

Digital

in the Third Sector

Issue Four



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“The importance of the digital world”

Welcome to our fourth and final publication in our Digital in the Third Sector series. We have covered a wide range of topics over the last nine months and finish this quarter assuming you are present and active in the digital world.

Our first article looks at the importance of your reputation and potential for risk. The value of your reputation in the sector cannot be underestimated and having a clear understanding of the risks and how you are managing these risks is imperative. With a slightly different focus we also consider how to manage and plan your activity on social media with some useful tools and the use of a social media calendar to keep you on track.

As always, we finish with a checklist to keep you accountable for making the time to take action.



Sarah Case,
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Reputation in the digital world

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Reputation is a major risk for all charities; the sector relies on reputation and when that is tainted in any way by one news report the whole sector suffers. Maintaining your charity's good reputation can mean the difference between success and failure. Welcoming digital into your organisation can open a whole new world of reputational risk that you will need to consider and manage.

One of the great advantages of our digital world is that the internet and the access to social media platforms allows anyone to easily publish content about anything they want. This means your messages can be shared widely and at little or no cost, campaigns can be created from a mobile phone and impactful messages delivered in real time.

Conversely one of the great disadvantages of our digital world is that anyone can publish content – instantly, and potentially in an unconsidered moment. Removing digital content is almost impossible, there is always a trace, or a screen shot. Equally as risky is the potential for your internal digital platforms and data to be accessed, corrupted, stolen or shared without consent.

When you start to properly consider the risks you can understand why some people are still reluctant to make the jump. If, however, you conclude that the benefits outweigh the risks, and the risks are something that merely needs managing, you need to ensure you properly address those risks and implement a strong control environment.

Managing reputational risk of potential data breaches

The introduction of GDPR regulations brought the risk of holding data and the environments we store data in firmly to the front of everyone's mind and risk register.

Managing these risks should be part of everyday life for any organisation, and formal policies and procedures should be documented and implemented to control those risks.

Organisations need to ensure compliance with robust systems, strong IT protocols and continuous training.



Managing reputation on social media

A much harder risk to control and manage is the risk of being active on social media can bring to your organisation.

Consideration should be given to:

1. **Setting standards of online behaviour** – you cannot control everyone's online behaviour, but you can set the parameters.
2. **HR policies** need to be implemented in employee contracts and handbooks to address what is acceptable and unacceptable in respect of not only the official accounts but also individual's personal accounts.
3. **Ensure that the rules and guidelines are shared widely** – education should be frequent and evolve at the same speed in which the digital world evolves.
4. Use specialist **social media tracking tools** to report on keywords, this gives you the opportunity to comment early on any negative reports.
5. **Control** who has access to the official social media accounts; allow those with access to develop the tone and personality, consistent to your organisation.

And if the worst happens...

In the unfortunate circumstance that you find yourself with a data breach or a social media disaster, those that have robust plans on how they deal with reputational risk will mitigate damage and protect their reputation by:

1. **Responding quickly** – provide decisive and honest information on the issue. Take charge of the conversation before others take your voice.
2. **Being factual** – make your response factual and accurate; do not shy away from the impact.
3. **Taking action** – what do you need to do, say and implement to make things right.
4. **Being transparent** – transparency and honesty is the best approach, what is the issue and how are you addressing it.
5. **Responding widely** - make the reach of the response match the reach of the issue.
6. **Apologising** – if the situation requires it, detail how the mistake will be rectified.





How do you stay on top of your charity's social media?

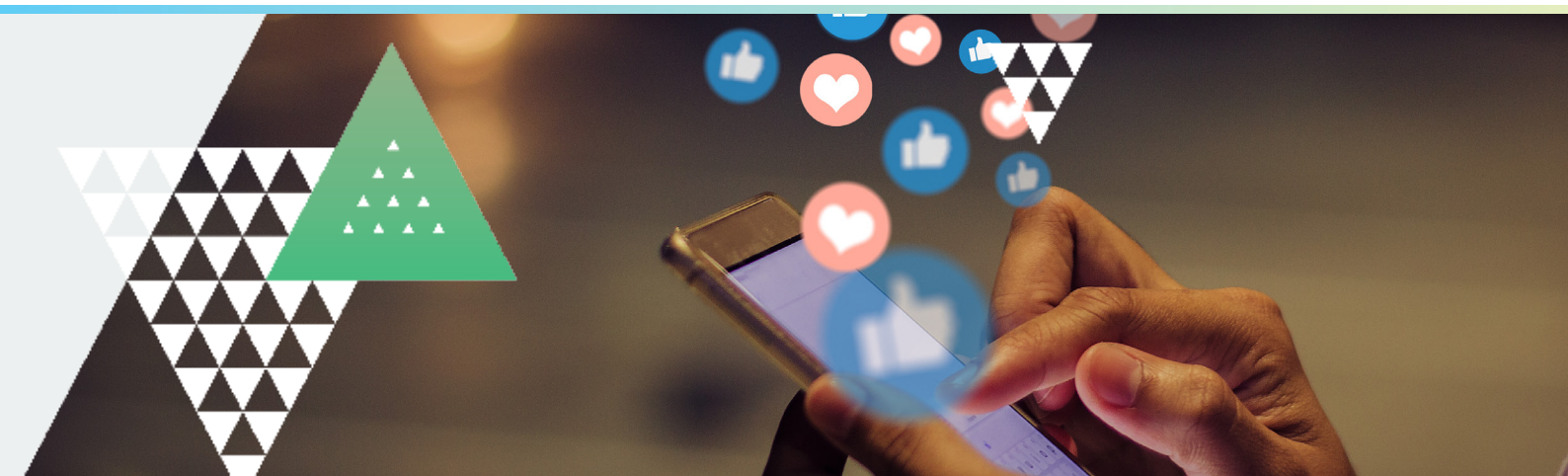
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Now you have all the knowledge, what do you do with it, and how are you going to stay on top of it?

Creating and publishing content can be very time consuming and I bet you are wondering how can I fit it all in? Well, there are some great social media tools available to help. From creating content, to analytics, these tools can help you reach your target audience at the right time for maximum impact.

Here are just a few to get you started:

1. [Buffer](#) is a straightforward and easy-to-use social media scheduling tool which works with all social media platforms, as well as being able to analyse your posts results. Buffer also has a stories planner which enables you to plan and schedule your Instagram Stories on web or mobile.
2. [Hootsuite](#) is more targeted for larger charities and is an all-in-one social media scheduling, monitoring and analytics tool across 35 social media platforms.
3. [Sprout Social](#) is a powerful management tool that can help you manage your charity's social media marketing effectively and get results. It will help you understand and reach your audience, engage with your community, and measure performance with the only all-in-one social media management platform built for connection.
4. [Iconosquare](#) is a great tool for managing Instagram accounts. The website provides Instagram users with powerful analytics, management, and a scheduling platform.
5. [Canva](#) is a powerful graphic design platform which allows users to create social media images and Instagram Stories with millions of templates which have a drag and drop feature, making it easy for anyone to be able to design and create stunning graphics that look professionally designed.
6. [Unsplash](#) is a great source of freely usable images.
7. [TweetDeck](#) is a social media dashboard enabling users to manage multiple accounts. The social media platform management tool is also free of charge for not-for-profit organisations.
8. [Google Alerts](#) is a great tool for monitoring the internet. Once the alert is set up, Google will send you an email when it detects a new result.
9. [Google Analytics](#) provides great insight into your charity's website.
10. [Free marketing support](#) from Google. Spread the word about your charity's mission, engage new supporters, fundraise in more ways online - do all this and more when you join Google for Not-for-profits.





Social media calendar, the tool to be proactive and save time by being organised

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We are all busy and we struggle to find time to work on the things that matter, and social media is just one of those things that can slip through the cracks. This is where a social media calendar can really help and take your social media to the next level, delivering the results your charity is looking to achieve.

What is a social media calendar?

A social media calendar is what it suggests, a calendar of social media content. This can come in many forms, from a notebook, Excel spreadsheet or even online tools such as Hootsuite and Buffer.

A social media calendar will enable you to plan weeks/months ahead, ensuring you have a constant flow of posts to your charity's social media channels, so you never miss a key date or post again. No more scrambling around to see what you can post next, knowing it is all scheduled in advance gives you time to put energy into other parts of the charity.

Tips for success on social media

Here are our top ten tips:

1. **Know your audience:** Who do you want to speak to? What are their interests? What are you trying to communicate to them? This will help you create content that people will want to share and engage with. However, do not let scheduling turn your social presence into an automated series of posts.
2. **Review your analytics:** Twitter, Facebook and Instagram all have built in analytics which will supply you with all the information you need. This includes post engagement, audience demographics, and what times of the day they are likely to be online.
3. **Research hashtags** that will connect and engage with your target audience.
4. **Decide on your tool of choice:** Excel is a low-cost option that will do the job. However, using tools such as Hootsuite will enable you to schedule posts, provides intelligent information, and will also communicate directly with your social media accounts.
5. **Decide on your frequency:** How many a times a day/week are you planning to post, this will ensure you stay on plan and there are no gaps in your content.

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

6. **Produce your content:** Add key dates to your calendar. Certain events are reoccurring such as fundraising events that take place the same time every year. Ensure a good mix of content to include Brand, Educational and Seasonal posts. This will ensure your audience stays engaged. Think of powerful ways to tell your charity's story and get your message across using your unique tone of voice.
7. **Improve collaboration:** Allowing your team to contribute will give you a good flow of creative ideas.
8. **Be more strategic:** Set measurable goals and align your objectives with your posts.
9. **Create folders and get organised:** Creating a content library of your assets will make your life easier and will save you time in the long run.
10. **Measure your success:** Once you have started to schedule posts it is important to measure the effectiveness of your posts. Are they performing and getting the results you need? This will help you when creating future posts and will show you what works. Use this information to track what works and improve it.



Quarter 4

Checklist

Reputation in the Digital World	Yes/No	Action to be taken
Does your charity have a strong control environment for using digital tools and operating on digital platforms?		
Do you have formal policies and procedures to manage risk?		
Do you have social media HR policies in place, with clear boundaries and implications of misconduct?		
How do you stay on top of your charity's social media?		
Do you struggle to keep on top of your charity's social media? Are you sporadic and all or nothing?		
Do you use any social media tools?		
If not, should you?		
Social media calendars		
Do you use a social media calendar?		
Do you review your analytics?		
Do you produce regular social media content?		





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