Community Works members' conference

Think Digital
Embedding digital confidence in your organisation

9.45am – 16.00pm, Thursday 6 June 2019

Brighthelm Centre, North Road, Brighton BN1 1YD

9.30 – 9.45	**Registration**
9.45 – 10.00	Welcome from Community Works (Main Auditorium)
10.00 – 10.50	**Plenary:** Develop an agile social media strategy, *Kerry Watkins, Social Brighton* An overview of how social media gives the third sector an opportunity to increase their reach and impact.
10.50 – 11.00	**Break**

11.00 – 13.00	**Morning session**
	
	    a. Digital strategy for everyone*, Tom Chute, Pragmatic Web Ltd*
	    or
	    b. Technology and Diversity: Using digital tools to support inclusion inside and outside your organisation, *Atif Choudhury, Diversity and Ability*
	    or
	    c. Let's get digital - how to raise funds in an online world, *Jason Nuttall, Crowdfunder*

13.00 – 14.00	**Networking lunch and Marketplace**

14.00 – 16.00	**Afternoon session**
	
	    d. Social media: Achieving measurable, tangible results and building meaningful relationships with communities, James Armstrong, Digital Firefly
	    or
	    e. Digital Leadership in Data Analysis, David Scurr and James Beecher, Citizens Online
	    or
	    f. Volunteers Coordinator's Forum 'What have young people ever done for us'

Plenary - Develop an agile social media strategy

10.00-10.50am

Speaker: Kerry Watkins, Social Brighton

Kerry is the founder and Managing Director of Social Brighton. Kerry works with many charities and social impact companies to help them use social media to make a positive impact on the world. Over the past 9 years, Kerry has developed a reputation as one of the go-to social media experts in the UK and has spoken on the BBC, at international social media summits and started the 'Social Media Simplified' podcast in 2018.

Session overview: Social media can be a real headache. But it provides a wealth of opportunity for organisations to increase their network, reach and support their goals and vision. So we can't ignore it.

In the third sector, resources can be a challenge, so it's especially important to develop a clear social media strategy to maximise impact and prevent wasted time and effort.

Kerry will talk about each stage of the strategy development process with some examples of successful campaigns, key takeaways and actions that you can implement straight away.

Morning sessions, 11.00 – 13.00

a. Digital strategy for everyone
Suitable for small to medium organisations

Facilitator: Tom Chute, Pragmatic Web Ltd

Pragmatic is a 50ish person digital agency in Brighton, specialising in WordPress strategy, design and development. Pragmatic help organisations of all sizes plan and deliver digital projects, including websites, apps, digital marketing and design. Pragmatic's team is international, but most of the team is in the Lanes here in Brighton. We don't just build websites, we aim to create digital experiences that customers and users will love! Pragmatic have worked with a number of local and international third sector organisations, and will bring this experience to their digital workshop.

Session overview: During this session members of the Pragmatic team will lead the group through a digital strategy workshop. There will be a focus on identifying the organisation's stakeholders, and understanding what these stakeholders, or users, need digitally from the organisation. The group will explore different digital assets and the pros and cons of using them. This information will be used to create the first draft of a digital strategy, which can be used to scope out quick wins and longer term projects. During the workshop, there'll be plenty of time to ask questions and have a discussion about the challenges the groups face. For example, how to manage a digital presence with a low number of volunteers.

This session is suitable for organisations starting from scratch or those with an existing digital presence that want to sharpen it up.

b. Technology and Diversity: Using Digital Tools to support inclusion inside and outside your organisation
Suitable for medium to large organisations

Facilitator: Atif Choudhury, Diversity and Ability (DnA)

Atif is an award-winning social entrepreneur, with a background in economic justice and disability inclusion projects. He is co-founder of DnA and Zaytoun CIC and a trustee for Disability Rights UK. DnA works to minimise the social exclusion of disabled people across the UK, in education, charitable and corporate sectors.

Session overview: 1 in 6 of the UK population face disability; unexpectedly the majority of these are hidden. Have you ever considered how hidden

differences might impact on the way in which you offer support? Do you recognise any neurodiverse differences in your service users or, indeed, colleagues?

Digital tools can play a huge part in an inclusive approach to supporting independence and increased wellbeing. This session will explore the tools available, what can be done to harness each individual's strengths and reduce their challenges, and ultimately improve organisations and the support they provide.

The 'why?' of technology, not simply the 'what?'

c. Let's get digital - how to raise funds in an online world
Suitable for all organisations

Facilitator: Jason Nuttall, Programme Director, Crowdfunder.co.uk

Jason is a 'poacher turned gamekeeper', having spent years securing grant and contract income for charities and social enterprises, in more recent times he's been responsible for overseeing a number of large funding programmes for national funders. As Programme Director at Crowdfunder he develops impactful partnerships with funders including Natwest, M&S, Sport England and Trust for London.

Crowdfunder's mission is to tackle society's challenges by making ideas happen, and is the UK's #1 community crowdfunding platform, having raised over £60million for projects across the UK.

Session overview: Are you looking to raise funds for your charity or social enterprise through crowdfunding but not sure where to start or what a successful campaign looks like?

Crowdfunding is creating social, economic and community-led impacts across the UK, not only allowing communities and charities to raise funds, but also raising awareness and support to help make great ideas happen.

This session, run by Crowdfunder, will outline rewards-based crowdfunding – what it is, how you can use it to raise funds and grow your network, and the tips and tricks to creating a successful campaign for your charity or social enterprise.

Who for? Any size charities or social enterprises who want to find out how crowdfunding can help raise funds and grow networks.

What this workshop will cover:

- What is rewards-based crowdfunding, with lots of examples

- How crowdfunding can help build your network using tools like Facebook and Twitter

- How to run a successful crowdfunding campaign

During the session, you'll hear from local projects about their experience using crowdfunding, with plenty of opportunities to ask questions. There will also be some interactive exercises so you can really get to grips with creating your crowdfunding project.

You'll leave the workshop with a clearer understanding of rewards-based crowdfunding and the techniques you can use to run a successful crowdfunding campaign.

Afternoon sessions, 14.00 – 16.00

d. Social media: Achieving measurable, tangible results and building meaningful relationships with communities
Suitable for small to medium organisations

Facilitator: James Armstrong, Director of Digital Firefly

James started his communications and marketing career in public services. Now his social media and digital marketing training and coaching helps businesses, charities and public sector organisations increase website traffic, audience engagement, and brand awareness. As well as training and coaching Digital Firefly specialise in advertising and social media strategy with core business objectives and conversions at their heart.

Digital Firefly love to work with organisations doing good in the world. Their social and digital marketing services focus on building relationships, knowing your audiences and delivering real value to them. Old-school principles with new-school tools.

Session overview: You know you should be using social media to reach your audience, build awareness and ultimately achieve real life business outcomes, but you're not sure how. This session will build on the day's plenary, introducing the main differences and benefits of each of major social media platform and helping you understand how to use them.

We'll discuss the current state of social media marketing and help you understand the principles to follow to see success from your social media strategies, from explaining what metrics are and choosing the right metrics to measure to creating content.

This session is suitable for any business or charity looking to learn more about using social media to see real life results. You may have already set up your accounts or are thinking about it, by the end of the session you'll have a better understanding of social media and how to use it to your benefit and the benefit of your communities.

e. Digital Leadership in Data Analysis
Suitable for medium-large organisations

Speaker: David Scurr and James Beecher, Citizens Online

David joined Citizens Online in September 2017 to lead on the Digital Brighton & Hove project, managing a cross-sector partnership network of over 200 organisations tackling digital exclusion. Fluent in French and Spanish, he has 10 years' experience managing and developing international networks, events and business partnerships in the social sector. An advocate of "tech for good", David is passionate about making our digital age one that is fully inclusive for everyone.

James is Research and Development Manager at Citizens Online, working with them since 2014. He manages their rigorous data analysis approach, which involves a detailed baseline evaluation and complex maps to help organisations target their resources more effectively. As project lead for Citizens Online's involvement in the One Digital Programme, James is also involved in using data for monitoring and evaluation of digital inclusion work that has seen the charity support x people with digital skills since 2016.

Session overview: Data is the new oil, or so it's said – but how can you make sure you're using it to power your organisation, rather than getting stuck in the sticky stuff?

Citizens Online are a UK digital inclusion charity with over 19 years' experience of leading organisations and communities through the online revolution, making sure that no-one gets left behind. In this session we'll be facilitating discussion about the ways in which delegates use data in their organisations, presenting our digital inclusion baseline analyses and ways we use data in monitoring and evaluating the impact of our work. We'll look at digital tools we use to make our data analysis processes simple and efficient – and important aspects to consider when gathering and communicating evidence.

f. Volunteers Coordinator's Forum: 'What have young people ever done for us'

Suitable for Volunteers Coordinators'

Session overview: The Volunteer Coordinators' Forum offers volunteer coordinators the opportunity to network, share information and learn about best practice in volunteer management. The focus of this session is Young People in Volunteering. We will be looking at the achievements, benefits, challenges and best practice when engaging young people as volunteers. We will also hear about current examples that show how young volunteers are having an impact locally and find out more about different approaches to engaging with young people.

The session will also include a Q&A. Session contributors are: Adam Muirhead from TDC, Reuben Davidson from Allsorts Youth Project and Ruth Davey from Safety Net.

Adam Muirhead is Director of Youth Work at the Trust for Developing Communities, overseeing youth work across half of Brighton & Hove; He chairs the Institute for Youth Work and lectures on Youth Participation and Community Development on the Youth Work BA (Hons) course at the University of Brighton.

Reuben Davidson is Training & Education Project Worker at Allsorts. Reuben delivers workshops in schools around homo/bi/transphobic behaviour and language with support from the young people's Peer Educator team. Reuben is the Development Worker, overseeing their youth volunteering programmes.

Ruth Davey is Activities and Volunteer Coordinator for a Children in Need funded project at Safety Net, a charity that works to help children and young people feel safe and be safer. She works with children aged 8-15 yrs old after they have worked with Safety Net through a resilience intervention project. The volunteers she is currently working with are aged 16-18yrs.