



## BUCKS CHARITY NEWS

Weekly bulletin from Community Impact Bucks

23rd December 2021

Dear Sir/Madam,

In this week's newsletter we have picked out a selection of guides and tips to help support you with your digital communications.

### SOCIAL MEDIA



#### Infographic for posting on social media

Top Non-Profits has created a handy infographic containing useful information on best practices when it comes to posting on social media; for example, knowing your target audience, planning your content as well as specific tips for posting on Facebook, Twitter and LinkedIn. You can download copy of the infographic [here](#).

#### 10 Instagram best practices for not-for-profit organisations

With one billion active monthly users, Instagram is a very powerful social network used by not-for-profit organisations around the world. According to the Open Data Project, of the 89% of these organisations that use social media in their digital marketing and fundraising strategy, 75% of those use Instagram.

Known for having higher engagement than other social media, Instagram is evolving, and it is becoming increasingly more difficult to get exposure in the Instagram Feed. Nonprofit Tech for Good has [published an article](#) outlining the best practices for Instagram which could be useful if you are experiencing a decrease in engagement and exposure. Tips include maximising your Instagram profile and photo, posting 3-7 times weekly to your Instagram, and responding to your followers.

#### Tips for Twitter video

Twitter has published a new, [simple overview of key video tips and inspiration notes](#) to help you boost your Twitter video strategy.

#### 26 Predictions for Social Media Marketing in 2022

In a [recent article](#) by Social Media Today they discuss what we can expect to see from Facebook, Twitter, and other social media platforms in 2022. With the pandemic disruptions easing, it seems a little easier to predict the next stages, with more stable pathways appearing.

### DIGITAL COMMUNICATIONS



#### Google ads guide

Did you know that Google provides up to £95,000 a year of free Google advertising to eligible not-for-profit organisations? That's over £7,500 a month's worth of adverts that will appear on relevant Google search result pages. This represents a huge opportunity to boost your organisation's visibility to your key audiences, drive more traffic to your website and educate people on your mission. You can download the guide [here](#).

#### 10 blogging best practices for non-profits

Despite the high volume of blogs, brands that blog report 97% more links to their website and 434% more indexed pages in search engines. Fresh, timely content is more vital to the success of your not-for-profit's digital campaigns than it has ever been. Find out more by reading [Tech for Good's article looking at blog design and blog content](#).

#### How to build a successful charity podcast

Podcasts have never been more popular: nearly 100 million people listen to at least one podcast episode every month and there are more than 1,750,000 different podcasts according to Podcast Insights.

Charities that build a successful podcast can use it to engage with current and potential supporters, increase their reach, raise awareness in their cause, and employ it as an effective fundraising tool. For more information read Charity Digital's [top tips for building a successful charity podcast](#).

### RESOURCES & TRAINING



#### Everything you need to know about Microsoft 365

Charity Digital is hosting a three-part series on Microsoft 365 that will consist of two webinars and an interactive workshop. Charities are welcome to attend all three segments, or just one. The series has been designed to support your organisation on their full 365 journey, from license purchase right through to the end. No matter which stage you're at,

there'll be a segment to suit you:

- **Webinar 1:** Choosing the right Microsoft 365 subscription for your charity: what you need to know - 25th January 2022 (2-3pm)
- **Workshop:** Understanding validations for your Microsoft 365 subscription - 8th February 2022 (2-3pm)
- **Webinar 2:** How to maximise your Microsoft 365 subscription - 22nd February 2022 - (2-3pm)

For more information and to book visit [Charity Digital](#).

#### Free introductory course to help you deliver your services digitally

If you're taking your first steps into developing a digital service and could use some support, have a look at CAST's five-week digital design course Design Hop. Delivered across three 1.5 hour sessions with 10-14 hours of self-study while working on your own project, you will gain a clear understanding of the design process, insights into user needs and a 'starter solution' to take away. There are two start dates for the early 2022 courses: 27th January and 1st March. Book your free Design Hop place [here](#).

#### Access 60+ DigiShift and The Curve workshops online

DigiShift and The Curve have uploaded their previous sessions to watch for free; collectively there are more than 60 recordings, covering a wide range of topics including social media strategy, data storytelling, content accessibility, digital service evaluation and cyber security. Watch the DigiShift sessions [here](#), and The Curve workshops [here](#).

#### RES617 free digital design assets available for reuse

Since last October, 165 charities have been taking part in digital discovery and development programmes as part of the Catalyst and The National Lottery Community Fund COVID-19 Digital Response Fund. These charities have created a wide range of resources - from research insights and user personas, to journey maps and visual design assets - which are now fully available for reuse. [Joe Roberson's blog](#) looks at the types of assets available, how to find what you need and how to reuse the resources.

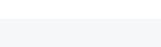
#### 80 digital inclusion assets and resources

If your staff, volunteers, or clients need help responding to digital exclusion across the sector, Catalyst has compiled a list of resources in collaboration with the regional Digital Inclusion Subject Leads from several Councils for Voluntary Service, working with NAVCA as part of the Voluntary and Community Sector Emergencies Partnership. The master list - containing 80 resources - [can be found here](#). The list is an active document that can be added to if you have any useful links.

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