



BUCKS CHARITY NEWS

Weekly bulletin from Community Impact Bucks

15th April 2021

Dear Sir/Madam,

In our second marketing and communications focused newsletter (see [Bucks Charity News/ 5th April 2021 – Marketing and Communications #1](#)), we have selected a mixture of digital resources and tips – including alternative social media schedulers following Hootsuite’s announcement last week – as well as highlighted some of the communications training opportunities available for charities.

RUNNING YOUR ORGANISATION: COMMUNICATIONS – WEBSITES, WIFI, AND WEBINARS



From tips on improving your website and wifi, to finding the right webinar or Customer Relationship Management package suited to your organisation, follow the links below.

Social media scheduling platforms

Last week Hootsuite, a platform which enables you to schedule and plan your social media activity, announced it is reducing its free plan. Many small charities rely on this plan to manage their social media activity; if you have been affected by Hootsuite’s decision or you are keen to see what social media scheduling platforms are available, have a look at [NAVCA’s round-up of alternatives](#).

How to improve website security

Highlighting possible threats to your website and how to keep your site safe, [Go Daddy’s guide](#) covers SSL certificates, malware, software updates, and passwords.

Things to consider when writing website copy

Read the [advice on writing for the web](#) from user experience designer Quinn MacRorie to make sure your web copy is clear and compelling. Charity Digital has also written a [simple guide](#), including tips for website copy, on how to make all your digital communications accessible and inclusive.

Tips to improve your Wi-Fi

If you suffer from long downloads and ‘freeze’ in Zoom calls, Charity Digital has published some great [advice on how to improve the quality of your Wi-Fi connection](#).

The best webinar platforms for charities

With traditional seminar formats still not an option for a while yet, charities are increasingly turning to webinar formats in order to share information and knowledge. Charity Digital has reviewed some of the [best webinar platforms for charities and other non-profit organisations](#), listing pros, cons and pricing for each.

Customer Relationship Management (CRM) explained

If your role does not involve using your charity’s database, or you work for a small charity that doesn’t use one, but you have questions about what CRMs do, read [Charity Digital’s blog](#) to get a comprehensive introduction to CRMs.

RUNNING YOUR ORGANISATION: COMMUNICATIONS TRAINING OPPORTUNITIES



There are several organisations that offer marketing and communications training tailored to not-for-profits – many are free and available to watch at a time that suits you. We have picked out a couple of training providers below.

Free webinars and resources

Look out for [The Media Trust’s free webinars](#), which are held in partnership with Google Digital Garage on a range of topics including social media strategies and Google Analytics (please note, there aren’t any advertised at the moment but they are posted regularly). Its [Resource Hub](#) also has lots of free guides, toolkits, advice and tips to help you upskill and stay up-to-date with the latest trends and developments.

Charity Digital also offers [training on a range of digital topics](#), including its #BeMoreDigital Marketing Day on 20th May 2021, and local [Charity Meetup’s events](#) often have a marketing and communications focus.

Strategic communications training for small charities

Equally Ours is delivering free strategic communications training for organisations working on poverty and inequality. While of particular interest for small voluntary organisations in London, the session looks at how and why attitudes are formed and how to connect causes to values. To find out more and to book on the workshop on 22nd and 24th June, visit [Equally Ours](#).

Building communications strategies around key policy moments

The Media Trust has teamed up with communications and lobbying agency [Seahorse Environmental](#) to provide a [free masterclass](#) on how to build communications strategies around key policy moments, as well as tips for engaging with politicians and civil servants (Thursday 22nd April/ 10-11am). While focusing on climate change to mark World Earth Day, the masterclass will look at being aware of opportunities to build into your comms plans, alongside improving your understanding of the traditional and digital comms tactics needed to meaningfully engage with policymakers.

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