



BUCKS CHARITY NEWS

Weekly bulletin from Community Impact Bucks

8th April 2021

Dear Sir/Madam,

Over the next two weeks, Bucks Charity News will pick out some of the many useful marketing and communications resources available to charities and voluntary groups – many of which are free. This week the spotlight is on social media and creating images and videos.

RUNNING YOUR ORGANISATION - SECTION 01: COMMUNICATIONS (SOCIAL MEDIA)



If you are looking to improve your organisation's social media engagement levels, there are a number of tools and tips tailored for not-for-profits available. We have highlighted some useful guidance and resources below.

Social media checklist for charities

This simple [checklist](#) from [Classy](#) consists of seven easy steps that not-for-profits can take to ensure they are getting the most out of their social media activity.

10 free social media tools

Agora Pulse's useful [blog](#) lists 10 free tools that can help you to produce visual content, report on your paid social performance, and even see how your Facebook page compares to other similar charities and organisations.

When to post on social media

[Blog2Social's infographic](#) shows you when to post on different social media platforms in order to get the best coverage for your post/tweet.

Creating the right sized images for social media

Images are great for building your brand and attracting attention on social media but it is important to get the image size right. Have a look at [Sprout Social's free sizing tool and its guide](#) for each social media platform.

How to stand out on Facebook

Nonprofit Tech for Good has written [10 best Facebook practices](#) to help non-profits improve engagement levels on Facebook.

How to make the most of those 280 characters on Twitter

Charity Digital have a useful article that outlines their [Top 12 Twitter hacks](#) for charities, including making the most out of your profile, getting verified and understanding the Twitter algorithm.

How to boost engagement on Instagram

Have a look at Hootsuite's [Instagram marketing tips 2021 cheat sheet](#) which will help boost your Instagram activity and is suitable for beginners or experienced social media marketers.

Keeping in touch with your networks via WhatsApp

If you have considered using WhatsApp to stay in touch with your charity's members, community groups and those you support, have a look at [Techsoup's blog post](#) which looks at how non-profits from around the world have used the messaging app to communicate with members on a regular basis.

RUNNING YOUR ORGANISATION - SECTION 02: COMMUNICATIONS (IMAGES & VIDEO)



Using great images and videos to tell compelling stories helps to increase your reach and engagement with your target audience; here are just some of the free tools and tips available online.

Building a resource bank of content

Charity Digital has collated and assessed some of the [best free and paid for graphic design tools and editing software](#) available to charities.

Free and diverse stock images & video

The Media Trust has collated some online resources where you can find [free stock images](#) that you can use to ensure your marketing materials are representative of communities. There are also other free stock image sites such as [Pixabay](#), [Unsplash](#) and [Shot Stash](#).

If your organisation is looking to branch out into video and you would like to incorporate some stock footage, sites such as [Pexels](#), [Videvo](#) and [Videezy](#) have vast video libraries of free as well as paid for content.

Canva Pro free for eligible non-profits

Canva Pro is an easy and intuitive design tool used to create high impact social media graphics and marketing materials. Charitable organisations can apply for a "Canva for Non-profits account" that unlocks all the premium features of Canva Pro – for free. Visit [Canva](#), to check your eligibility and apply.

Photopea online image editing tool

For those who are comfortable with comprehensive image editing software such as Adobe Photoshop, but are unable to commit to the monthly subscription, [Photopea](#) is an online image editing tool that allows you to do many of the same functions as Adobe Photoshop – for free.

Choosing the right video content

Social Media Today has produced an [infographic](#) which highlights 8 different types of video content and how to get each one right.

How to make a charity film

If your organisation is thinking of creating a film, have a look at The Media Trust's [top tips for making charity films](#) to ensure your video makes the biggest impact.

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