Big Ideas for Small Communications Budgets

Digital Communications on a Shoestring Conference
13 October 2010, London

FREE digital resources

There are loads of free digital resources available if you know where to find them. CharityComms has compiled a list of favourites from our conference speakers and contacts, some of which you'll know and some you may not. It's not an exhaustive list of what's out there, but we do hope you find it useful!

Publishing tools

Audacity: www.audacity.sourceforge.net An audio editor and recorder.

Audioboo: www.audioboo.fm A mobile and web platform that allows you to record and upload audio.

Flickr: www.flickr.com An online photo management and sharing application.

Google docs: www.docs.google.com Create and share your work online and access your documents from anywhere.

Prezi: www.prezi.com A tool for creating presentations live and on the web.

SlideShare: www.slideshare.net Upload and share PowerPoint presentations, Word docs and Adobe PDF Portfolios.

Windows Movie Maker: www.microsoft.com/windowsxp/using/moviemaker/default.mspx Helps you to create digital movies.

Wordle: www.wordle.net A word cloud generator.

YouTube: www.youtube.com Discover, watch, upload and share videos.

Blog tools

Blogger: www.blogger.com/start

TypePad: www.typepad.com

WordPress: www.wordpress.org All free blog publishing tools.

Google blogs: www.blogsearch.google.com A comprehensive blog search tool.

Netvibes: www.netvibes.com/en A tool for building a blog search dashboard.

Posterous: www.posterous.com A great platform for posting blogs via email – so you can blog on the move.

Tumblr: www.tumblr.com A tool for short blog posts with a really active community.

Useful websites, blogs and forums

Amy Sample Ward's Version of NPTech: www.amysampleward.org In her own words, 'Together we will learn about the technologies we can leverage for nonprofit organisations.'

askCHARITY: www.askCHARITY.org.uk The charity contacts book for media professionals, helping charities to get more media coverage.

askCHARITY blog: www.askcharity.org.uk/blog A variety of bloggers discussing charity communications.

Bottom Line Ideas: www.bottomlineideas.com A site with a useful marketing and comms resources section.

Bubbs Blog: www.bloggerbubb.blogspot.com The blog of ACEVO's CEO, Stephen Bubb.

CharityComms: www.CharityComms.org.uk Full of resources for charity communicators.

KnowHow NonProfit: www.KnowHowNonProfit.org A place for nonprofit people to learn and share.

Mashable: www.mashable.com A source of news in social and digital media, technology and web culture.

Media Trust: www.mediatrust.org Has a useful resources section.

New Philanthropy Capital Blog: www.newphilanthropycapital.wordpress.com

nfpSynergy: www.nfpsynergy.net/reports_presentations/our_free_research Free reports from research consultancy nfpSynergy.

Ngo.media: www.ngomedia.org.uk Free writing guides.

Rob Dyson's blog: www.robdysonpr.wordpress.com The blog of Whizz-Kidz' PR Manager.

Third Sector blogs: http://community.thirdsector.co.uk/blogs Posts from Third Sector's editorial team, plus guest posts from voluntary sector workers.

FREE digital resources

The Third Sector PR and Communications network: http://www.facebook.com/group.php?gid=2402966794&ref=ts A Facebook group for finding new contacts and sharing advice and ideas.

StumbleUpon: www.stumbleupon.com An intelligent browsing tool for discovering and sharing web sites.

Volresource: www.volresource.org.uk Provides practical information for voluntary organisations.

Social networks…

Bebo: www.bebo.com

Facebook: www.facebook.com

Foursquare: http://foursquare.com/ A mobile application that helps you to explore cities – it's a friend-finder, a social city guide and a game.

Hi5: www.hi5.com Popular social networking site aimed at young people.

LinkedIn: www.linkedin.com Over 75 million professionals use LinkedIn to exchange information.

MySpace: www.myspace.com

Twitter: www.twitter.com

…And tools for social networks

Booshaka!: www.booshaka.com Shows you what's trending on Facebook – right now.

Cadmus: www.thecadmus.com A real-time service that manages your stream (Twitter, FriendFeed and RSS) by displaying the most relevant content since the last time you checked in.

Hootsuite: www.hootsuite.com A social media dashboard.

TweetDeck: www.tweetdeck.com A personal real-time browser, connecting you with your contacts across social networks.

Widgetbox: www.widgetbox.com Widgets are applications that can be embedded on a webpage, blog, or social media page – create a personalised widget here.

News and events

CharityComms eNews: www.charitycomms.org.uk/about/enews.aspx All the latest charity communications news, views and events.

Google Alerts: www.google.com/alerts Daily email updates of relevant Google results based on your choice of topic.

Lanyrd: http://lanyrd.com/ A directory for conferences.

Plancast: www.plancast.com Allows you to share events and activities with friends.

Get organised

Evernote: www.evernote.com Captures and organises web pages, screen shots, notes, and photos.

Instapaper: www.instapaper.com A simple tool to save web pages for reading later.

Remember the Milk: www.rememberthemilk.com A free site for managing your to-do list.

Metrics

Bit.ly: http://bit.ly/ Offers a URL shortening services with real-time link tracking

Google Analytics: www.google.com/analytics Gives website metrics and lets you track your Flash, video, and social networking sites and applications.