

# SUE FIDLER LTD

e-consultancy for charities

## Looking lively via the web

*Third Sector 11/07/07*

If you have any type of regional or community base then the web is an ideal way to communicate. With over 70% of the UK population using the internet there are very few audiences which can't be reached

First it can offer you cheap and easy daily weekly or monthly mailings via email and even calls to action via SMS.

Second it can allow you to get your regional or community groups to self manage via the web. If you have a CMS then allowing groups to have their own pages is an ideal way to give them a voice and manage their own data, events and communications. If you don't have a CMS then you can still use forms for data capture to allow them to keep you informed of what they are doing, You can then post it on the web for them, or use it for your internal database and event management.

Third it allows you to include them in whatever appeal, campaign or action you are doing. You can ask them to upload images and video via Flickr and Youtube, post blogs of their activities, or send texts to twitter for a live update. The growth and ease of web2 tools makes it easy for them to post updates and easy for you to display them.

This might be used for their own local events and activities, to provide a running blog and images of what they are up to, or it might be part of a bigger regional or national event. From a coffee morning to a major action, everyone can feel they are part of something, see their own actions online, and most valuably for you, produce live user generated content to make the event look real and the organisation look active.

Finally you can use the web to form the communities themselves. Whether using facebook or myspace, or creating a presence in Second Life, you can gather a community of new and existing supporters around your organisation on line, or around a specific event or campaign.

Once you have a growing online community then you can ask them to contribute user generated content for everything they and you do and either use it to promote within the group or offer it to the general public, making your organisation look lively and fresh simply by being active.

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