UKCF Communications network meeting - Notes
Tuesday 6th December 2016

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Introduction

- Kiran Ramchandani – Head of External Affairs, UKCF
- Jessica Luong – Communications Officer, UKCF
- Everybody around the table introduced themselves

Short sessions

Brand update

- We are **gradually rolling out** the UKCF brand
- The new **website will be launched soon**, and the **logo which indicates “A member of”** will also be made
- **Branding guidelines, images** (including logos) will be **emailed out**, and are also now available on the **Members’ Zone** of the UKCF website

How to talk about immigration

*By Amber Alferoff, Programmes Officer, UKCF*

- Amber gave a presentation on how to talk about immigration, with things she learned in a workshop delivered by think-tank British Future
- **Statistics don’t resonate with people** as much as case studies or stories about specific refugees and asylum speakers
- **Focus on what the UK has done so far in helping refugees** e.g. “Britain should be proud we have a history of taking in refugees”
  - This is more positive than criticising the UK e.g. “Britain is not doing enough to help refugees”

Top 10 Twitter Tips

*By Jessica Luong*

- These are a range of tips to help boost your Twitter activity.
  - There’s a range of skills and usage regarding Twitter across the network, so some of these tips will be more useful to you than others
- **1. Tag people in photos:** this saves on character space, and drives engagement
2. URL Shortener: although Twitter now automatically shortens URLs, [www.goog.gl](http://www.goog.gl) provides basic analytics about where visitors to your webpages are coming from, and which type of links work best with a specific social media page

3. Create Twitter lists: segment your followers/users e.g. by donor, community leader etc.

4. Use Hootsuite to manage >1 social media profile: post to multiple social media accounts at the same time, using one dashboard

5. Optimum scheduling: use Hootsuite to schedule tweets at the times when your followers are most active

6. Use Klout to find influencers: these people will shout about your CF!

7. Content curation: find content to share and comment on – Klout, Flipboard, Pocket, Scoop.it, among others, recommend content for you to share based on certain topics you choose

8. Use toolbar add-ons to share content immediately: if you come across an article or webpage you want to share immediately, install a plug-in/add-on e.g. Hootlet or Pocket to share the webpage – without having to leave the page and log onto Twitter

9. Use toolbar add-ons to store content: if you find content you want to share at a later date, use Pocket to store it on your dashboard, which you can then view and share in a streamlined dashboard

10. Use analytics tools to improve your social media strategy: Twitonomy can you tell you the proportion of Mentions which are replies or Retweets; and Followerwonk tells you information about your followers

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**Top CF stories**

<table>
<thead>
<tr>
<th>Community Foundation</th>
<th>New Year plans</th>
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<tbody>
<tr>
<td>Milton Keynes – Hannah</td>
<td>A new website and looking at a different demographic pf donors – young philanthropists</td>
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<tr>
<td>Heart of Bucks – Lauren</td>
<td>New community fund in the new year working with the local radio station – encouraging local entrepreneurs</td>
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<td>Northamptonshire – Lucy</td>
<td>Impact launch in February</td>
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<tr>
<td>Tyne &amp; Wear and Northumberland – Iain</td>
<td>Estate agent fund in the new year Big event around international women’s day in May focusing on women philanthropists with Irene Dorner (HSBC)</td>
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<tr>
<td>Essex – Kate</td>
<td>New year – turning criminal assets into community cash Funding for phone-in surgeries – Harlow and Epping Forest</td>
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<tr>
<td>Wiltshire – Kirsty</td>
<td>New year – Wiltshire Uncovered Partnership with Barnardo’s – work in schools</td>
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<tr>
<td>Heart of England - Sue</td>
<td>Breaking bread breaking boundaries – a project combining faith and food</td>
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<tr>
<td>Surrey – Alix</td>
<td>A new corporate fund with Savills – all Council Tax payers will get a notice</td>
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Leeds – Kirsty
The Leeds Fund – new year project will be on employability in the city

Oxfordshire – Kate
New year focus will be on professional advisers. Relooking at grant making – more open to core cost funding

Kent – Sophie
Funders forum will run again. Received £200k from the Council to support the elderly and vulnerable

Herts – Danielle
New website next year and a building effectiveness programme to support 10 voluntary groups, partnering with Cranford Trust

Dorset – Daisy
Relaunched mentoring programme. Lord Rothermere has featured in Deepest Dorset

Berkshire – Teri
Planning a parliamentary reception for International Women’s Day
Panel pitches at the end of January on tackling loneliness and isolation
Key topic for next year is mental health

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Storytelling

*By Catherine Raynor, Mile 91*

**The key to good story telling**

- The key to good storytelling is to **simplify a complex story** – state the **impact** of your CF’s work
- A **common mistake** among charity storytelling is that charities **talk about input more than impact**
  - Don’t focus on your organisation’s work; **focus on the impact it has on the beneficiaries**
- Stories which have an **emotional effect** on the reader resonate more
- An **identifiable victim** works better than using **general statistics**
- **Stories** must be **traced back to the organisation’s objectives**

**Talking to different audiences**

- Tailoring storytelling to different audiences:
  - 1. *Existing donor*: talk about change their money has made
  - 2. *Potential donors*: talk about community need i.e. why you need them to donate

**Responsibilities when telling stories**

- CFs have a **responsibility when telling stories**; storytelling must be **ethical**
  - You need to understand the repercussions of telling someone’s story
- This is especially important when sharing stories from vulnerable groups of people
- Give the beneficiary a **release form** and **informed consent form** to sign - providing they are happy for you to share the information, and **fully understand how you will use the information**
  - Saying you will “share it on your website” isn’t enough – who is going to view your website? What impact will this have on the beneficiary?
National campaign planning

- An exercise for creating a national campaign was completed
- The group split into two to think about how to plan a campaign with Professional Advisors
- In the new year, UKCF will distribute a campaign plan for CFs to view

Round-up

- Mike Scott, Membership Manager, invited everyone to attend the new Philanthropy Advising workshop, which will be held in Leeds in February 2017
- Thank you to everyone who came to the meeting