superhighways
harnessing technology for community benefit

Top tools for communicating impact

www.superhighways.org.uk

About Superhighways

Providing tech support to the sector for 19 years

- Support
- Training
- Consultancy
- Digital inclusion

impactaloud
monitor | evaluate | communicate

- E-news sign up

www.superhighways.org.uk/resources/enews

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?
h2o

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.

FREE
POSTER!
www.love-kingston.org.uk

Build your photo library

Edit for impact

Editing software – e.g. Microsoft Picture Manager, Photoshop express, Picasa, Ribbet

There are also lots of apps…

snapseed

Lr

Infographics for impact

easelly
create and share visual ideas online

Piktochart

infogr.am

visual.ly

Canva

Tiny case studies

Or share stories on social

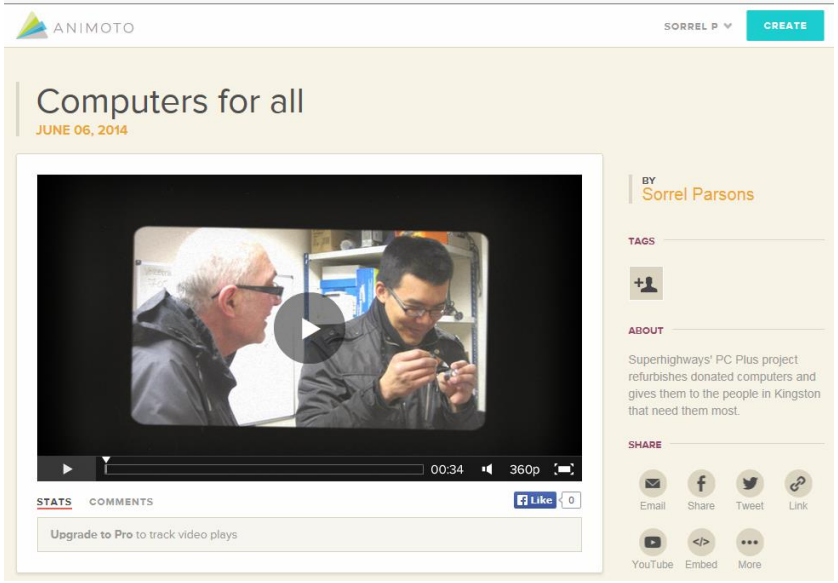
Communicate your impact – audio

SOUNDCLOUD

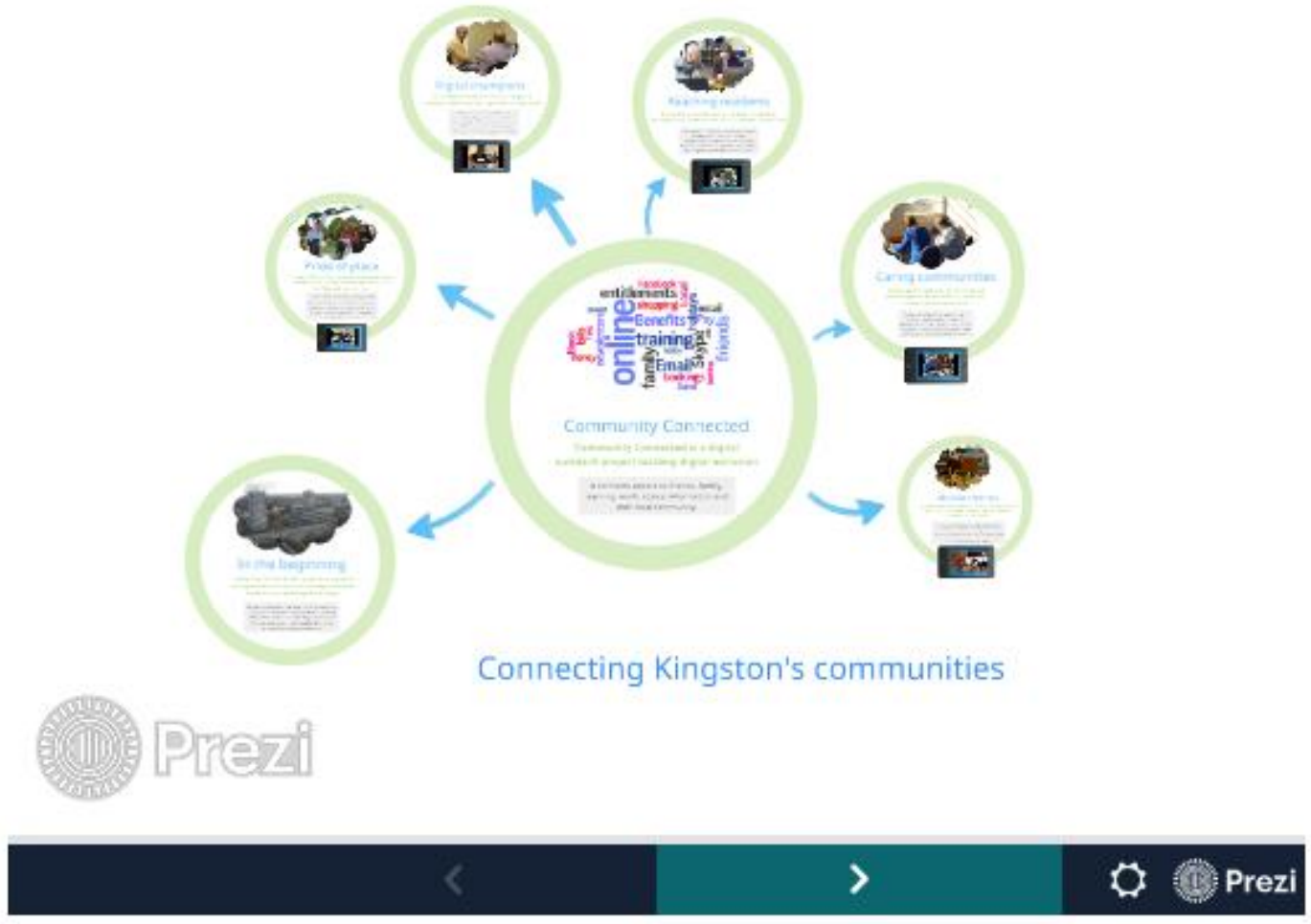
Communicate your impact – audio slideshows

Digital stories & film-editing

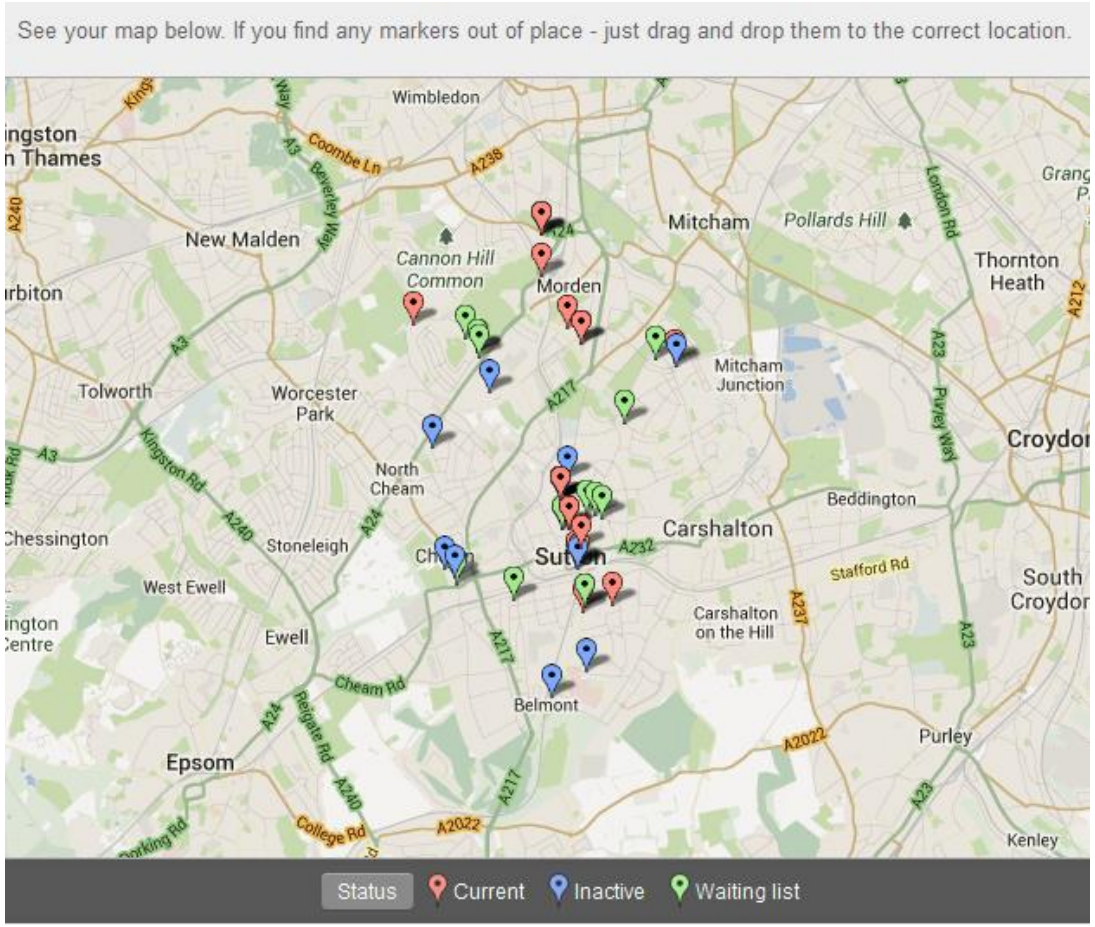
Tiny stories – tiny videos



Presentations



Mapping



batchgeo

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.

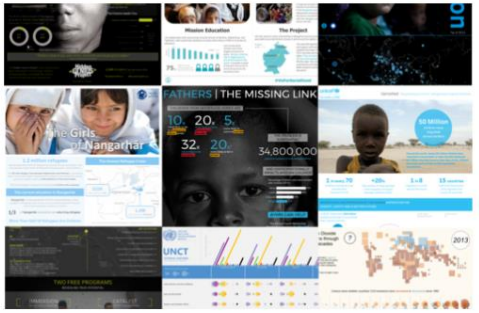
LAUNCH A PROJECT

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 picks 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

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

buffer

lightful

hootsuite™
Social Media Dashboard

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

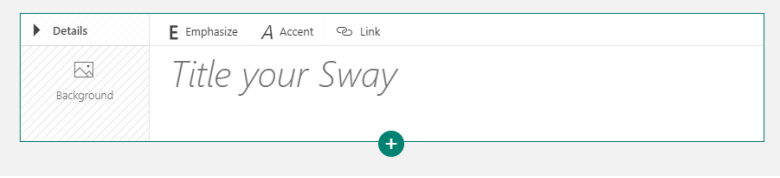
It's a tool to turn many links into one
No sign up needed

Atavist

issuu

SHORTHAND SOCIAL

Spark Page

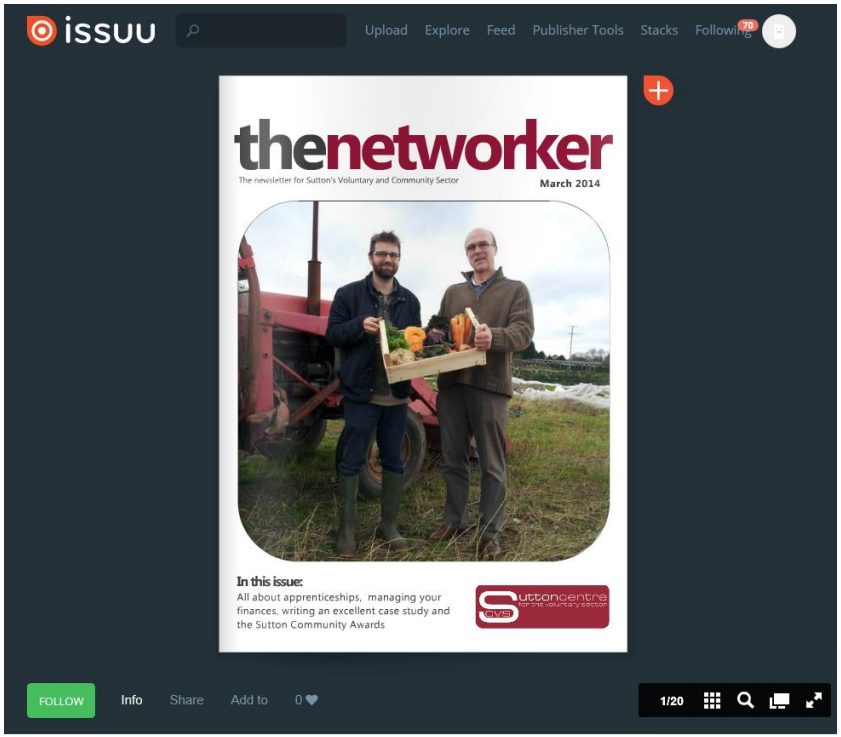


E–bulletins

technologytrust

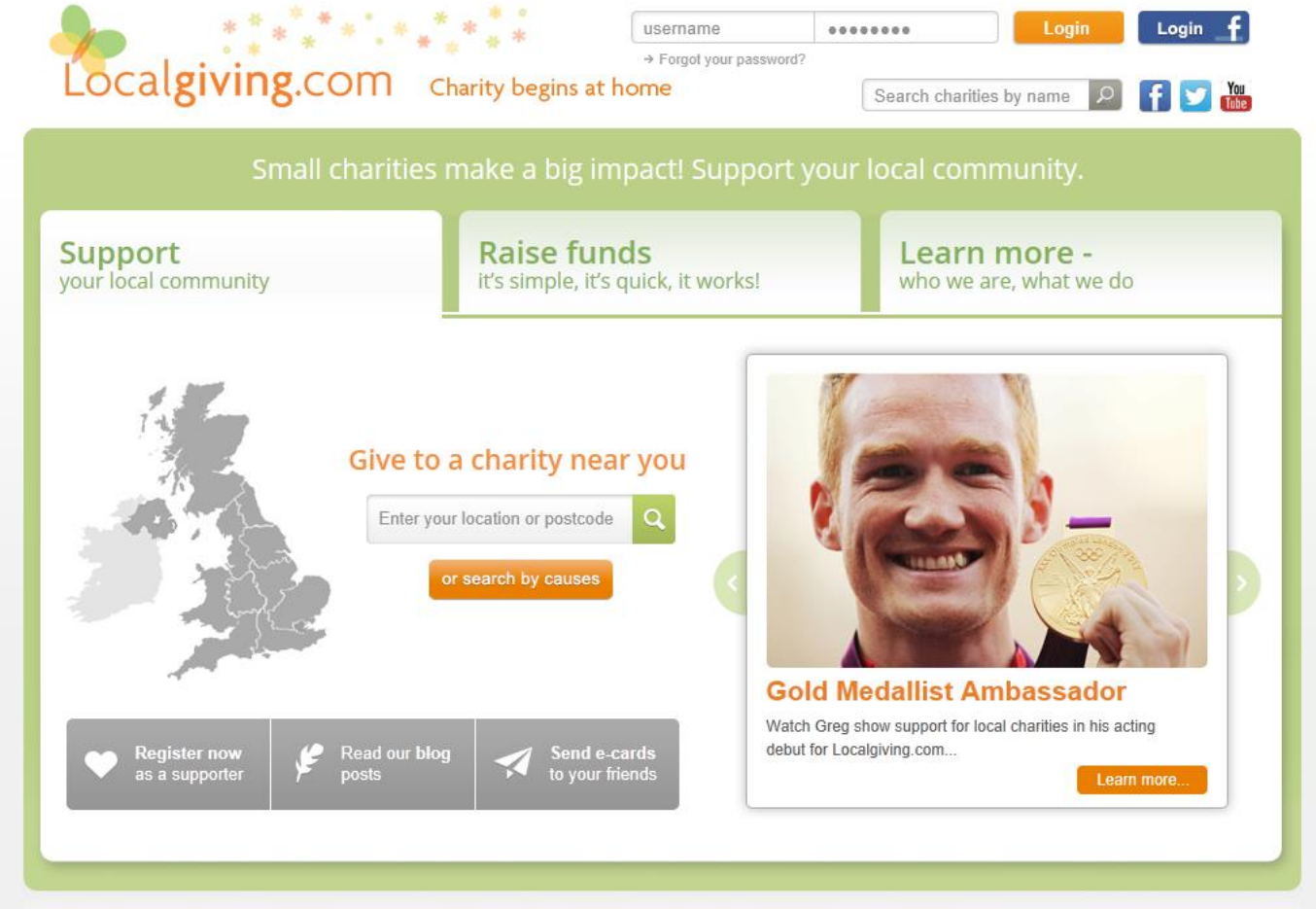
Charity eMail

MailChimp



Online fundraising

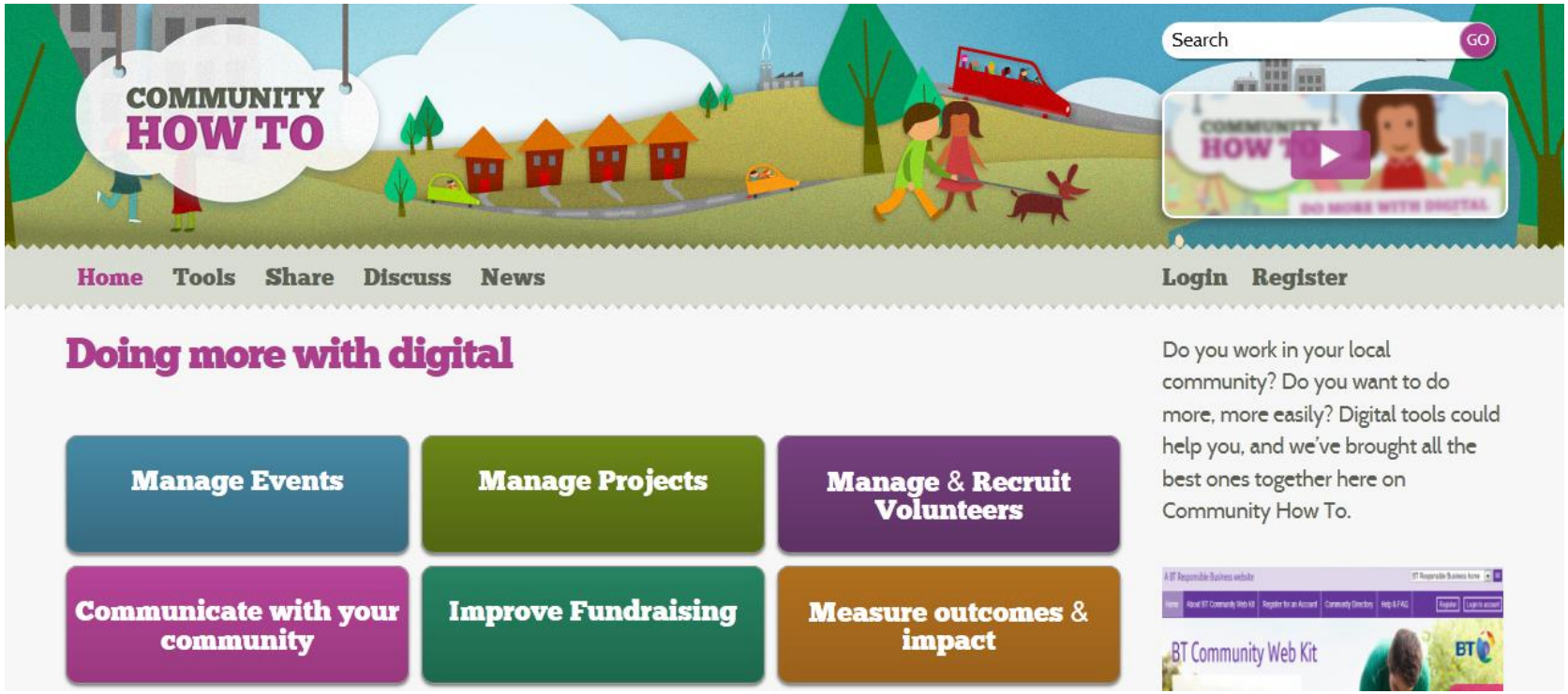
- e.g. www.LocalGiving.com



Community How To

www.communityhowto.com

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



Storytelling frame

What is key message ?	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?

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