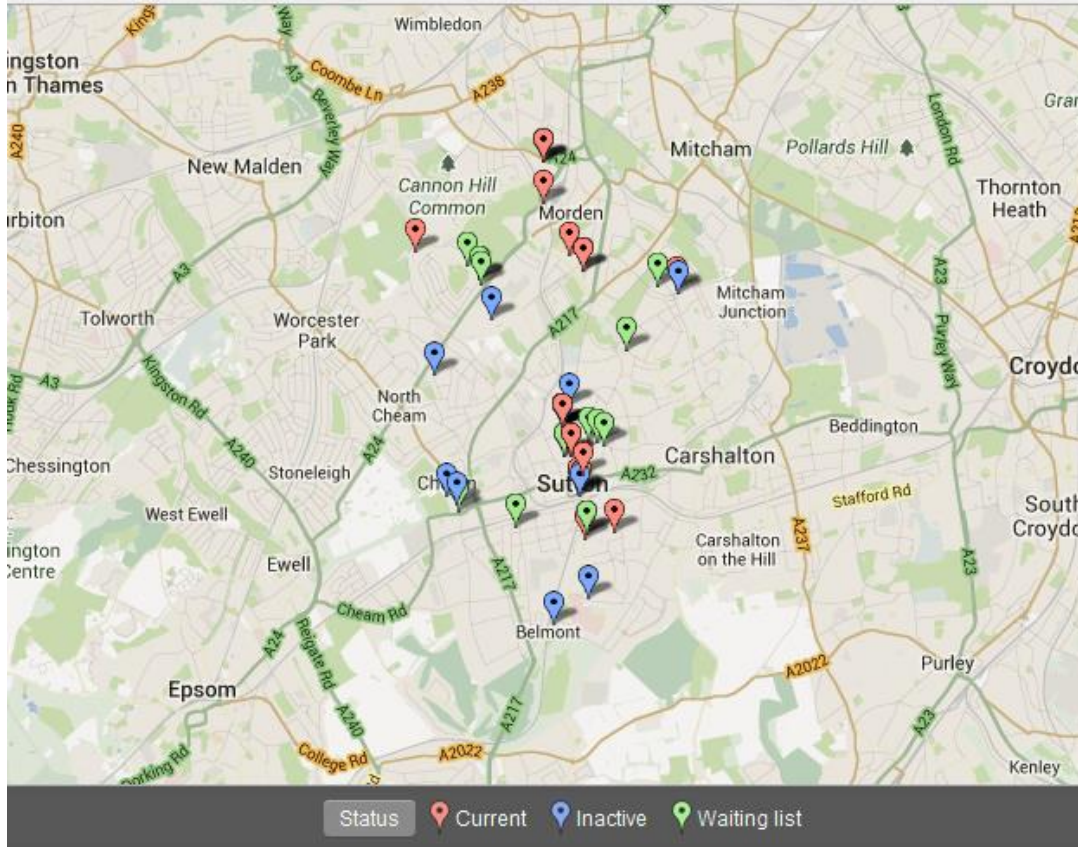


Connecting Kingston's communities



Mapping

See your map below. If you find any markers out of place - just drag and drop them to the correct location.



Upload data sets with postcodes & create a map!

Story Maps ▾



Advanced tools for data vis / analysis



[Carto](#) – non profit application for the Builder application



[Tableau](#) – non profit discount available via [Tech Trust](#)



[Flourish](#) – free for public maps



Got an idea for a project?

viz for social good

ABOUT IMPACT GET INVOLVED OUR WORK

1. Project



A nonprofit launches a data visualization project and provides details (e.g., datasets, needs, goals). Viz for Social Good volunteers will receive an email notification about the new project.

LAUNCH A PROJECT

2. Hackathon



Volunteers join virtual or in-person hackathon to design visualizations for the nonprofit and use the hashtag #VizforSocialGood on Twitter to submit their visualizations.

BECOME A VOLUNTEER

3. Impact



The organization will receive 10 to 80 visualizations from the volunteers and can pick one or more visualizations to feature on its communication channels (e.g., website, social media, publication, newsletter).

<https://www.vizforsocialgood.com/how-it-works/>



Get stuck in to social media

 **Big Issue Foundation @TBIF** · Jan 18

Hard work & determination pays off for former [@NetworkRailBHM](#) vendor Ken - securing new work back in construction buff.ly/2jz9Jvd

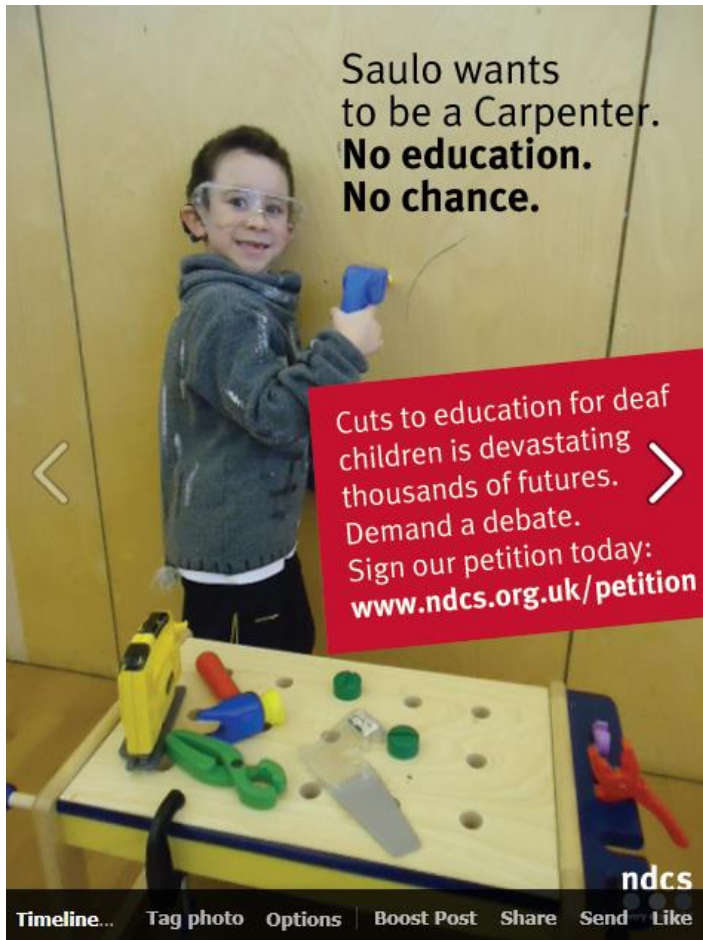


A photograph of a man, Ken, wearing a red vest with 'THE BIG ISSUE' and 'OFFICIAL VENDOR' printed on it. He is smiling and holding a copy of 'THE BIG ISSUE' magazine. The magazine cover features a man's face and the headline 'BRAISE BE! IT'S THE 1975'. He is also holding another magazine in his left hand. The background shows an outdoor setting with trees and a blurred person.

👤 7 ❤️ 13



Get stuck in to social media



Lucy Holmes @L_C_Holmes · May 12

@SuperhighwaysUK Here's an example of an infographic I created after going on your training course!



Missing People @missingpeople

Our new research looks at how Community Mental Health Teams respond when patients go missing #MHAW15

- ✓ Facebook
- ✓ Twitter



But there's lots to choose from...



Plan and save time



<http://www.socialbrite.org/2010/11/09/top-10-social-media-dashboard-tools/>



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



Atavist



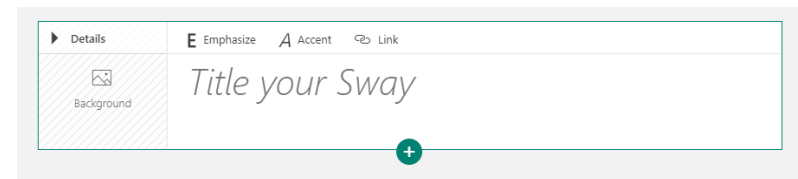
ISSUU



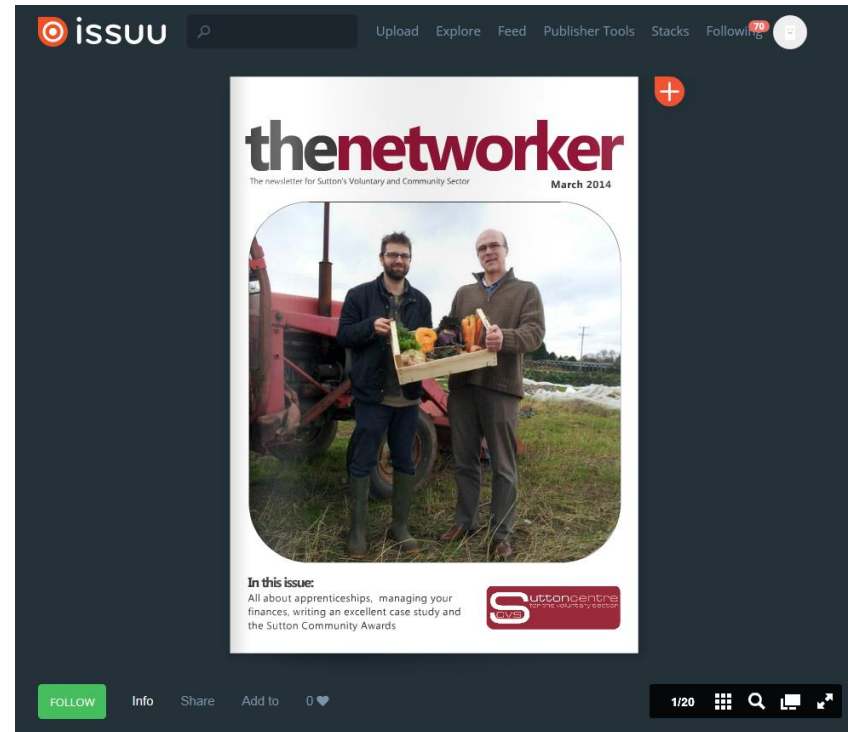
SHORTHAND
SOCIAL



Spark Page



E-bulletins



Online fundraising

- e.g. www.LocalGiving.com

The screenshot shows the homepage of Localgiving.com. At the top left is the logo, a stylized butterfly with the text "Localgiving.com" and the tagline "Charity begins at home". To the right of the logo is a search bar for charities by name, with social media icons for Facebook, Twitter, and YouTube. Further right are login fields for "username" and "password", with a "Forgot your password?" link and "Login" buttons, including a Facebook login option.

The main content area has a green header with the text "Small charities make a big impact! Support your local community." Below this are three columns: "Support your local community", "Raise funds it's simple, it's quick, it works!", and "Learn more - who we are, what we do".

The central focus is a "Give to a charity near you" section. It features a map of the United Kingdom on the left. To the right is a search input field "Enter your location or postcode" with a magnifying glass icon, and an orange button "or search by causes".

At the bottom left are three buttons: "Register now as a supporter" (with a heart icon), "Read our blog posts" (with a leaf icon), and "Send e-cards to your friends" (with an envelope icon).

On the right side, there is a featured image of a smiling man, Greg, holding a gold medal. Below the image is the title "Gold Medallist Ambassador" and the text "Watch Greg show support for local charities in his acting debut for Localgiving.com...". An orange "Learn more..." button is at the bottom right of this section.

Community How To

www.communityhowto.com

(if registering please use our Centre ID 3453271 in the promotional code box)

COMMUNITY HOW TO

Search GO

COMMUNITY HOW TO DO MORE WITH DIGITAL

Home Tools Share Discuss News Login Register

Doing more with digital

Manage Events **Manage Projects** **Manage & Recruit Volunteers**

Communicate with your community **Improve Fundraising** **Measure outcomes & impact**

Do you work in your local community? Do you want to do more, more easily? Digital tools could help you, and we've brought all the best ones together here on Community How To.

BT Responsible Business website

Home About BT Community Web Kit Register for an Account Community Director Help & FAQ Create Login/Logout

BT Community Web Kit

Storytelling frame

What is <u>key message</u> ?	Who is the story intended for?	What is the purpose of the story?	What do I want viewers to do as a result of seeing it?	What media will I use to create it?	Where will I share it?	How will I measure the impact?	What next?





superhighways

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

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Tel: 020 8255 8040

www.superhighways.org.uk

@SuperhighwaysUK

