

# **Te Pūaha Talks** Communications in the Good Times & the Bad

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## **Reading Recommendations**

#### Books

#### Blogs & Articles

- Building a Story Brand by Donald Miller
- <u>Chief Culture Officer: How to Create a</u> <u>Living, Breathing Organisation</u> by Grant McCracken
- <u>So You've Been Publicly Shamed</u> by Jon Ronson

- Practical advice and workbooks on communications planning from the <u>Community Comms collective</u>.
- PR versus Advertising article in *Forbes*.
- How to get the most from your <u>volunteers</u>.
- Crisis planning <u>advice</u> from Charity Comms UK.
- Why blogs are a great way to talk to your audience, via <u>LinkedIn</u>.
- A guide to hashtags on social media, via LinkedIn
- The future of Communications, via LinkedIn.
- Radio NZ podcast about dealing with a crisis.

#### Te Pūaha o te Ako

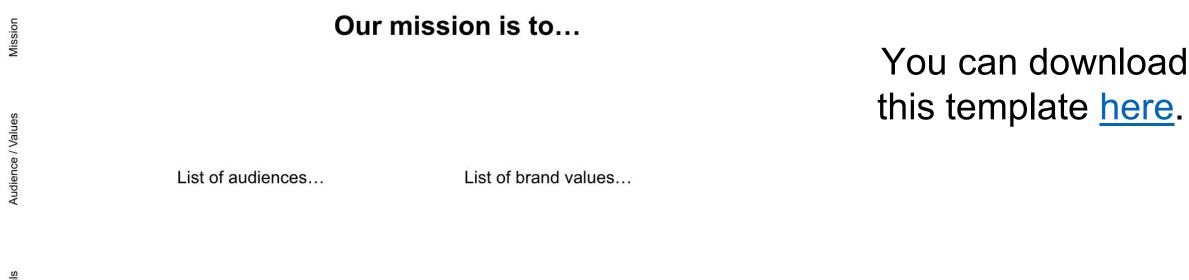
### **Other Helpful Stuff**

- Te Taumata Toi-a-lwi has a Sharing Your Story workbook and a Comms guideline that you can download and work through.
- The Community Comms Collective has a matchmaking service for a volunteer, <u>here</u>.
- Tutorials and blogs on using <u>MailChimp</u> for newsletters.
- Tutorials on how to use <u>Canva's</u> design platform for social media graphics, event invites, etc.
- How to create a Response Bank for social media: Refer to Social Media for Social Impact kete.

Te Pūaha o te Ako

**Comms Plan / Calendar for You to Download & Use** 

### **Marketing Objectives**



Comms goals

Increase awareness of ...

s of ... Achieve coverage in...

Grow audience by...

Increase funds by...



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