

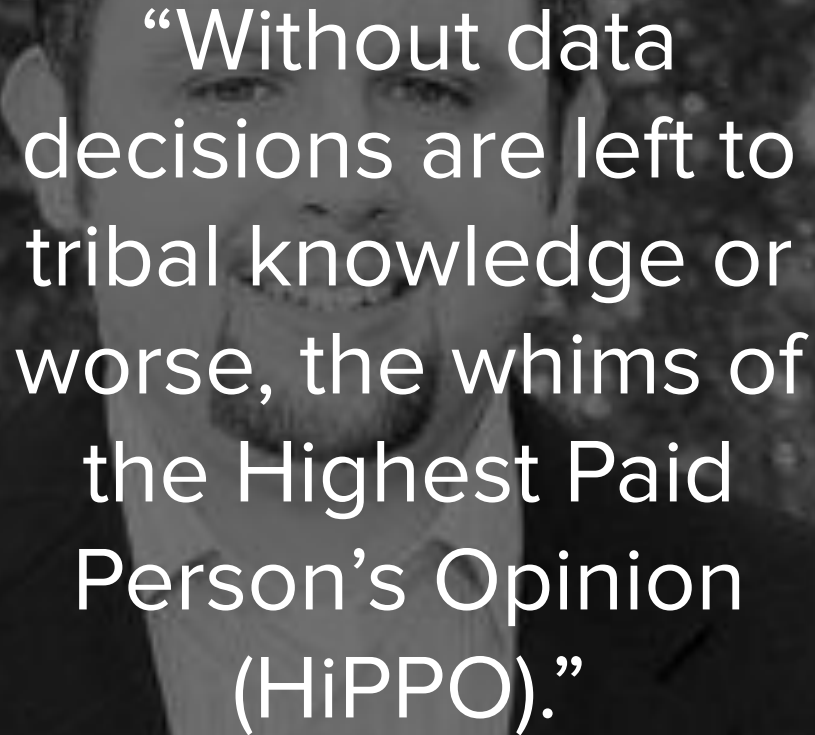
# 40 14 ideas for social media & website success

Ross McCulloch - Third Sector Lab

Slides [bit.ly/nhscomms10](https://bit.ly/nhscomms10)

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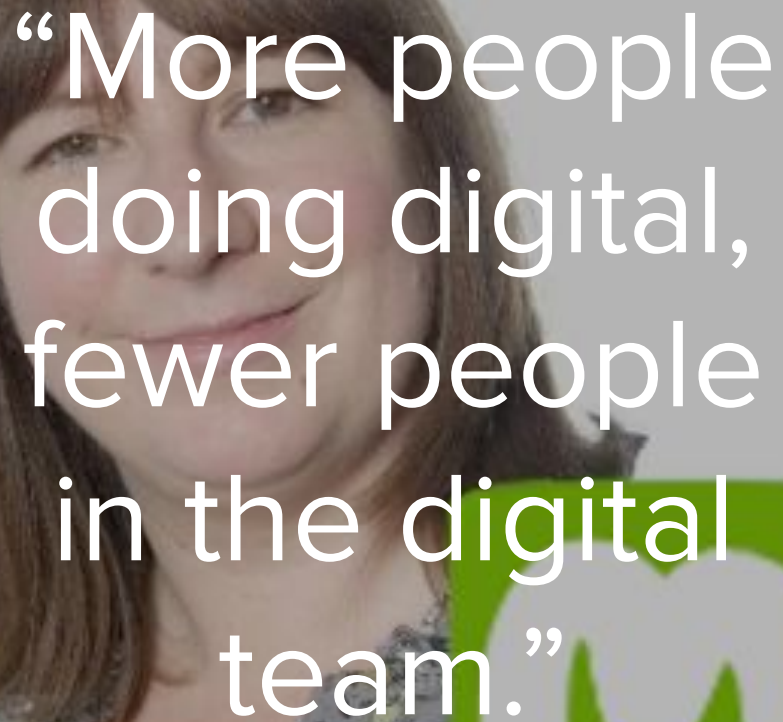




“Without data  
decisions are left to  
tribal knowledge or  
worse, the whims of  
the Highest Paid  
Person’s Opinion  
(HiPPO).”

Steve MacLaughlin  
Director of Internet  
Solutions | Blackbaud

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“More people  
doing digital,  
fewer people  
in the digital  
team.”

Amanda Neylon

Head of Digital | Macmillan  
Cancer Support

**1. Create simple user stories to help you design effective content.**

**As a** [person in a particular role]

**I want to** [perform an action or find something out]

**So that** [I can achieve my goal of...]

**Sarah Richards Content Design 101**







NHS Blood Donation

· August 27 ·

"Today we sat for three and a half hours while our baby girl, Amber, received a blood transfusion. She has a condition called HUS that has caused the red blood cell and platelet levels to drop in her blood and the transfusion was given to try and improve those levels.

"During that three and a half hours we witnessed a transformation as colour returned to her cheeks, her lips became pink once more... [See More](#)

3.7K

331 Comments 879 Shares



Like



Comment



Share



Most Relevant ▾



**Ben Sanders**

Just completed my 65th donation today.

Like · Reply · 1w · Edited



**Abi Marshall**

cannot give blood after I was

**2. Real human stories always beat corporate comms.**



Instagram

Search



youngwomenscot • Following



**youngwomenscot** Hi there! We (Chinyanta and Dorothy) are taking over the @youngwomenscot account today! We work on behalf of the Scotland-Zambia Partnership and we are leading a new project about mental health @demandbetter\_ . We will be chatting more about the project today, so head to youngwomenscot's instagram stories to find out more! #mentalhealthawareness #blacklivesmatter #blackwellness #blackhealthmatters #peergroup

3w



22 likes

AUGUST 15

Add a comment...

Post

3. Takeovers give authenticity to your social media channels.

### When?



Whenever you want to or when you have spare time in your week to write a few posts.

### Where?



Wherever you work best. At home or out and about! On your phone, tablet or computer.

### What?



We'll give you some help and guidance on the posts you share but let you take on a creative role in making it your own!

### Who we're looking for

- Someone who wants to learn about and share cancer information, volunteering opportunities, events and more
- Someone who uses social media regularly
- Aged 18 and over

### How to join

- Apply now
- We'll be in touch with further details
- Attend our online training session
- Receive all the content you need to post
- Share content with your friends and family



CANCER  
RESEARCH  
UK

**4. Recruit and empower social media champions to make the most of their personal networks.**

## 5. Piggyback on breaking news.



Children 1st

April 13 at 11:05am · 🌐

There's been a lot of coverage in the last couple of days about Stephen Fry's comments about sexual abuse survivors, during an interview about free speech.

Anyone affected by the issues can call our ParentLine helpline on 08000 28 22 33.

You can also support our work helping children to recover from abuse by making a donation.



### Make a donation : Children 1st

Help Children 1st to reach more vulnerable children and families in Scotland by making a donation

[CHILDREN1ST.ORG.UK](http://CHILDREN1ST.ORG.UK)





## 6. Combine channels effectively. Follow-up effectively.



**Stephen Robertson**

CEO at The Big Issue Foundation



Mar 2



Hi Ross! Thank you for liking my recent LinkedIn post. My marketing budget is zero so every like really helps spread the Big Issue word.

This Friday the 3rd of March I will be undertaking our Big London Night Walk. It's over 20 kilometres through the night, 300 walkers, some of our vendors and our biggest fundraiser of the year. The money we raise will support our vendors in their journeys out of homelessness.

If you are able to sponsor me to complete it would be wonderful!

Here's the link! <http://bit.ly/2jHuGIN>

If it's not the right time for you then no worries at all!

Thank you for reading this message.

Very Best,

Stephen

Stephen

12:49 PM



**7. Your search ranking may determine whether or not someone is able to access the right support or information for them.**

**On page one alone, the first five organic results account for 67.60% of all the clicks and the results from 6 to 10 account for only 3.73%.**

**8. Use audio  
to tell  
powerful  
stories.**



In pairs research one tool from the list below - do a Google search.

How could it be used within your role to better communicate online?

[Canva for Non-Profits](#)

[WeVideo](#)

[Mentimeter.com](#)

[Google Adwords Grants](#)

[Anchor.fm](#)

[Unsplash.com](#)

[Hootsuite](#)

[Clipomatic](#)

[HotJar for Nonprofits](#)


[Mailchimp](#)

[Biteable](#)

[Typeform](#)

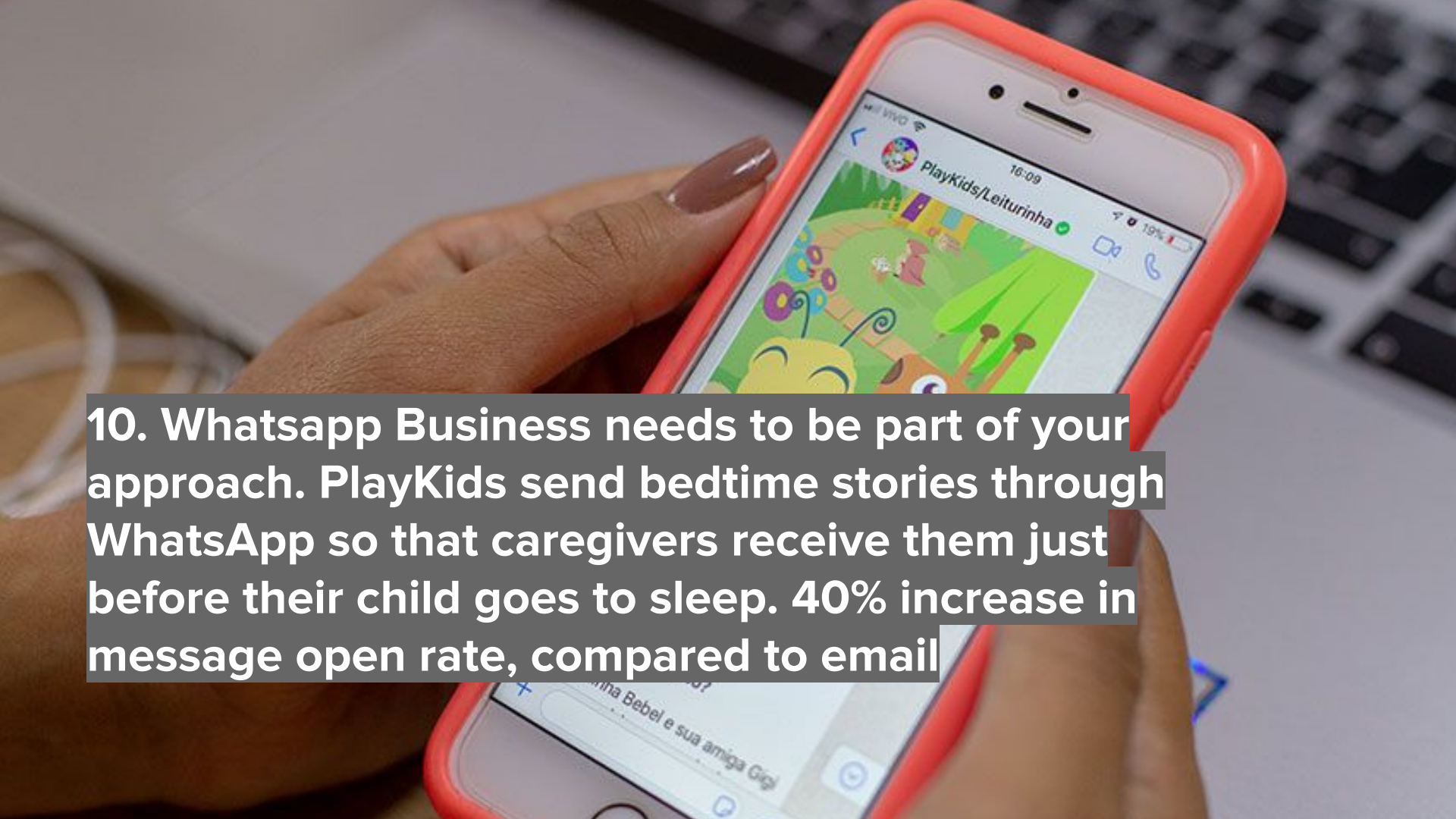






**9. Don't be afraid to use humour.  
Don't be afraid to push boundaries.**

Alternative link to video: <https://www.youtube.com/watch?v=AiLfgC2sXOE&t=3s>



**10. Whatsapp Business needs to be part of your approach. PlayKids send bedtime stories through WhatsApp so that caregivers receive them just before their child goes to sleep. 40% increase in message open rate, compared to email**

## CONTEXTUAL CARD

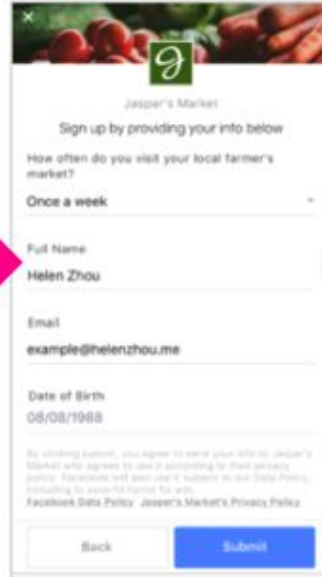


## CONTEXTUAL CARD



### OPTIONAL

**LEAD GENERATION  
FORM & PRIVACY  
POLICY**



**CUSTOM  
DISCLAIMER**



### OPTIONAL

THANK YOU  
PAGE



## 11. Facebook Lead Ads can transform how you recruit service users, survey participants and beyond...

Ailsa, your Shelter Scotland assistant, can help  
explain the new tenancy rules



Hi, I'm Ailsa.  
What can I help you with today?

Chat with Ailsa

**12. Make use of simple bot technology to get people the advice they need quickly. Shelter Scotland's 'Ask Ailsa' helps tenants and landlords navigate the complex Private Residential Tenancy Rules.**



**13. Use Twitter lists to grow your followers and target niche audiences.**

**@ScholarUK | Scottish Schools**

**@TNLcomfundscot | Scottish Third Sector**

**@CraigMcgill | Scottish Press List**

**@NewsDirect | MSPs**



# 14. Stop this.

This course **ONLY** available  
to residents in:

Balsall Heath East,  
Erdington,  
Garrets Green,  
Handsworth,  
Ladywood,  
Small Heath,  
Sparkbrook

Please also see criteria below

**Come and learn new skills and we support you to find a job**

Are you available:

Monday

30th  
September 2019

Friday

25th  
October 2019

**City & Guilds**

## You will gain the following:

- Time management
- Self Esteem
- Motivation
- Interpersonal Skills
- Resilience
- Employability Skills
- CV Writing
- Communication Skills
- Self-confidence
- Problem Solving
- 1-1 Recruitment Support
- Interview Preparation
- A City and Guilds Level 2 certificate in Customer Services and Independent Living PLUS optional E- Qualifications in Food Safety, Personal Health and Wellbeing and Equality & Diversity.
- Free Android Tablet, Fitness Tracker and Mobile Phone\*



## We will also support you with:

- Travel vouchers (via your job center)
- Childcare friendly course hours
- Interview Coaching & Make Over
- Access to Sharan Advisor
- Follow up support for up to 3 months.
- Celebration event to recognise your achievements

**Your benefits will NOT be affected**

## Criteria: CANDIDATES MUST

- Be in receipt of ESA, JSA or Universal Credit
- Engaged with a Job Center in one of the listed areas
- 19+ and have the right to work in the UK
- Have basic English skills to include reading, writing and listening
- Complete pre and post course assessments
- Attend the full 4 week course: 30th September to 25th October\*

Limited  
Spaces!  
Enquire  
Now

**APPLY TODAY**

Deadline for  
Applications:  
23.09.2019

Kindly Funded by



Department  
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## Get in touch

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