



superhighways

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

Top Digital Tools to Communicate Impact

September 2018

about Superhighways....

Providing tech support to the sector for 15 years

- Support
- Training
- Consultancy
- Digital inclusion

- 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?



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)



What makes a good story?



A good story

- Human interest – capture imagination / hearts
- Real people – real lives and experiences
- Great quotes / soundbites
- Timing and relevance – why now?
- Facts and figures
- Think in pictures
- Beginning, middle and end
- Call to action

Websites – the heart of your story



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.



www.love-kingston.org.uk

www.love-kingston.org.uk

www.love-kingston.org.uk

Build your photo library

flickr™



Edit for impact



Editing software – e.g. Microsoft Photos, Photoshop Express, Picasa,
www.ribbet.com – online editor & collage maker

Infographics for impact



Over the last

12
MONTHS



38
VOLUNTEERS



gave us
1126.5
HOURS



That equates to
140
WORKING DAYS
easelly

Thanks to all our volunteers!

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



VOLUNTARY ACTION LEWISHAM

THE PROBLEM: Capture and share their VCS Forum in a different way.

THE SOLUTION: Use Storify to create a digital story of the event.

“ It’s really opened our eyes and got us excited about how we can find other creative ways to communicate our outcomes. ”

Joanne Roberts
Development Support Officer

Communicate your impact – audio

The screenshot shows a SoundCloud profile for KingstonCYPNetwork. The profile header includes the name 'KingstonCYPNetwork', a bio describing it as a peer learning network of community organisations, and a 'Follow' button. The main content area features a 'Small Charity Week' playlist 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...'. The interface also shows navigation tabs for 'Activity', '13 Posts', '0 Likes', and '1 Playlist', along with search and user icons in the top right.

audio Boom Browse Store Sign up Login More Q

Activity 13 Posts 0 Likes 1 Playlist

Share Embed

SMALL CHARITY WEEK 18th - 21st JUNE 2014

Small Charity Week

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

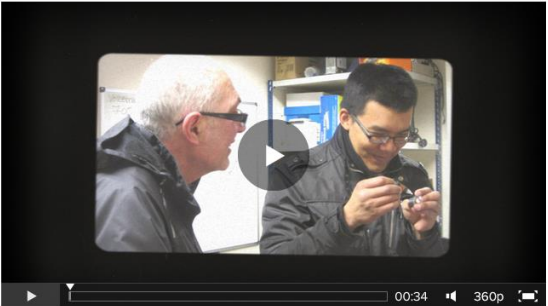


Tiny stories – tiny videos

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

Making and sharing videos

Some tiny film apps

Free & low cost



Use **iMovie** for free to edit video or piece together a digital story from your images & audio. Available for desktop & mobile on iOS.



PowerDirector includes free video effects, slow motion, voice over & action movie effects. Android only.



Adobe Premiere Clip is a very simple and easy to use app that turns your photos and video clips into movies. Syncs with Creative Cloud.



Quik (aka Replay) automatically creates videos from your footage & photos. Limited music but free!

Online creators



Animoto enables you to create engaging digital stories using images, captions and video which you then set to music. Extensive music library but £16 per month for Pro.



Craft engaging stories with **Adobe Spark** using their brilliant templates or start from scratch. Desktop & iOS. Coming soon for Android.

Short on time?

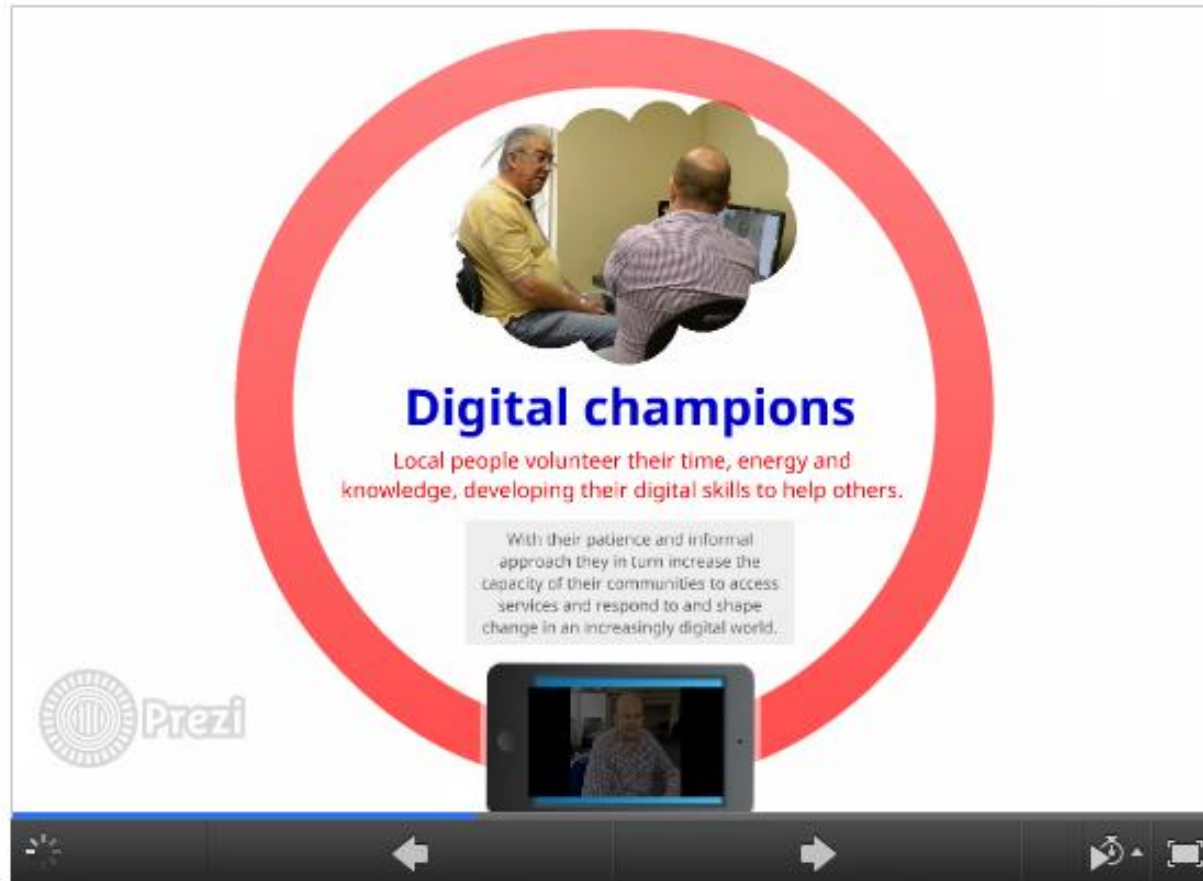


Magisto automatically turns your photos and video clips into edited movies with free music. Upgrade to Business

Getting started with digital stories



Presentations



Digital champions

Local people volunteer their time, energy and knowledge, developing their digital skills to help others.

With their patience and informal approach they in turn increase the capacity of their communities to access services and respond to and shape change in an increasingly digital world.

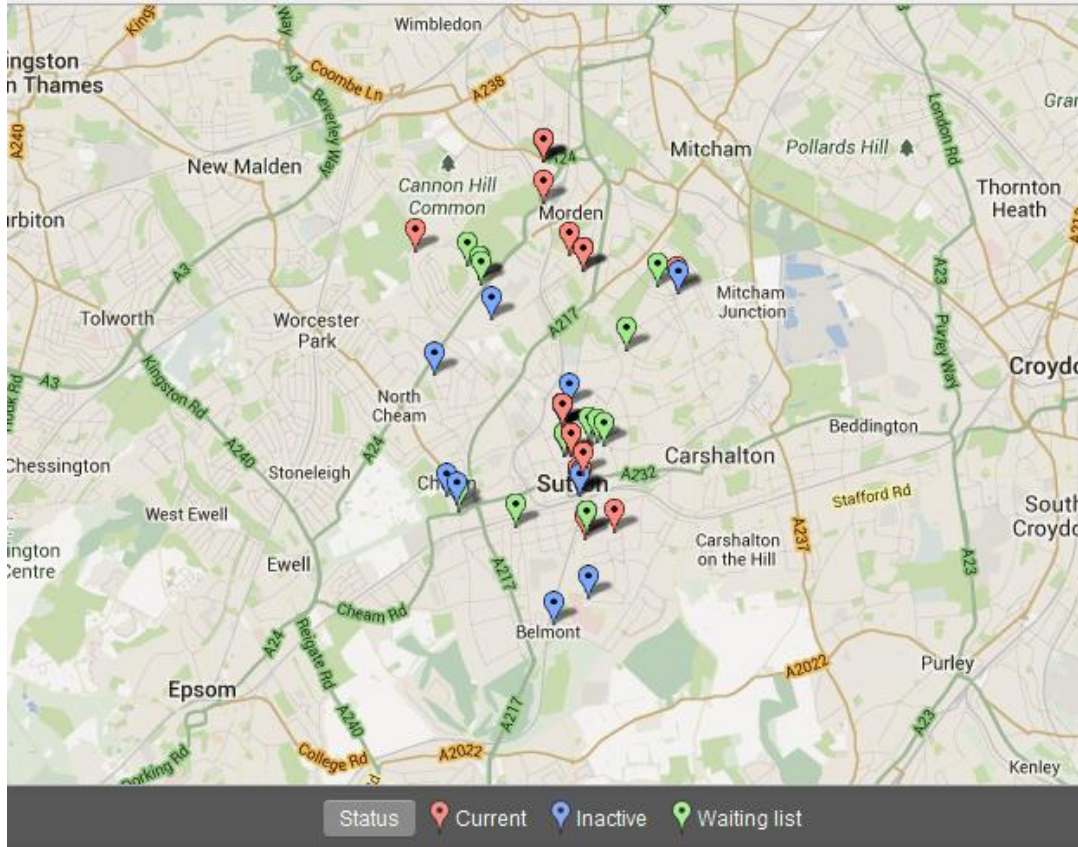
Prezi

The slide is part of a Prezi presentation, as indicated by the Prezi logo in the bottom left corner. The slide features a large red circular graphic that frames the central content. Inside the circle, there is a photograph of two men sitting at a desk, one pointing at a laptop screen. Below the photo is the title 'Digital champions' in bold blue text, followed by a red sub-headline. A grey text box contains a paragraph of text. At the bottom of the slide, a tablet device is shown displaying a video of a man speaking. The entire slide is set within a video player interface with navigation controls at the bottom.

Mapping

Mapme

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

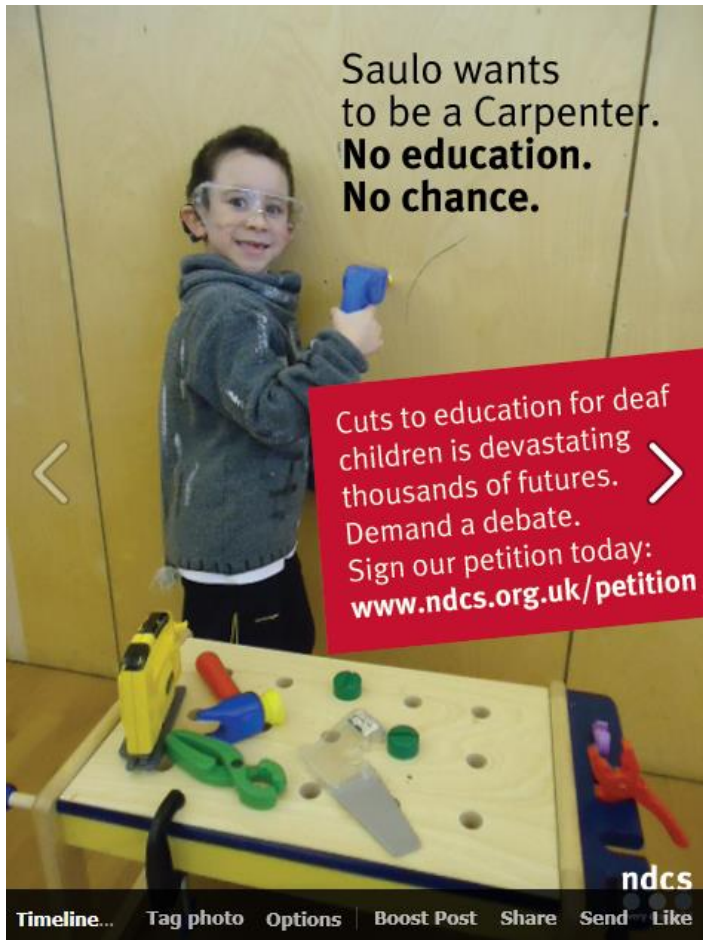


Upload data sets with postcodes & create a map!

Story Maps ▾



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



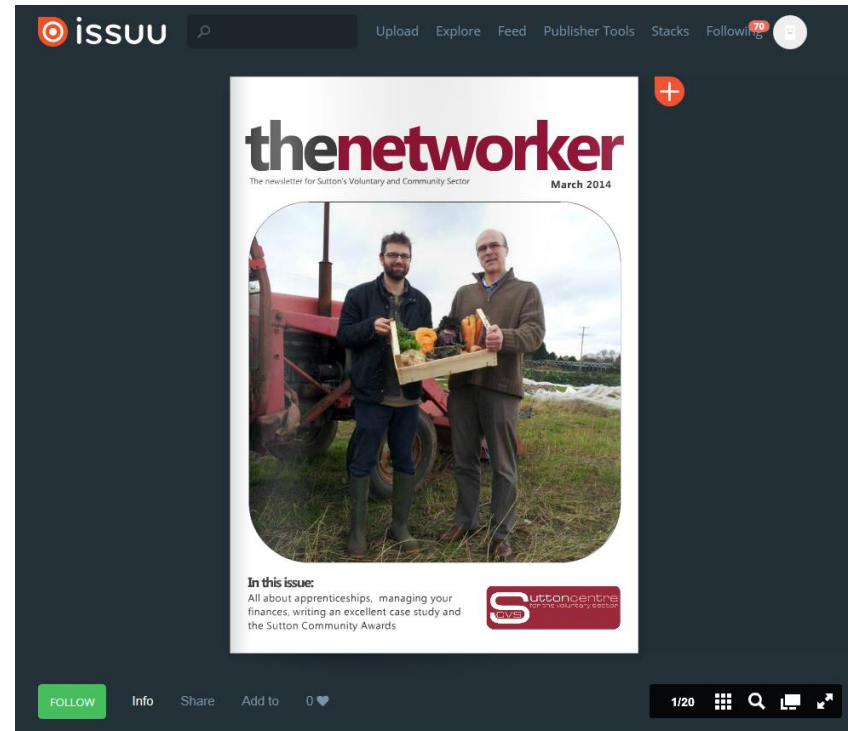
<http://www.socialbrite.org/2010/11/09/top-10-social-media-dashboard-tools/>

Events and campaigns

- Capture the day & communicate to those not there
- Social media & image hashtags



E-bulletins



Online fundraising

- e.g. www.LocalGiving.com

The screenshot shows the homepage of Localgiving.com. At the top left is the logo with a butterfly and the text "Localgiving.com Charity begins at home". To the right are login fields for "username" and "password" (represented by dots), with a "Forgot your password?" link and an orange "Login" button. Further right are social media icons for Facebook, Twitter, and YouTube, along with another "Login" button. Below this is a search bar "Search charities by name" and a magnifying glass icon. 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 section features a map of the UK and Ireland, the heading "Give to a charity near you", a search input "Enter your location or postcode" with a magnifying glass, 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 a paper plane icon). On the right is a featured article titled "Gold Medallist Ambassador" with a photo of a smiling man holding a gold medal. Below the photo is the text "Watch Greg show support for local charities in his acting debut for Localgiving.com..." and an orange "Learn more..." button.

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?





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