



Digital Communications Best Practice

Say Hello!



Lightful Introduction



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About Lightful

Lightful is a technology company for social good, and certified B Corp. We believe those doing the greatest good deserve the best technology. Our mission is to strengthen relationships between good people and great causes. Lightful's digital products and services are designed for charities to simplify their work and amplify their impact. We achieve this by delivering custom technology solutions, and helping charities upskill and save time with our social media management and e-learning tool.

www.lightful.com
hello@lightful.com



Agenda

- Importance of digital communications
- Social media best practices
- Other digital channels to consider
- Key takeaways
- Q&A

Learning objectives

Below are the key areas we want you to take away from today's session...



Understand the importance of digital communications in today's world



Understand some best practice tips for using digital channels to communicate with your audience



Understand how to access more digital communications training through Lightful Learning

What is your understanding of digital?



You need to talk to
your communities
where they are. And in
2021... they are online.

Online content includes:

- Your organization's website
- Your social media
- Email Marketing
- Digital advertising



The digital world is a place of endless possibilities..!

there are **4.2 billion** social media users



this figure has grown by **490 million** over the past 12 months



added together, the world's social media users will spend a total of **3.7 trillion** hours on social media in 2021

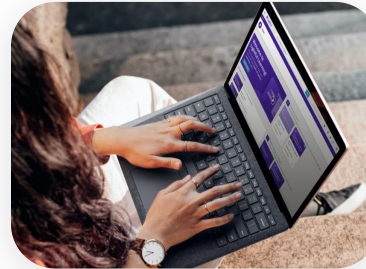
Why use digital channels?

- Interact with your audience and learn exactly what they are looking for
- Reach a global marketplace
- Save money & reach more customers for less money than traditional methods
- Create brand loyalty
- Track responses to your marketing efforts immediately

Social media best practice

Why is social media important?

- Reach - Over $\frac{1}{3}$ of the world's population are on social media
- Excellent way to create a sense of community
- Instant feedback from audience
- Potential for storytelling
- Free!



Top tips for engaging social media content

Audience

Take some time to understand who it is you're talking to

Interact with your audience

Create viral content

Post content people will want to share

Create a content calendar

User-generated content

Be human

Showcase stories from the frontlines

Transparency is key

Focus on engagement

Test out new ideas

Post quizzes & polls

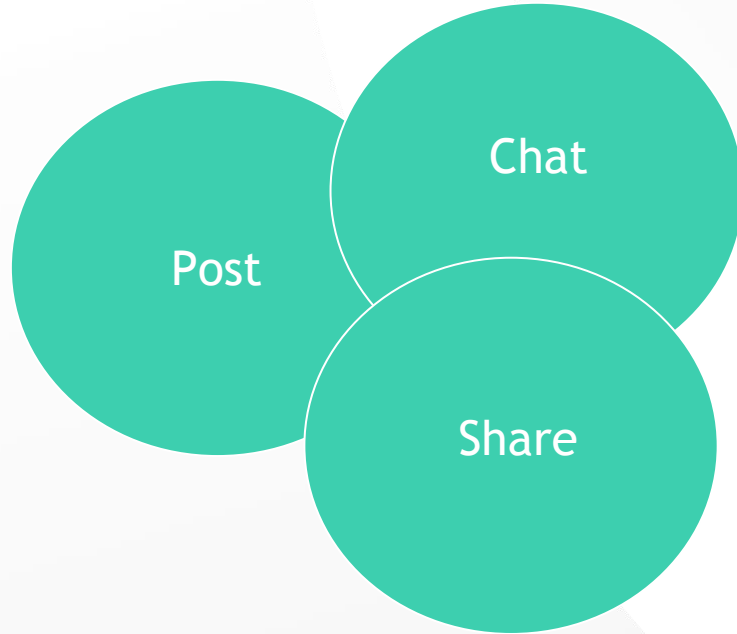
Engage with your followers

Learn from your data

Track what works well and what doesn't

Regularly monitor and report on social media

“Rule of thirds” for content



Creating good content

Define

- Define your objectives
- What does good content look like to you?

Plan

- Organise your content based on channels
- Create a content calendar to be consistent

Measure

- Measure success
- Keep track of your progress month-by-month

Other channels to consider

Email



- ✓ Develop a loyal and engaged audience
- ✓ Drive key actions
- ✓ Showcase impact, and gratitude
- ✓ Personalise your outreach and provide a unique journey for your community members
- ✓ A cost effective way to expand your reach

Websites



- ✓ The hub that you drive your audience to
- ✓ Think about how your audience will navigate your website
- ✓ What content are you sharing?
- ✓ Contact information should be easy to find
- ✓ Monitoring activity on your page

Let's recap some of today's learnings...

- Know your audience
- Don't spread your resources too thin
- Set clear goals for each element
- Create campaigns
- Be social!
- Learn from your data

Accessing more learning

Lightful Faith in the Vaccine BRIDGE program

The Faith in the Vaccine BRIDGE Program will run for 6 months, teaching you how to think strategically about your digital presence and developing the skills you need to execute effective online campaigns, through various digital channels. Using a range of delivery methods, content, tools and technology, and benefiting from a variety of expert speakers, we will enable you to build back the trust and reassurance needed in vaccines, across interfaith lines, which is so urgently needed to strengthen civic society.



Skills

Develop the core skills needed to become more resilient when using digital

Build a strategy to help plan, run and analyze social media campaigns in order to reach and engage a wider audience

Learn best practice from strategic masterclasses on key digital and social media topics delivered by subject matter experts



Tools

Premium level access to the award-winning Lightful Social Platform and the Lightful Learning website for the duration of the program to support learning and doing

The Lightful Social Platform is a social media management tool designed specifically for small to medium-sized charities that speeds up social scheduling, increases impact and saves time

Lightful Learning is a comprehensive library of e-learning content, which includes a syllabus of on-demand videos as well as downloadable templates and resources



Expert Support

Connect regularly with a dedicated Lightful Relationship Manager and Campaign Coach over the course of the program

Discuss and get personalised feedback on digital campaigns, audience personas and any other online content or strategies

How does the BRIDGE program work?

BRIDGE is delivered through a variety of formats because people learn in different ways. In addition to videos and coaching, templates and interactive tools help reinforce learning. Participants get personalised learning journeys, every step of the way.

On-demand videos

1. How the vaccine works
2. Vaccine messaging
3. Storytelling with impact
4. Social media tips and tricks
5. Countering misinformation online
6. Understanding your audience
7. Engaging hard to reach audiences
8. Creating and editing videos

One-to-one coaching

- Benefit from dedicated time with our relationship management team
- Receive personalised feedback from our Campaign Coach
- Put learning into practice with the team who have comprehensive hands-on experience of running campaigns

Masterclasses

- Live sessions take place throughout the program
- Live sessions foster genuine connections between participants
- Dynamic discussions enable peer learning and a sense of community within each cohort

Drop-in sessions

- An opportunity to ask questions, share challenges and learnings
- Meet other participants, tackling similar challenges within their communities
- Work together to create cohesive campaigns that will foster real change

e-learning playlists

These elearning playlists will build your confidence in using digital channels to communicate with their audiences. You will gain an understanding of how they can use social media to effectively reach reach people within their communities and counter vaccine disinformation and importantly, spread positive messages around vaccine uptake.



Digital communications - the basics

- Intro to digital communications
- Why social media is useful
- Creating a social media strategy
- Free communications tools to consider
- Social media best practices
- Website best practices
- Email best practices
- Creating a content calendar
- Spotting & countering misinformation



Storytelling through digital

- Intro to storytelling
- Showcasing impact through storytelling
- 5 ways to make storytelling more actionable
- Developing your brand
- Content marketing
- Content 101
- Creating infographics
- Campaign planning 101
- Maintaining campaign momentum
- Getting to the ask



Understanding your audience

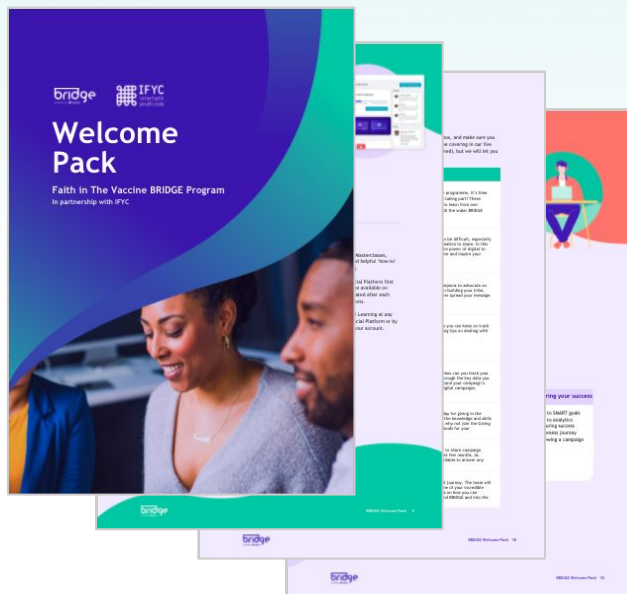
- Intro to personas
- Persona building
- Engaging hard to reach audience
- Increasing audience size
- Growing your personal network & brand
- Audience research 101



Measuring your success

- Intro to SMART goals
- Intro to analytics
- Measuring success
- Awareness journey
- Reviewing a campaign

1. Read your 'Welcome pack'



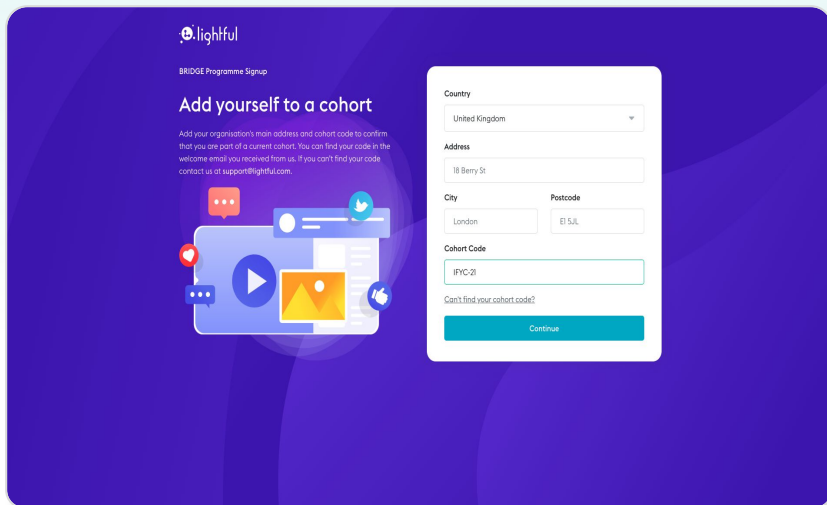
- ✓ You'll receive a welcome pack outlining all the learning content available through Lightful
- ✓ Who's who at Lightful
- ✓ The e-learning courses and how you access them
- ✓ Calendar of Masterclasses and drop-ins

2. Book a 1:1



- ✓ Meet your dedicated relationship manager
- ✓ Find out more about the program
- ✓ Set your learning objectives

3. Sign-up to Lightful



The screenshot shows the 'BRIDGE Programme Signup' page on the Lightful website. The main heading is 'Add yourself to a cohort'. Below it, a paragraph explains that users need to add their organization's main address and cohort code to confirm they are part of a current cohort. It also provides a link to support@lightful.com if the cohort code cannot be found. To the left of the form is a graphic with icons for a speech bubble, a play button, a document, and a lightbulb. The form itself has the following fields: 'Country' (a dropdown menu showing 'United Kingdom'), 'Address' (a text box with '18 Berry St'), 'City' (a text box with 'London'), 'Postcode' (a text box with 'E1 5JL'), and 'Cohort Code' (a text box with 'IFYC-21'). At the bottom of the form is a 'Continue' button. Below the 'Cohort Code' field is a link that says 'Can't find your cohort code?'.



Sign up using the instructions in your welcome pack.

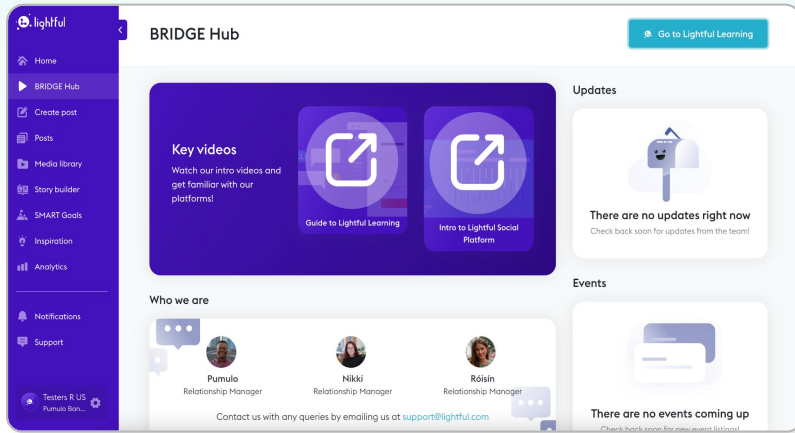


Make sure to use the Cohort code: IFYC-21



Only 1 person per organization has to create an account! Your RM will show you how to invite your colleagues and partners

4. Access Lightful Learning



Click the go to Lightful Learning button in the top of your screen

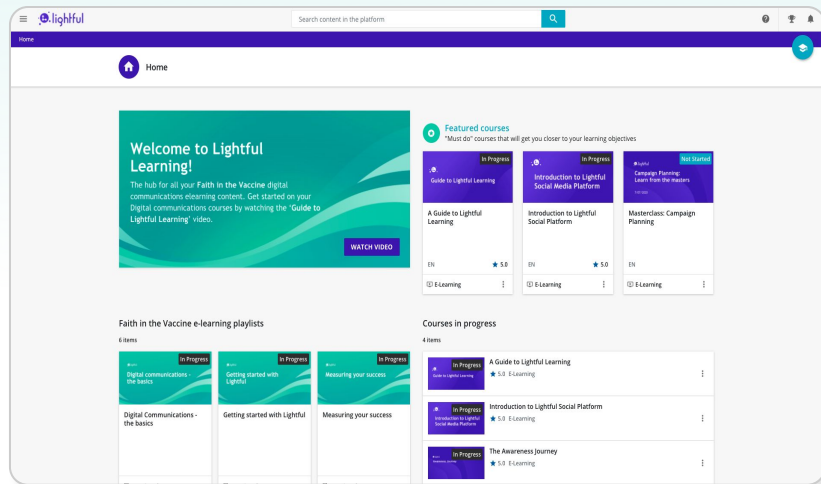


YourLightful Learning portal will load



Access your learning playlists

5. Start learning!



Get started with your e-learning playlists



Watch a 'Guide to Lightful Learning'



Choose whichever playlist you would like to start with!



Thank you

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