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**Setting expectations**

Many organisations / groups are run entirely by volunteers who also have full time jobs. When you’re putting communications out there, people may want to get in touch. So, it’s important to make it clear how, when and how often someone will be available to respond.

**Information and resources**

**Design**

• How to use style sheets—a very simple getting started guide:

<http://shaunakelly.com/word/styles/stylesms.html>

• Choosing fonts - If you want to know more about choosing fonts, try [www.smashingmagazine.com/2010/12/14/what-font-should-i-use-five-principles-for-choosing-and-using-typefaces/](http://www.smashingmagazine.com/2010/12/14/what-font-should-i-use-five-principles-for-choosing-and-using-typefaces/)

• Editing photos, ready to use them: <https://pixlr.com/express/>

**Plain English**

• [www.plainenglish.co.uk/files/howto.pdf](http://www.plainenglish.co.uk/files/howto.pdf)

• <http://www.hemingwayapp.com/>

**Communication strategy steps and tools**

• <http://knowhownonprofit.org/campaigns/communications/effective-communications-1/communications-strategy>

**Social Media**

• Getting started on Twitter as an organisation: <https://business.twitter.com/twitter-101>

• Getting started on Facebook: <https://nonprofits.fb.com/>

• To schedule social media try using [www.buffer.com](http://www.buffer.com)

• Social media use: The Guardian voluntary sector network has several blogs about this topics with good tips. [www.guardian.co.uk/voluntary-sector-network](http://www.guardian.co.uk/voluntary-sector-network)

• [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)

• Shorten web links: <https://bitly.com/>

• Social media tips: <https://madlinblog.wordpress.com/2016/07/14/social-media-tips-for-small-charities/>