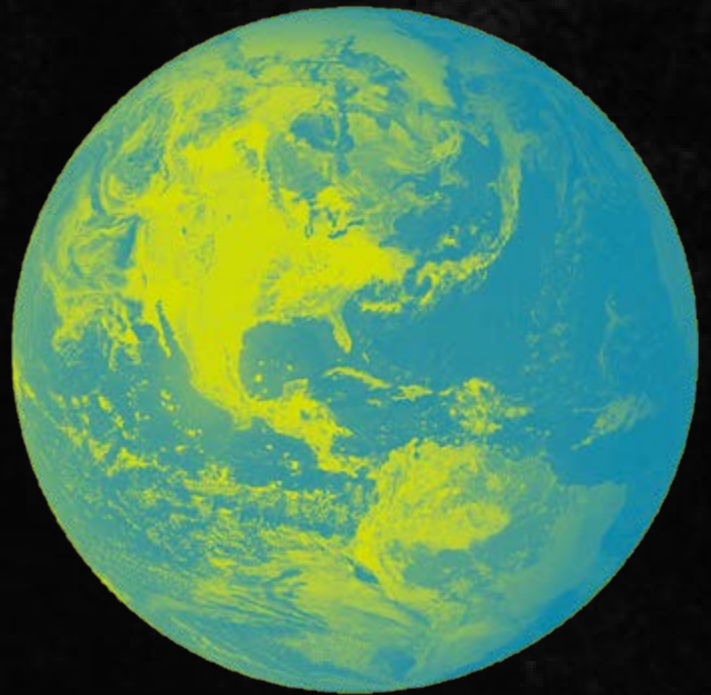# Media & Communications Toolkit

for National Lottery funded, community-led climate action projects

COMMUNITY FUND

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Saving the planet is now a communications challenge.

Sir David Attenborough

COMMUNITY FUND

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Communications is one of the most powerful tools available to mobilise and accelerate climate action. With the right communications, climate action projects can reach broad, diverse audiences and inspire people to play their part supporting communities across the UK to reduce their environmental footprint and save our planet.

That's why The National Lottery Community Fund asked the Media Trust to produce a media and communications toolkit to support you, their grant holders.

Our toolkit includes advice on creating a communications plan, creating content, getting media coverage, engaging online communities, measuring your impact and much more.

Getting communications right isn't always easy and climate action related communications isn't without its challenges. These include:

Using accessible language on climate for a non-scientific audience

Creating content that stands out, especially given COVID-19

Sharing real stories to show the positive impact communities can have

Engaging under-represented groups

Working with journalists and securing media coverage

Understanding what works and what doesn't

Demonstrating the impact of projects

We've also included customisable templates for emails, posters, media releases, interview-pitching, letters to elected representatives including MPs, MSPs, MLAs and MSs and social media copy, as well as a list of useful resources and guidelines.

Remember, it's important the people involved with your project understand it's been made possible by players of the National Lottery, so this toolkit also includes information on easy ways to do this. Of course – putting the National Lottery logo somewhere that's easily visible will help as well.

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Download The National Lottery Community Fund **logo and guidance**

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Creating a communications plan

You can use our **communications plan template** to bring all the strands below together for your own project.

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A communications plan allows you to establish your **aim, objectives, key messaging and audience**, and think strategically about how to bring all these elements together to tell the story of your project.

Your **aim** is a statement of intent and sets out the primary purpose of your work. For example:

'Increase community food growing in the local area'

Once you've defined your aim, you can set out your communications **objectives**. These are the steps to help meet your aim. For example, they could be:

- Promote and hold local 'how to' talks on community food growing

- Raise awareness of the health benefits community food growing can have

- Secure support and investment for community food growing projects

To support your objectives, you'll need to develop clear messages that engage and influence your audience – we call these **key messages**. These should be simple, strong and memorable. Prioritise quality over quantity. These are the two or three things you always want to say about your project. You should also acknowledge that National Lottery funding made your project possible as part of your key messages. Here are some examples:

- Community food growing is better for the environment as it reduces carbon tonnage of importing food to the UK

- Community food growing offers mental health benefits for individuals involved

- Community food growing can help foster a better sense of community

- This project is made possible thanks to National Lottery players, with funding from The National Lottery Community Fund, the largest funder of community activity in the UK

Top tips for your key messages:

When using key messages, try to avoid using jargon. Instead, use down to earth and straightforward language to make your messaging more accessible. You'll find more guidance and tips on climate messaging dos and don'ts in **Section 2**.

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Next, think about who your audience is and what will interest them the most.

While young people might be more interested in using community food growing as an opportunity to be outside and see friends, your local authority might be more drawn to the idea that it can help reduce anti-social behaviour within communities.

If you're not sure who your audience is, ask yourself questions like: Who can help me achieve my aim and objectives? Who do I need to involve to make the project a success?

For example, to meet the objective of promoting a local event, you might want to target people who are well-connected in the community like teachers, school boards, faith leaders and local shop owners.

Even if you want to reach 'everybody' with your campaign, it's important to try and break down who you want to reach into specific groups so you can target them in the ways that are mostly likely to appeal to them.

Remember, if you receive funding from The National Lottery Community Fund to deliver a project in Wales, you will need all communications to be bilingual, in line with The National Lottery Community Fund's Welsh Language Standards.

The National Lottery also provide Welsh language training to grant holders (please contact their Welsh Language team on **welshlanguage.advice @tnlcommunityfund.org.uk** to find out when their next training session is taking place).

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Find out more information on bilingual communications

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When thinking about targeting specific groups, besides getting the messaging right, it's also important to carefully **choose your channels**. By channels, we mean social media platforms (e.g., Facebook or Twitter) and types of media outlet (e.g., local radio, local newspaper, or the parish newsletter).

You should play to your strengths. For example, if you've never used Tik Tok before, now is probably not the right time to start, even if you want to reach young people.

Quality over quantity is key. For social media, focus on one or two channels that feel right for you. There's a more detailed look at social media platforms, purpose, and audience in **Section 4**.

It's important to consider **how to measure and communicate your impact**. For the objective of 'raise awareness of the health benefits community food growing can have', you could use measures such as:

Awareness increased by 20 per cent, based on polling before and after we arranged speaker events in local community spaces

We achieved 20,000 engagements (e.g., likes, views and shares) on our social media posts

75 per cent of people who responded to our email survey agreed we helped them 'learn something new' about the issue

Outlining what success looks like before starting your project will give you a better idea of how to track its impact.

Defining your metrics – how and what you're going to measure – means you'll know what works and what doesn't. This will make it much easier to evaluate the success of your communications and to know what to improve next time. There's more information on metrics and tools you can use in **Section 7** – Measuring what works.

Prepare your communications plan in advance and include key **calendar dates** (e.g., national awareness days that make for good news 'hooks', or conversely, dates and events to avoid clashing with); a **timeline** for tasks, deadlines and the lead person responsible for these; a **list of spokespeople, when they're available and their contact details**; and finally, a **FAQs (frequently asked questions) document**.

Developing these materials in advance will save you time (and stress!) in the long-run and ensure you're fully prepared.

2

Bringing your messaging to life

Good messaging makes people **listen**,
but great messaging makes people **act**.

We know that talking about climate action and the climate crisis isn't easy. Here are some tips to help you effectively engage your audience when talking about climate action:

Keep it simple. Yes, climate change is complex, but your messaging needs to be easy to grasp and understand

Make it relatable. Most people don't respond well to jargon or language that's unfamiliar

Say 'when', not 'if' to help create a sense of urgency and to avoid sounding vague

Show don't tell. Use video, images and stories alongside text copy

Ensure you aren't alienating anybody with your language. Speak to all ages, genders, ethnicities, political persuasions and more

Use personal, locally relevant stories. This will help generate an emotional connection

Make people feel in charge of change. If people feel like they can make a difference, they're more likely to try

Stay positive. We know it's hard to strike the balance between creating a sense of urgency and being upbeat but too much doom and gloom can disengage people

Collaboration is key. Use words like 'us' to emphasis a common cause and that we're all in this together

Find more messaging dos and don'ts here.

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Find more ideas on how to effectively communicate about climate change

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Once you've thought about what your messages are and how you're going to tailor them to your different audiences, it's time to think about your calls to action.

CALLS TO ACTION

are clear steps that your audience can go on and take after engaging with your content. Common calls to action range from 'like and share', to 'donate and support our work' or 'write to your MP to ask them to address this issue'.

Be realistic and practical with your call to action. You can also use different calls to action in different communications. For example, you might want something simpler and easier for your social media followers but something that takes a little more effort from your long-term newsletter subscribers.

You might also want to include multiple calls to action in the same piece of content. This can be useful as it enables choice but take care not to overwhelm your audience.

Once you've established how to communicate your message and your call to action, you need to think how else to bring your messaging to life. Two effective but different tools for this are **storytelling** and **data**.

The use of **real people's stories** helps humanise a campaign and make it relatable. It adds authenticity and reminds your audience that the issues you're campaigning on impact real people.

Stories can be presented in different ways. You can ask people for short quotes that can be used on social media or in a press release. You can also ask if they'd be happy to be interviewed by journalists or featured in a blog.

When developing your case studies (or 'stories'), once again, focus on quality over quantity. Make sure the experiences and opinions of your interviewees reflect the aims and values of your organisation and if possible, that they represent diverse voices and communities.

As well as using emotive 'real life' stories, securing supporting statements from key influencers, experts and high-profile people can add weight to your messaging and help secure media coverage. These could be celebrities, politicians or environmental campaigners.

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Find out more about **telling your stories ethically**

You should be considerate in how you approach your contributors (i.e., the people sharing their stories), for example having a clear ask, offering to cover their expenses if any, and giving them the chance to review and sign off on any quotes or pieces before they're published.

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DATA

is also a powerful tool in campaigning and can be used to:

**Talk accurately about an issue.**
Having data means you can use statistics instead of phrases like 'a lot' or 'very little'. For example, 'a study found that 45 per cent of pupils saw an improvement in behaviour after taking part in pupil-led co-production projects', makes a stronger case than 'pupil-led co-production projects have been found to improve the behaviour in lots of pupils'

Make an issue feel very real.
For example, 'the last 20 years have been the warmest on record'

Provide a campaign target.
For example, if you know that just 50 per cent of people in your community currently recycle, you can campaign to increase that figure to say 70 per cent

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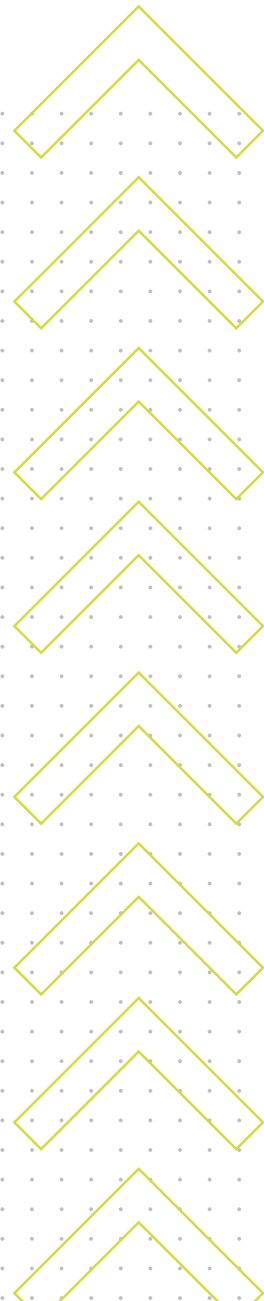
3

Creating compelling copy

Creating **compelling content** to support your comms.

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While clear and concise language is vital for successful campaigning, visual content can also help you to creatively convey what you're trying to say and achieve your desired outcomes.

Visual content (or 'assets') are often the most 'shareable' on social media. Using visual assets gives you more chance of maximising reach or even going 'viral'.

Photography, video and **infographics** are the three most common forms of visual content.

It's important people involved with your project understand that it's been supported by players of The National Lottery – putting their logo somewhere that's highly visible helps to do this.

Using images to support your campaigning

Building a collection of images (an 'image bank') will allow you to have photos at the ready to attach to social media posts or send to journalists and other stakeholders. Shooting and gathering these in advance helps save time down the line.
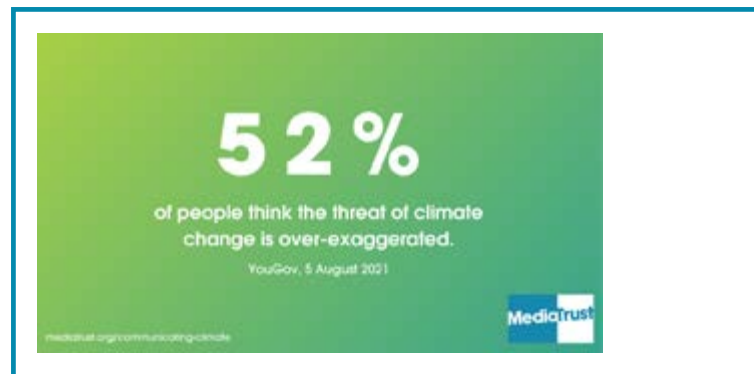
A great resource we can recommend is **Climate Visuals**, a library of progressive climate images that are free to use.

For filming or photography, you should think about:

Diversity of your volunteer models. Remember you can't be what you can't see, so it's crucial that you represent all the communities you're hoping to reach

Choose your locations in advance and think about the order. For example, you'll probably want to shoot outside before it gets dark and if you're shooting at a venue, you'll need to make sure it'll be open for the duration of the shoot

Ask your models to bring a few **changes of clothes** and let them know what you want them to wear. The clothing should fit with, but not distract from, your story. Avoid logos, brand names and distracting patterns.

Example Infographic

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Download The National Lottery Community Funds logos and guidance

Don't do it on your own! Find a colleague or friend (or two) to help ensure everything runs smoothly

Think about the purpose of your shots. Do you need a professional camera? If the content is predominantly for social and media outreach, a smartphone will probably do. However, if you're looking to produce printed materials, it's probably best to use professional equipment

Ensure you have permission – it may sound obvious but remember to tell those people you are taking photographs of how, why and where you'll be using the images and get their consent

National Lottery promotional materials – remember to acknowledge your National Lottery funding by using The National Lottery Community Fund logo

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You can order free plaques, stickers, bunting and more

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Using video to support your campaigning

Video is an extremely popular way for audiences to consume news and other content and, when done right, can help you reach a huge amount of people in a short space of time.

A smartphone is generally good enough for shooting videos for social media. And something that's obviously been shot on a phone is often seen as more 'authentic' by audiences.

Advance planning is critical. Ask yourself:

What's the purpose of the video? What do you want it to achieve?

Where will it be uploaded? How will you share it? You might want to consider platforms like YouTube or Vimeo if you're sharing the link to newsletter subscribers or journalists. Otherwise, uploading it direct to your social media account may be simpler, and makes it more immediate for people to access and view

Do you need to edit your video? Apps like Instasize have both free and premium subscription options for straightforward editing. You can also do basic editing on your smartphone, e.g., cutting the length of a video

How will you ensure your video is accessible? Make sure you subtitle your video and consider other steps you can take to ensure that it's accessible to disabled and other audiences

What if you're not confident with video? If you don't have experience of recording and uploading videos, find someone to help. This is a brilliant volunteer job for someone who can put their skills to good use and is much more time efficient than you trying to learn from scratch!

Choose your presenters carefully. If your primary target audience is young people, do you have a young person who can talk to camera? If not, ensure the language used is appropriate for young people, without feeling forced.

Now you can plan the recording itself. Ensure you've got good natural light; an appropriate backdrop and the sound is clear.

When interviewing someone for video, ensure they repeat the question in their answer. For example, if you ask them where they're from, they should say "I'm from Manchester" rather than just "Manchester". This makes it much easier when you're editing.

Most important of all, don't overcomplicate things. Tell the story and keep it simple. Your video should be no longer than two minutes and for social media, 30 to 90 seconds is ideal.

Ensure you include your call to action at the end!

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Live versus pre-record

Usually, pre-recorded video performs better and is of a higher quality than live videos, however sometimes people choose to go live in their campaigns. While this can be effective, there's a lot to think about when going live. You can't plan for what might happen, it's often difficult to save the content for longer-term use and people can't always 'share' live content in the same way they can content that's pre-recorded and uploaded. For these reasons, you often reach less people with live video than you do pre-recorded content.
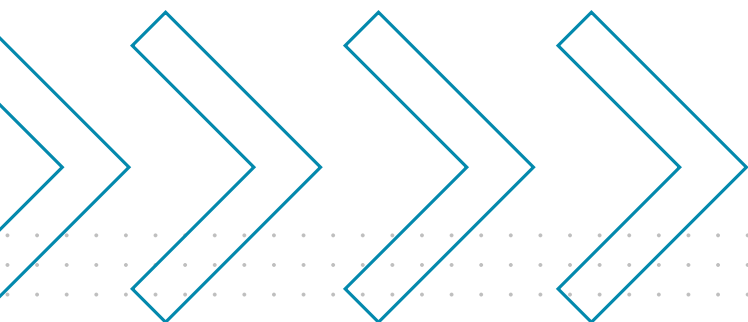
Using infographics

Infographics are images that convey key information by using easy-to-digest and visually striking graphics or images. For this reason, they're very shareable and can help you reach and engage large audiences.

Tools like **Canva** can help you create infographics. Charities and non-profits get free access to Canva's premium service. As well as media templates that come in different sizes for both Instagram and Twitter, Canva also has poster and flyer templates to help you promote any events you might be running. The platform is straightforward to use and there are numerous tutorial videos available on YouTube.

An alternative to Canva is **Adobe Spark**, which also offers a free-to-use version of its online tool although this comes with a faint watermark.
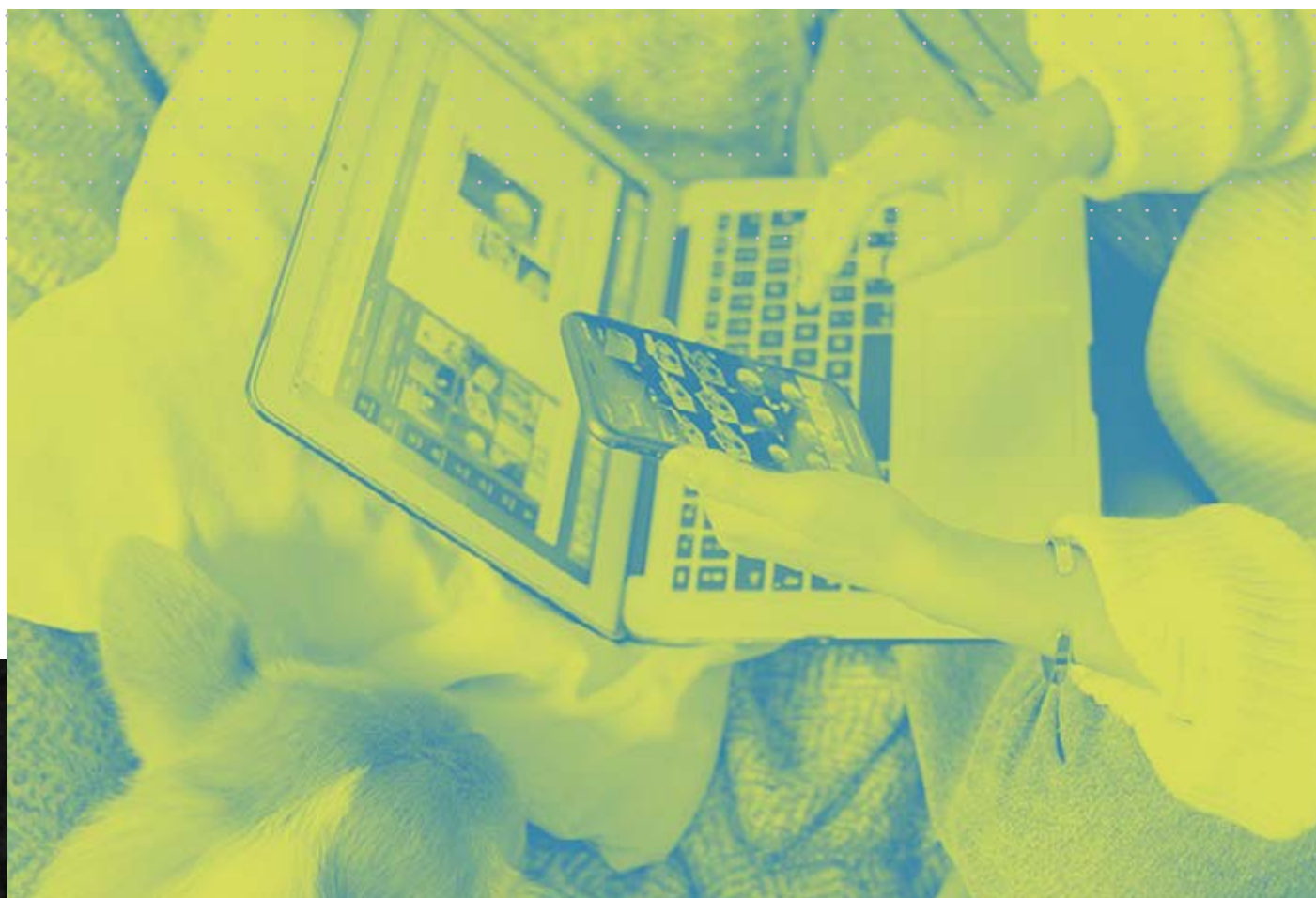
How to launch your content and keep people interested

Now it's time to share content with those people you want to target – **your audience**.

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**You've written your communications plan, carefully crafted key messages, and created your content.
We can now think about the different types of media outlet and social platforms you can look to launch it to.**

Traditional media

'Traditional' media can be categorised into print (e.g., newspapers), broadcast (e.g., radio and TV) and online (including blogs). **Within this, you can categorise by audience:**

Media	Audience	Example
National	Anybody in the country	Radio 1
Local	Anybody in the local area	Cardiff Times
Sector	Those interested in a specific topic	Inside Climate News

For traditional media, consider who your target audience is and where they go for their news. If you're talking to people about their local community, then local media probably makes the most sense.

Local radio can be particularly effective - being able to speak directly to listeners can bring a story to life. BBC nations and local radio counts for 9% of total radio listening. It's worth reaching out to your local radio stations and asking them if you can talk about your projects. Some commercial radio stations also offer free advertising to community groups which might be worth exploring.

Alternatively, if you want to reach a specific group, like the South Asian community, you could look at more focused outlets like BBC Asian Network.

National news coverage obviously packs a huge punch but it can be hard to secure and remember, most readers won't be local to you. Working with journalists can be time-consuming so it's important to weigh up the cost/benefit of trying to secure national coverage.

There are resources from The National Lottery Community Fund that can help you decide what type of media is most appropriate and how to reach out to relevant journalists.

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Find out more about choosing the appropriate media & reaching out to relevant parties

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Social media

Be smart with your choices for **social media and prioritise the channels you use**. It can be time consuming producing tailored content for numerous channels, so start by focusing on one or two that best fit you, your project and how you want to communicate.

Here's a brief overview of some of the main social media channels that can be used for marketing and campaigning:

Platform	Good For
Facebook	Sharing content and engaging within your personal networks
Instagram	Creating and sharing image-focused pictures and video
LinkedIn	Sharing news and updates with professional networks
Snapchat	Instant messenger prioritising video and image-led messages
TikTok	Creating and sharing short videos to inform and entertain
Twitter	Sharing news, views, infographics and short videos with the Twitter community

While many people use a range of platforms, it's worth considering their main audience demographics when deciding which ones to go for. For example, Tik Tok is very popular with teens while Facebook is more popular among older audiences. Policymakers and elected representatives (MPs, MSPs, MLAs and MSs) generally use Twitter as their outlet of choice.

Remember to play to your strengths.

If you're a confident Facebook user and have never even looked at Instagram, it's probably better to stick with what you know. If there's a platform you think you should really be using for your campaigning but you're not familiar with it, find someone who is and who can help get you started if not manage the channel for you.

Creating engaging social media

With adults in the UK spending almost two hours every day on social media, it's important that content about your project stands out.

Good social media content will:

be clear

have its key points upfront

invoke an emotional response, whether that's laughter, sadness, shock, or something else

LOOK OUT FOR LINK STICKERS IN THIS DOCUMENT
Find more tips on how to create an engaging social media post

LOOK OUT FOR LINK STICKERS IN THIS DOCUMENT
Find out more about how to tell the story of your National Lottery grant on social media

Please remember to use hashtag #NationalLottery whenever you are posting on social media about your grant funded project.

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Nextdoor is like Facebook but connects neighbours rather than friends and it's another tool that's worth considering. It's localised so is a good option for promoting events and activities taking place within your local community. Active users on Nextdoor are often people who want to know what's happening in their area and what they can do to help make it a better place to live. This means you have a cohort of potential volunteers and campaigners at your fingertips.

Email marketing and messaging apps

Email marketing is another way to keep those interested in your project up to date. Building a mailing list can take time but it helps you to curate a loyal and interested audience, so can be worth the effort you put in.

There are free tools like **Hubspot** and **Sender** that you can use to help with creating newsletters.

Reach out to your social media followers or people you know and ask them to sign-up to your newsletter. Also, remember to have a sign-up sheet at any local in-person events.

Find more information on how to construct a newsletter here.

Make sure both how you collect and store any personal data is GDPR-compliant. GDPR is the current data privacy and security law and it applies across the UK.

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Find out more about GDPS, and work out which parts are important for you

Instant messaging App **WhatsApp** is normally used as an alternative to texting. However, it has several features that make it an effective marketing tool. WhatsApp's 'broadcast lists' option allows you to send the same message, separately, to multiple people at once. You can then revisit that list to send more messages in future, almost like a newsletter list. It also has a 'forward' function that makes it easy to pass images, videos and written content to others.

WhatsApp's 'group' functionality enables you to invite multiple users into a group to talk and share content, as well as have a group call via either audio or video. Don't forget, you can also use other platforms to share the joining link for a WhatsApp group. Finally, its 'voice notes' feature helps humanise communication and provides an accessible alternative to text e.g., for those who are less confident with reading or writing English.

Checking you have GDPR permissions before using numbers and other personal data for creating WhatsApp groups is key.

Local marketing

Think about the real places that people close to your project use regularly when considering where to launch any 'in-person' marketing, e.g., posters and flyers about your work or holding events in your local area. To do this, ensure you have the appropriate permissions and if you are looking for a venue, you can reach out to community spaces like independent shops, libraries, schools or local festivals and events.

Podcasts

You might also consider creating a podcast, or series of podcasts. This will allow you to talk at greater length about specific themes and issues relevant to your project. Podcasts are audio only and a great way to support longer-term campaigning efforts. You're more likely to be successful in attracting wider audiences if you can secure high-profile guests.

If you think this is the right step for you, apps like **Anchor** are free-to-use and enable you to record, edit and distribute your podcast to streaming services. Alternatively, Podbean is another platform which allows you to publish, manage and promote your own podcast.

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Top tips on using social media

When to post on social media can make the difference between someone seeing it and sharing it or not. Consider your audience and when they are most likely to be online, as well as other factors like key events – e.g., avoid exam results day when targeting young people, as they will be busy and unlikely wanting to engage in much else.

There might also be big events or days you deliberately choose to post your content on. For example, Volunteers' Week. If these events are using their own hashtags (e.g., #VolunteersWeek), you can tag these in your own posts to reach more people.

Posting **short, succinct content** on a regular basis will have a greater impact than less frequent and longer posts. The more your followers see your content, the more likely they are to engage with it.

Think about **content that your audience will engage with**, such as partnering with climate change influencers or encouraging your followers to create user generated content ('UGC') to share. For example, asking them to take a selfie in front of food they've grown locally to then share on their social channels with your campaign's hashtag.

Some social platforms, like **Twitter**, have **scheduling tools** so you can schedule all your tweets ahead of time. This means you'll have regular content going out without having to continually return to draft and post them yourself. There are also tools like **Hootsuite**, which have similar features for a range of platforms.

As well as using the hashtag **#NationalLottery**, also consider using climate-related or timely hashtags. For example, **#climateaction** or **#zeroemissionsday**.

LOOK OUT FOR LINK STICKERS IN THIS DOCUMENT

Find out more about how to tell the story of your National Lottery grant on social media

Finally, make sure all your content, whichever platform you share it on, includes a clear call to action for anyone reading listening or watching.
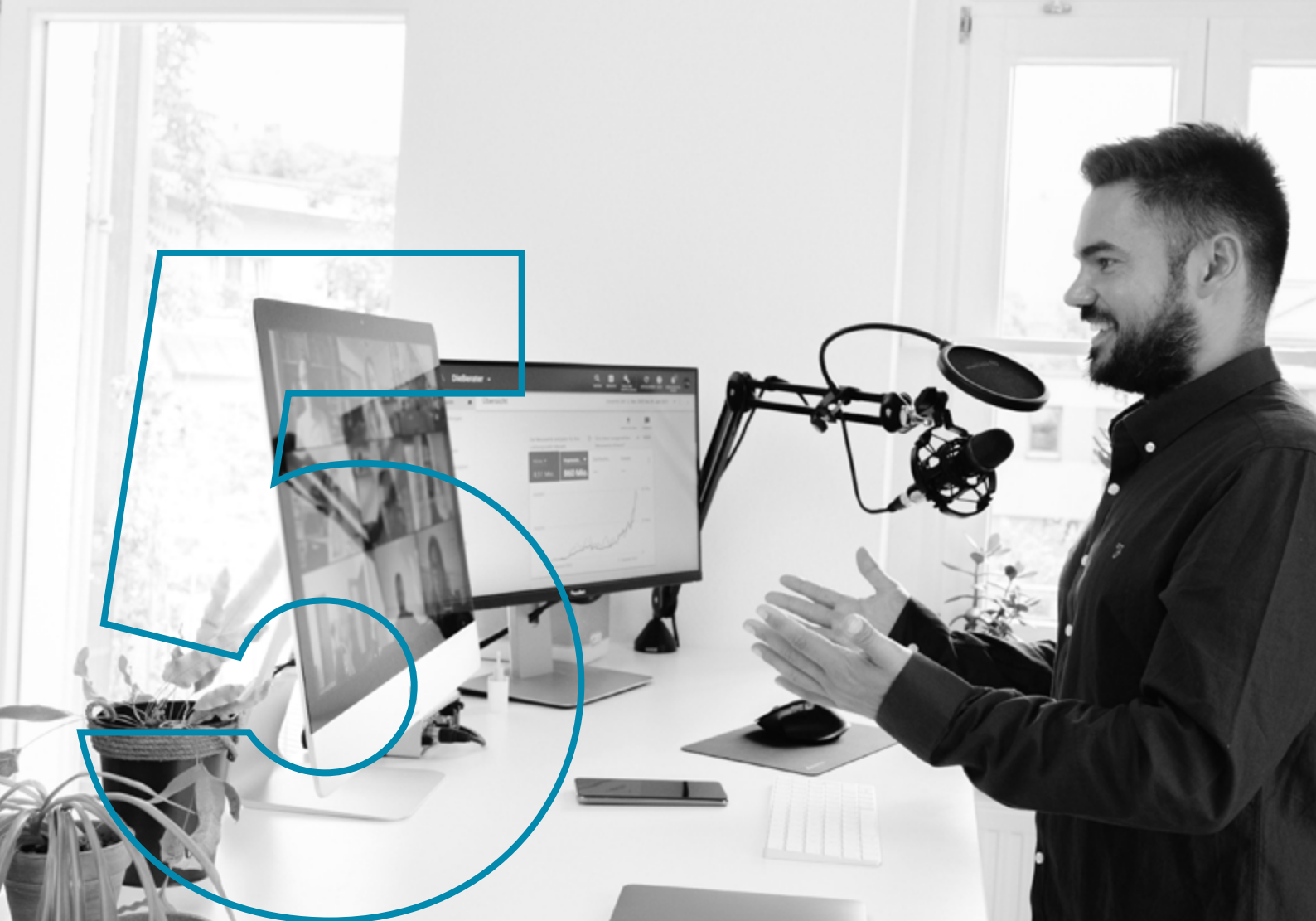
Creating communities across your platforms

As well as generating shares and engagement with your project, social media platforms are great for **building a community**.

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Building a community can take time and effort. Before you begin, think about who will be responsible for keeping the community up to date and regularly posting content to stimulate and inspire. Not every community reaches the tipping point where members contribute enough content to make it an organic space. Most communities require time and resource to ensure there is enough 'new' information and content to keep members interested.

Starting from scratch is not difficult. You'll need to build a space that people can join or be added to. On **Facebook**, this can be done using the 'groups' function, whereas on **Instagram** or **Twitter**, you can do this via a large group chat within the messaging function.

You can also use **WhatsApp** if you are using people's personal data in line with GDPR.

When choosing where to focus your efforts, think about the functionality of different platforms as well as where your audience is. For example, if you don't think they're likely to be on social media often, you should probably consider an App like **WhatsApp** which is primarily a messaging App.

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Top tips on building and sustaining an online community:

Be focused. Don't set something up on every platform. You may be using more than one social media platform but when it comes to setting up a community, just choose one. This focus will help ensure you don't spread your followers, or your time, too thinly.

Start with an introduction post and 'house rules'. The functionality to achieve this varies across platform but most should have an equivalent of Facebook groups' 'welcome post'. This should include a brief overview of the group and its purpose, as well as guidelines for members e.g., no spamming or inappropriate language, etc.

Here is some more in-depth guidance from Facebook on how to establish membership rules when setting up your community group.

Post content regularly. Make sure you're sharing frequent updates with your community e.g., about events they might be interested in or success stories from your project. You can also share content from other climate action projects your members will finding inspiring or interesting. Consider sharing a weekly or monthly 'digest' post that includes key updates.

Be engaging in your approach. You want your community to engage with and respond to your posts. Use short, succinct sentences and if appropriate, emojis and gifs. Pose questions that prompt your community to think and respond. Running polls is a great way to allow your members to interact with the project and each other. Be creative in how you keep people not just reading and liking the content, but also responding to it and sharing it with others.

Continue promoting your group. Keep promoting the group to attract more people to join the community. Share details of the group on your other social channels and in your newsletters and ask members to invite their friends to join.

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Getting media coverage

Don't be afraid of working with the media.
Just be prepared.

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Securing media coverage for your project can help you reach a much wider audience and inspire more people to take positive action. It's also an opportunity to thank National Lottery players for making your work possible.

To get started, think about which media (newspapers, radio and TV) and journalists you want to talk to. This is called a media list and should contain contact names, emails and phone numbers where possible.

LOOK OUT FOR LINK STICKERS IN THIS DOCUMENT

Here are more tips on finding and contacting those you want to talk to

Once you have your media list, work on developing the following resources:

A press release announcing the work you'll be doing – we've provided a template to support you with this

Case studies – these should be of real people with real stories, which they're happy to share with the press

Supporting statements – quotes from relevant respected figures and organisations e.g., climate campaigners, local community leader

Spokesperson list – a list of your key spokespeople (e.g., CEO, Services Manager and Volunteer Coordinator), their availability and preferred contact details

FAQs document – possible questions and suggested answers on everything you think you could be asked

Accompanying assets – this is where the images, videos and infographics mentioned earlier come in

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There are two stages to think about when it comes to media interviews:

1 pitching to the media title or individual journalist to secure the interview

2 preparing for or supporting whoever is doing the interview

We've prepared a pitch template email for you as part of this toolkit but three important rules to remember are:

Don't waffle. Begin your email or call to the journalist with the who, where, when, what and why of what you want to tell them. Be as succinct as possible in your introduction. You have to tell them why this is important to them to cover

Who's available for interview? Provide details of case studies and spokespeople who are available and who have agreed to be put forward

Try and tie it to something newsworthy. Is there a national awareness day or week approaching that would be a good hook? Has there been anything relevant in the news recently? You can use a simple sentence to link the two e.g., *'Volunteers Week is next month which is a perfect time to share this story since it's all about people giving up their time to give something back.'*

Once you've secured an interview, the next thing is to think about interview preparation.

Preparing a case study for interview

Confirm in advance with the subject of your case study that they're happy for their full name to be used. If they want to see and suggest edits to the interview before it's published, make sure you raise and agree this with the journalist ahead of time. Remember this may not always be possible - 'read backs' aren't standard nor guaranteed, especially where journalists are working to tight deadlines.

Ask the subject if they would like you to sit in on the interview with them. Finally, try and secure written confirmation from the journalist that if they use your case study, they will also include a spokesperson quote or at least mention your organisation.

Preparing a spokesperson for interview

If you are prepping a spokesperson, ask the journalist in advance what topics they'd like to cover. This will help you put together a briefing document which should include any useful and relevant facts, statistics,news stories and the suggested line to take on any potentially tricky questions.

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7

Measuring what works and what doesn't

Use **any available data** to dive into the reasons behind why something has or hasn't worked.

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As part of your communications plan, it's important to decide how you're going to measure progress and success. You might want one specific measure, or you might want a selection.
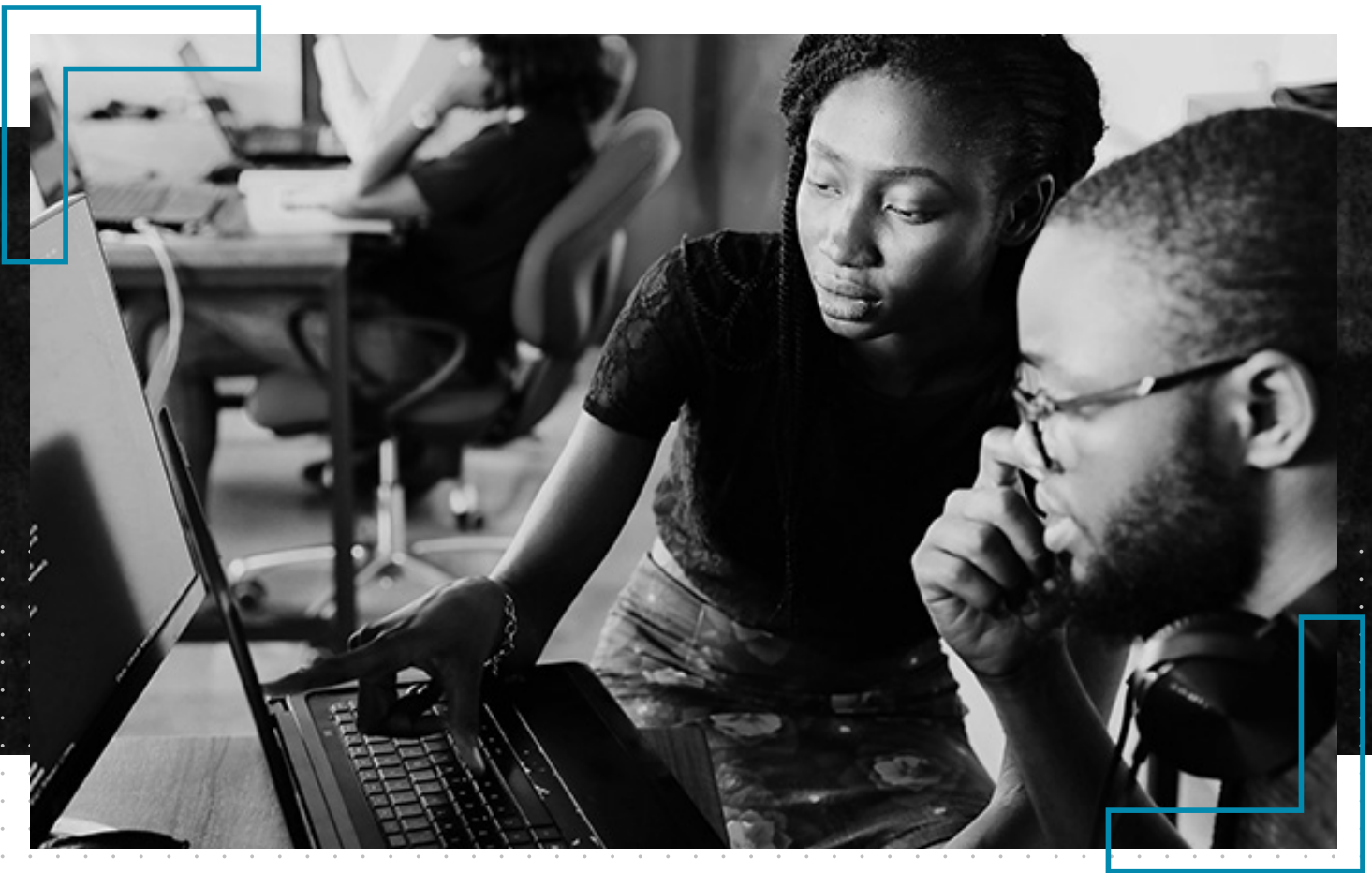
Examples of hoped-for outcomes and possible metrics are:

Number of people who turn up for an event

Growth in social media followers

Engagement – e.g., likes or shares or increased email open rates

Achieving an increase in new newsletter sign-ups or a fundraising target

Make sure your metrics are as detailed as possible. For example, rather than 'increased email open rates', try and be more specific – e.g., 'open rates increase by 20 per cent within 6 months'.

Your metrics should speak to your project's objectives and your communications plan so if one of your objectives was 'raising awareness of my charity's work', the corresponding measure could be growth in the number of social media followers.

Google Analytics

If you have a website, you can also use Google Analytics to help track your web traffic and where it's coming from. This is a free tool.

For advice and tips on how to start using Google Analytics, **visit support.google.com and search 'Get started with Analytics'.**

Once you're up and running with Analytics, you can look at trends like:

How many website visitors did we generate this month from social media?

What percentage of email newsletter signups came from homepage visitors?

How many donations did we receive from Facebook ads?

You can use this information to inform and shape website-based strategies for your communications and related measures for success.

**It's important to make time to properly evaluate what worked and what didn't. Use any available data to dive into the reasons behind why something has or hasn't worked.
This will help you continually finesse and enhance your communications strategy.**
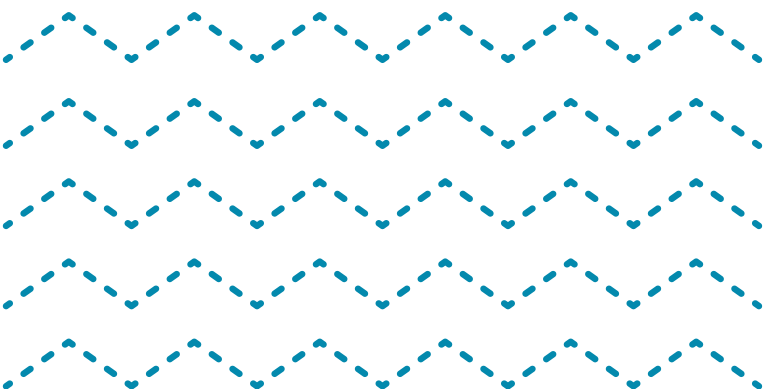
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GOOD LUCK!

We hope that you've found the content in this toolkit useful and that the templates provided will help you with the communications around your project.

Volunteer Platform

If you'd like further help with future projects, at Media Trust we run a free online matching platform where we match media industry volunteers looking to contribute their skills for social good with charities looking for help with their communications.

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Resource hub

You can also access our free resource hub. This contains a wealth of guides, templates, blogs and tips, designed to help non-profits enhance their communications skills, stay informed about trends and developments and gain advice from a range of communications experts.

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Mailing List

Finally, we run free media, marketing and communications webinars and training for charities throughout the year. Join our mailing list to stay updated.

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