

Exploring the core skills toolkit: Communicating your work

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Te Pūaha o te Ako

Introduction to the capability development resources

Funding Guide

designed to help your community group or not-for-profit organisation apply for funding.



Core skills toolkit

A practical, easy-to-use toolkit of resources and insights to help new and small community groups or not-for-profit organisations thrive.



Capability support wheel

A signposting tool designed to help community organisations find development resources through universal, tailored and targeted support.



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Introduction to the Core skills toolkit: Communicating your work



Audience: new and small community groups.

Topics included:

- Communicating your work
- Community engagement
- Te Tiriti
- Strategic planning
- Evaluation and measuring impact
- Working in a culturally responsive way
- Wellbeing / Hauora

Content:

Each section covers why this is important, how to get started and a curated list of resources and templates

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This talk will cover

- Setting objectives for your comms work
- Options for communication channels
- Thinking about your audiences and what they're looking for
- Making your social media choice
- Some practical examples and inspiration
- Opportunity for Q&A



Image: Chris Montgomery on Unsplash

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Please write in the chat

Any pātai/question you may have about communicating your work?

Te Pūaha o te Ako

What do we want to achieve?

- More participation?
- More volunteers?
- More donors?
- Donor engagement?
- Funder engagement - existing and potential?
- Empowerment of your community voice - advocacy?



Image: Towfiqu barbhuiya on Unsplash

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What channels do you have?

- Website?
- Newsletter?
- Social media?
- Flyers?
- Wānanga, hui, meetings?
- Kanohi ki te kanohi?
- News media?
- Applications?



Image: Jon Tyson on Unsplash

Te Pūaha o te Ako

Who are your audiences and what are they looking for?

Audience	Information interest	Key messages	Messenger	Channels	Evaluation

Who are your audiences and what are they looking for?

Audience	Information interest	Key messages	Messengers	Channels	Evaluation
Parent of potential participant	Will my child like this?	This is how participants rate the programme	Participants and programme staff	Website Handout flyer	Qualitative – get some feedback from current participants and parents
	Will my child be safe?	These are our people and here is how we manage them	Senior leadership	Facebook/Instagram Website	Use 'how did you find us' query with enrolment Social media hits/shares/engagement

Te Pūaha o te Ako

New Zealand social media by the numbers

- 3,970,000 social media users = 82% of the population
- 1.5 hours a day on social media
- 80.9% on Facebook
- 2,342,000 on Instagram
- 85 minutes a day on TikTok
- 2,300,000 on LinkedIn



Image: Mariia Shalabaieva on Unsplash. Statistics are from Kirsten Matthew from Mabel Maguire Agency [Social media for Social Impact](#)

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The five W's


- **Who** asks about a person or people involved
- **What** inquires about an object, action, or idea
- **When** seeks information about time
- **Where** requests details about a location
- **Why** explores the reasons or motivations behind an action or event



Image: Alex Cotimani on Unsplash


Te Pūaha o te Ako

Getting inspiration

Camp  Quality


The Kid's Guide to Cancer

Home • News • Check out the Kids' Guide to Cancer app



Check out the Kids' Guide to Cancer app

Where to go when young ones have big questions? This free app has kid-friendly answers for you and the family.



Ellise's Story

"Blindsided. Absolutely blindsided." This is how Brent Wilson described getting his daughter Ellise's diagnosis.

Please tell
Simeon Brown this
is important

Paediatric Palliative Care: Please add your voice to ours

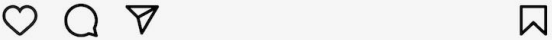
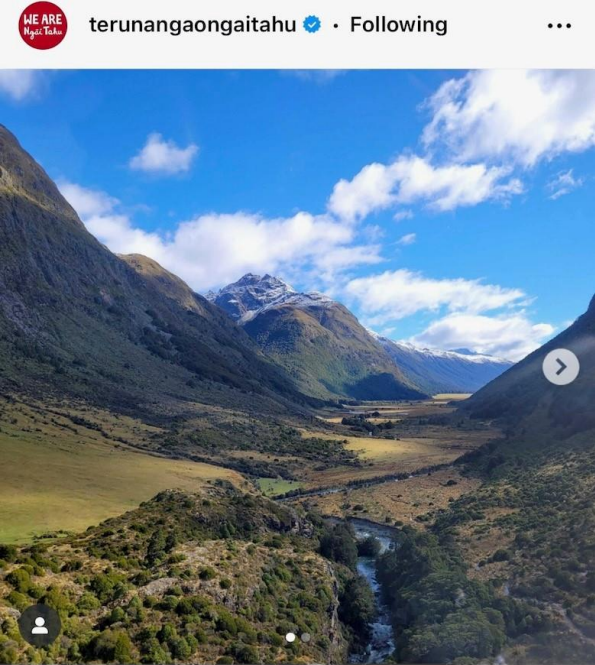
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Getting inspiration



Liked by sam_the_trap_man and 113 others

terunangaongaitahu Launched with the support of Puna Pākihi, Choose Sarcasm is a Ngāi Tahu whānau-owned clothing brand that blends witty... more



Liked by nasoukouseb and others

terunangaongaitahu Kia ora e te whānau,

We're relieved to let you know that two stoats have been caught in traps on our tribal whenua Greenstone Station, near Tāhuna. Sadly, we've lost a total of six takahē to predation in this area, but encouragingly there have been no further deaths in the past month.



25 likes

terunangaongaitahu Catch up on the latest news from your rūnaka and all around the takiwā!... more

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Resources

Resources to explore

- [*Do you want to leverage social media to enhance your impact?*](#) Provides practical tips for growing your social media presence.
- [*Creating content that counts in a changing world.*](#) Practical tips for creating compelling content and staying relevant with up-to-date communication strategies. Includes a template for social media planning in your organisation.
- [*Sharing your story.*](#) Guidance for arts (and other) organisations to create effective communication plans that align with their strategic goals
- [*Communications resources, Te Pūaha o te Ako.*](#) The Centre for Social Impact Te Pūaha o te Ako website holds a number of different communications resources.

Te Pūaha o te Ako

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Ngā mihi