

GRAPHIC TRAFFIC

**how to create and use fundraising
images & video on social media**

ICAWC 2022

UKFundraising
www.fundraising.co.uk

Part 2

Howard Lake
Fundraising UK Ltd
fundraising.co.uk
[@howardlake](https://twitter.com/howardlake)

Today

- Why images and video matter
- Different sources of images
- Choosing types of images
- **Let's make some images and videos**
- **Practical issues and tips**



Creative data visualisation



I decided that this year, every day, I would knit a row on a scarf to mark the corresponding daily temperature/weather of my town. It felt like a good way to engage with the changing climate and with the changing year. A way to notice and not look away. Here's January then.



9:43 AM · Feb 2, 2020 · [Twitter for Android](#)

56.5K Retweets 379.5K Likes

Gillian Clelland @Silligilli · Feb 2
Replying to @porridgebrain and @cairnstoan
Here's my scarf for Glasgow for 2019! I was surprised it looks like a lovely summer but it didn't feel like that because of constant rain!



30 335 8.4K

YorkshireTweetChick @YorkshireBird_ · Feb 2
Replying to @porridgebrain and @LevParikian
I did this blanket for my 50th birth year (2017). I used a 2 degree difference for colour. Ended up with 23 colours and an enormous blanket.
The green around the edge represents the seasons.



88 626 14.3K

qp nell @qpnell · Feb 2
Replying to @porridgebrain
How lovely. This is my temperature blanket for 2019. I'm a bit behind, just finishing October. It's v satisfying.



17 252 8.1K

Rachel Chilton @labtech666 · Feb 2
Replying to @porridgebrain and @MooseAllain
This is my 2018 temperature blanket. Might do another in 2023 and see how different it looks



25 285 6.4K

And more

 **an opinion haver** @notmyviews · Feb 2

There have been train delay ones as well :)



from 2019 The Guardian

German train-delay scarf sells for €7,550 on eBay
Woman knitted two lines each day in 2018 to signify how long commute was delayed
theguardian.com

12   159  2.3K 

 **Anna Gardiner** @annagardinerart · Feb 2

That's a wonderful project and I love that scarf already!

Reminded me a little of this. A woman knitted different colours for men and women speaking at a council meeting.



BBC NEWS

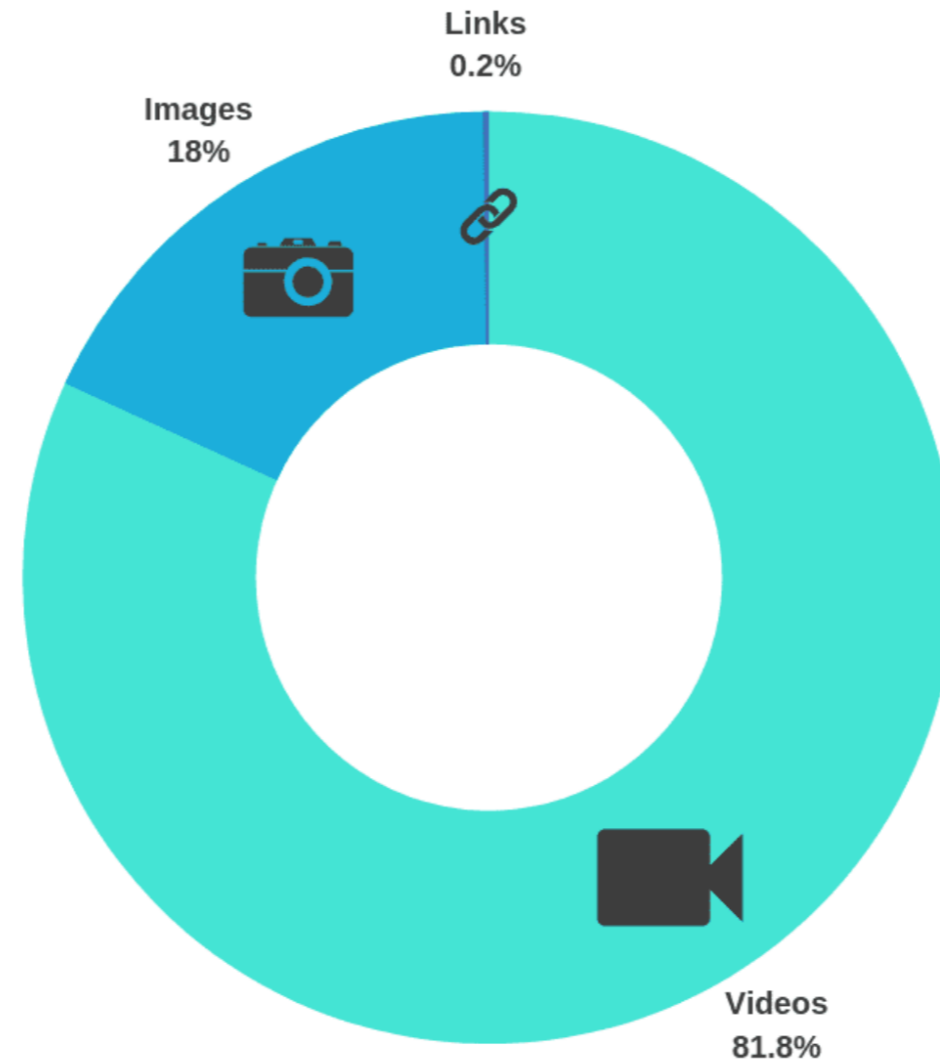
Knitting shows 'men talk too much'
A Montreal councillor knits different colours as men and women speak, spinning a yarn on social media.
bbc.com

8   180  1.2K 

An ornate, gold-colored picture frame with intricate carvings and a central white space. The frame features decorative scrollwork and floral motifs, particularly at the corners and midpoints of each side. The central area is a plain white rectangle.

5. Moving images

Facebook Top 500 Posts of 2018 (Type)



What 777,367,063 Facebook Posts Tell Us About Successful Content in 2019
blog.bufferapp.com/facebook-marketing-2019

Sound



Still



Video screen choices





Matt Collins

@charitychap



Following

YouTube for Non profits allows you to create call to action overlays at the end of videos. Move then inspire. #iofdigital



Reply



Retweet



Favorite



Buffer



More

5

RETWEETS

1

FAVORITE



12:20 PM - 9 Sep 13

Vote  Labour Thursday 7 May

SUBSCRIBE

VOLUNTEER

SHARE

GO

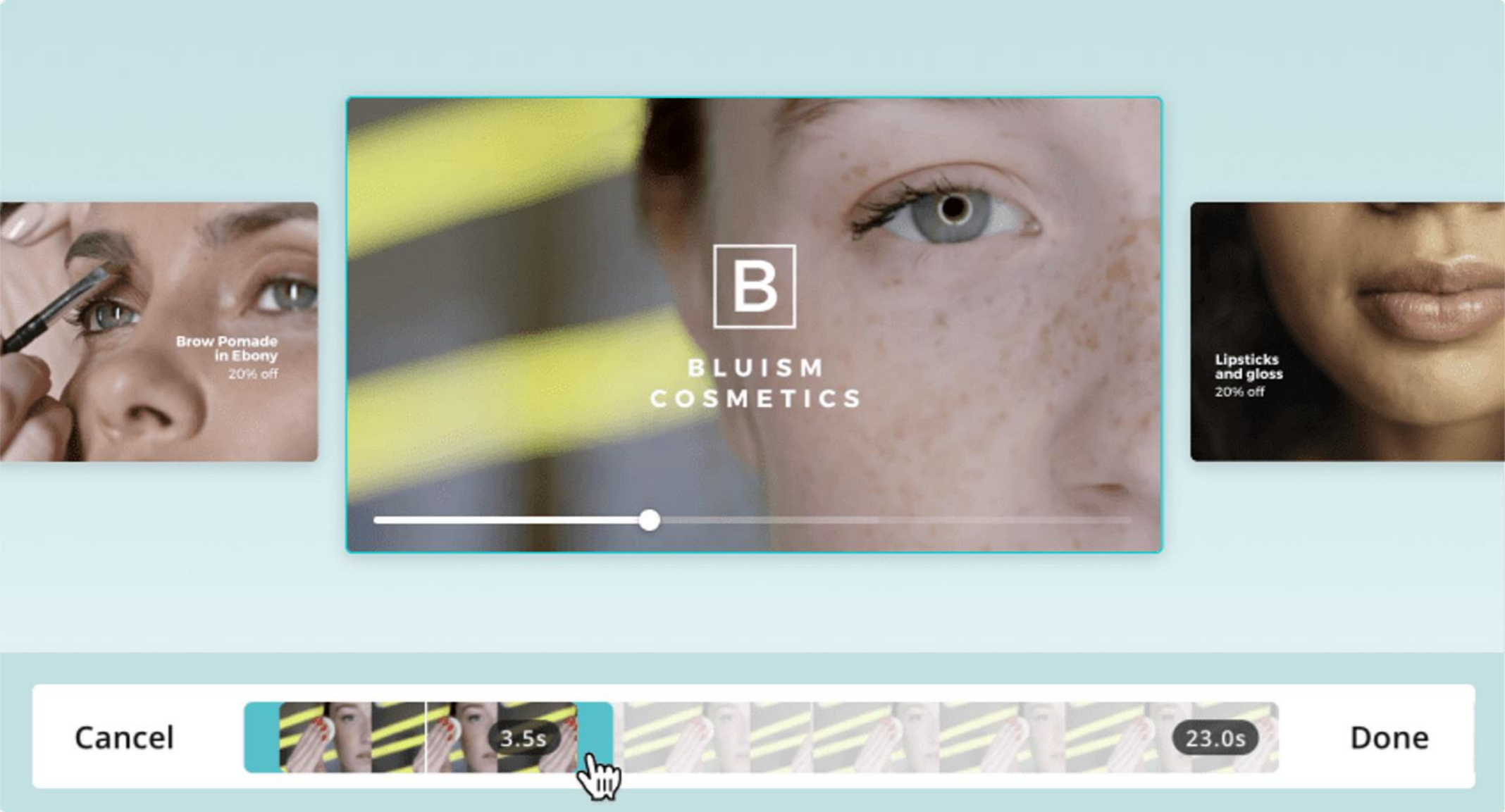


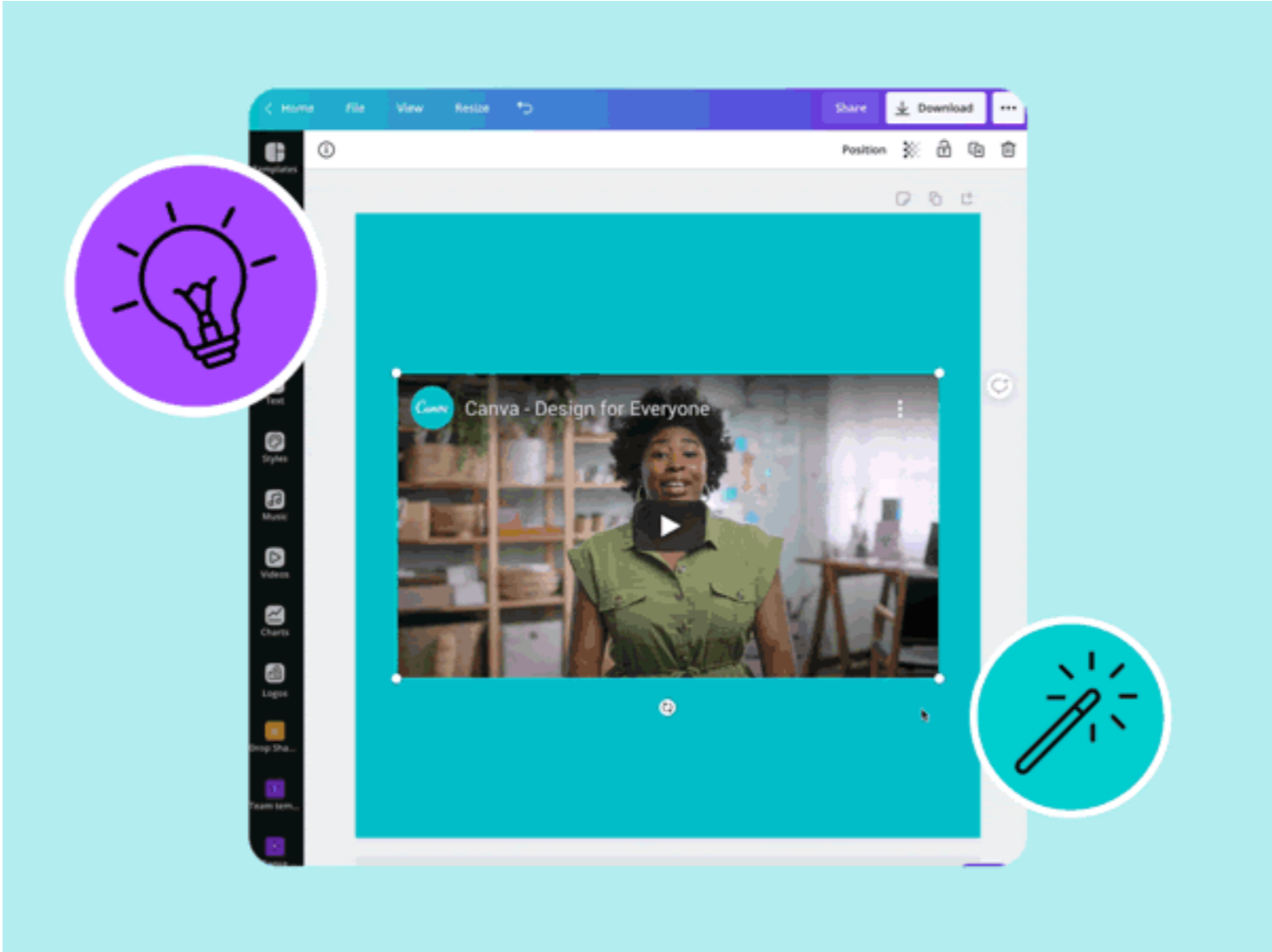
2:38 / 2:45



google.co.uk/nonprofits

5.1 Make and edit a video

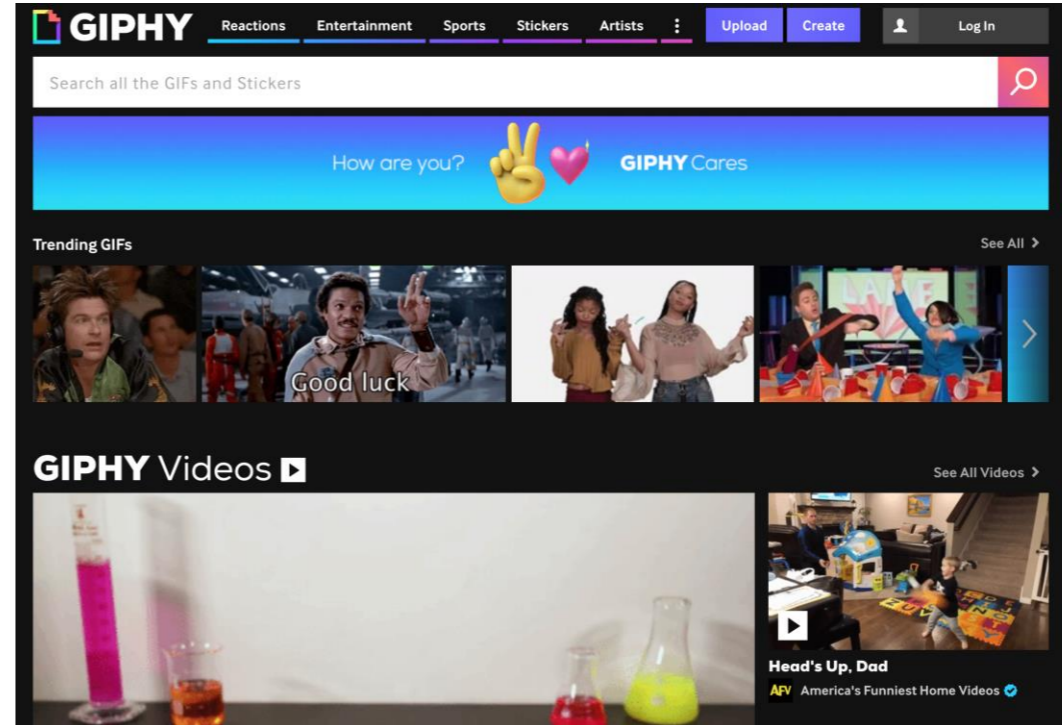






Giphy.com

- Choose and add GIFs
- Create GIFs
- Share GIFs for others to use e.g. DEC, Big Night In



GIF MAKER

Creating GIFs is fast, easy, and fun!



Choose Photo or GIF

You can add multiple images to create a GIF slideshow



Choose Video

Trim your video into a GIF then add captions or stickers

Add Any URL

We support YouTube, Vimeo, and GIPHY links!



[Community Guidelines](#) [Privacy Policy](#)

[Choose Your Inspiration](#) >



with **KLUTZ**
guides

LEGO

**MAKE YOUR OWN
MOVIE**

100% Official LEGO Guide
to Stop-Motion Animation



36 LEGO
ELEMENTS



**MIX &
MATCH FACES!**



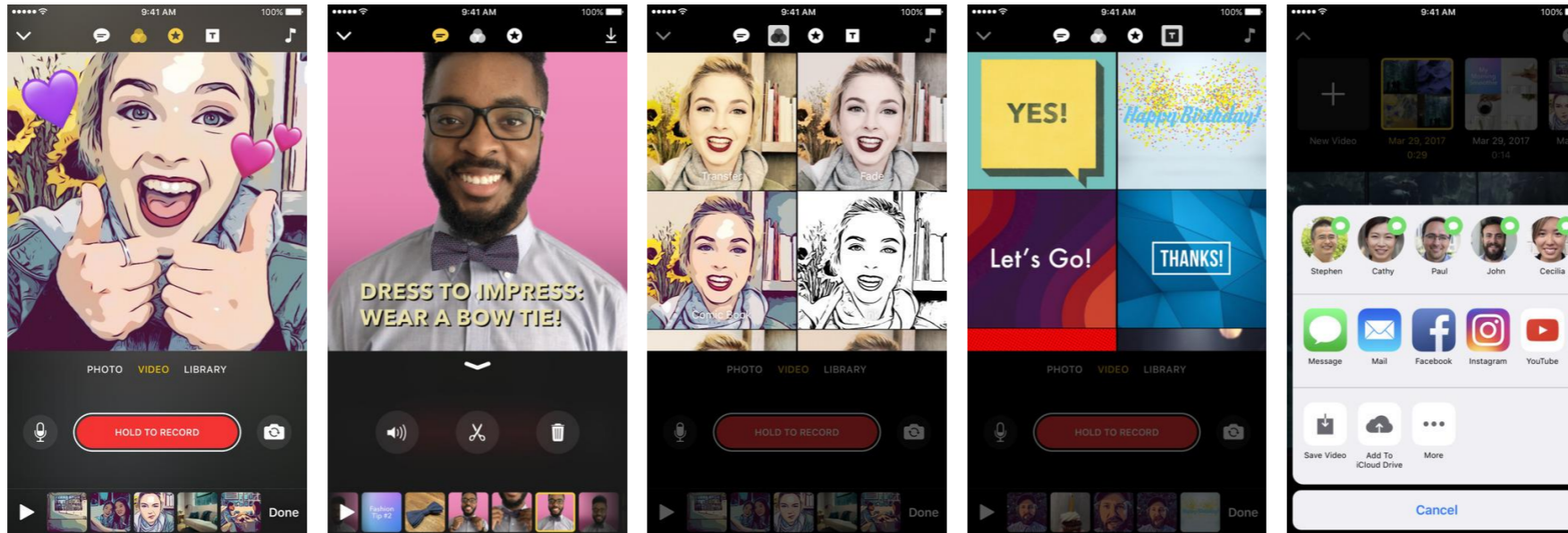
**MINIFIGURE
ACTORS!**



**PROPS &
SCENERY!**

6 SCENIC
BACKGROUNDS

Clips



www.apple.com/clips/

LUMEN5

HOWARD ▾

Grow your brand with social videos

Easily turn blog posts and news articles into engaging videos

[Visit Dashboard](#)

[▶ Watch video](#)

lumen5.com

- Story
- Media
- Music
- Style
- Format

Is your charity Ramadan ready?

Is your charity Ramadan ready?

Guest blogger January 13, 2020 10:45 am January 13, 2020 2:22 pm



Is your charity Ramadan ready?



Is your charity Ramadan ready?

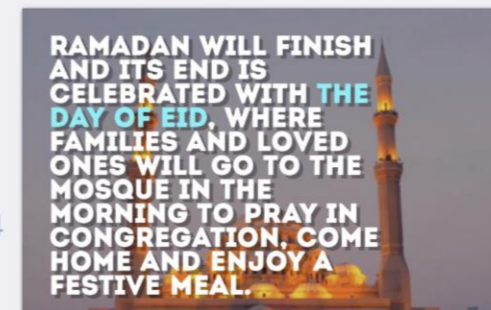
Ramadan, the ninth month of the Islamic calendar, and a period of great charitable giving, is only three months away and will start on or around 23rd April 2020, depending on moon sightings.



- ▶ Preview
- Layouts
- ⌚ - 8s +
- ⋮ More options



- ▶ Preview
- Layouts
- ⌚ - 4s +
- ⋮ More options



- ^
- 2
- ∨
- 📄
- 🗑️
- ⊕

- AR
- ^
- 3
- ∨
- 📄
- 🗑️
- ⊕



4

5.2 Collecting others' videos

GATHER VOICES

Solutions ▾ Product ▾ Insights ▾ Case Studies About [Request Demo](#)

We make video simple.

Effortlessly collect & share video from your community—anytime, anywhere. Discover how 60+ organizations are using our Video Relationship Management software to drive more engagement than ever before.

[Request Demo](#)

higher logic League of American Orchestras M4BL
NATIONAL ASSOCIATION OF LANDSCAPE PROFESSIONALS
AO FAS AMERICAN ORTHOPAEDIC FOOT & ANKLE SOCIETY **GATHER VOICES** RUSH
ASSOCIATION of FORUM EXPERIENCE COLUMBUS CharityHowTo
adha American Dental Hygienists' Association

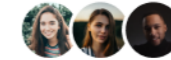
5.3 Better video editing





Export

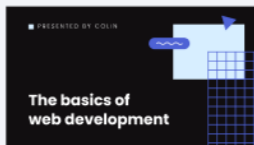
Share



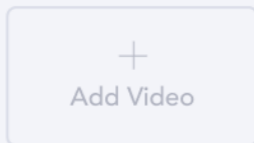
Video 1 5:36



Screenrecording 5:36



Sliddeck

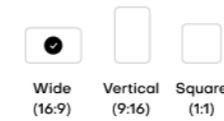


What's up **everybody**, I'm Colin and in this course you're going to learn the basics of web development.

First things first! Let's talk about the tastings of specialities. Damn, I gotta cut it! Basics of terminology.

Okay! With all that being said, let's open up an editor and start building our first project.

Well, that's it. Those are the fundamentals of web development. Hope you guys enjoyed it. Thanks for watching!



0:06.45



5:36.45

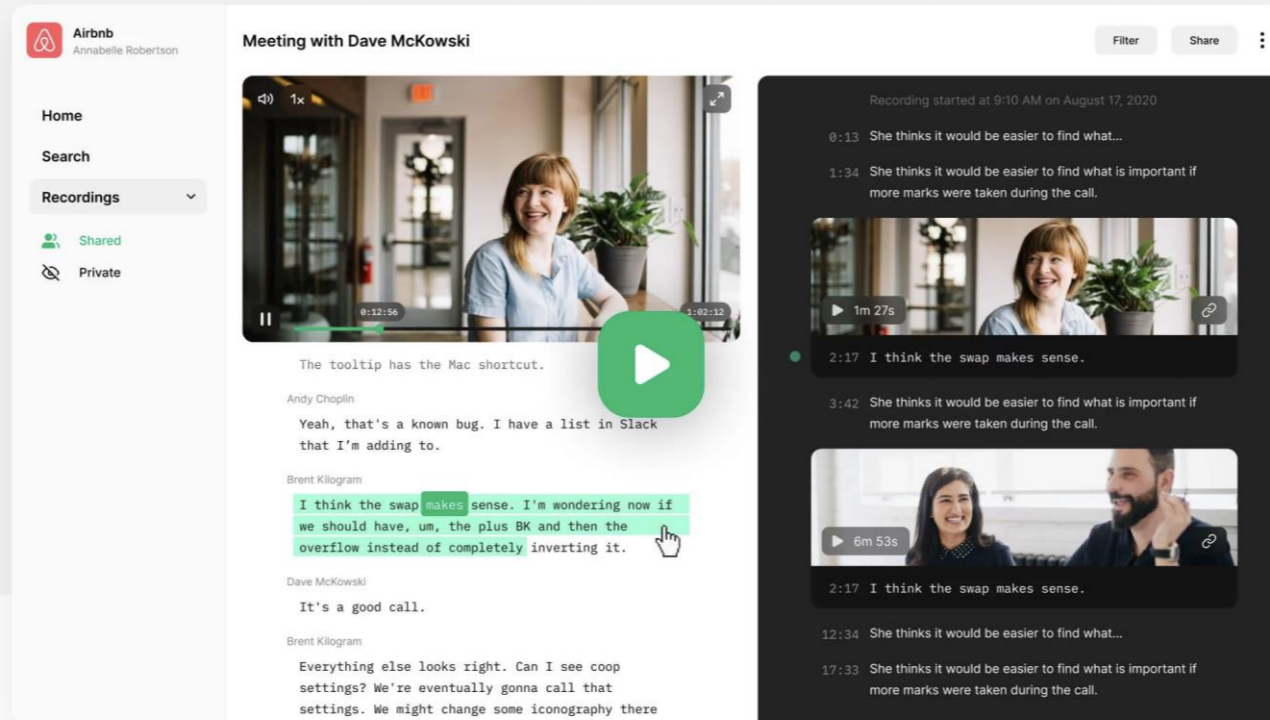
Descript is a collaborative audio/video editor that **works like a doc**. It includes transcription, a screen recorder, publishing, full multitrack editing, and some mind-bendingly useful AI tools.

descript.com



5.4 Make video highlights

Record, transcribe, and share highlights of Zoom calls



The screenshot displays the grain.co interface for a Zoom meeting recording. On the left, a sidebar shows navigation options: Home, Search, Recordings (selected), Shared, and Private. The main content area is titled "Meeting with Dave McKowski" and includes a video player, a transcript, and a list of highlights.

Meeting with Dave McKowski Filter Share

Recording started at 9:10 AM on August 17, 2020

0:13 She thinks it would be easier to find what...

1:34 She thinks it would be easier to find what is important if more marks were taken during the call.

2:17 I think the swap makes sense.

3:42 She thinks it would be easier to find what is important if more marks were taken during the call.

6m 53s

2:17 I think the swap makes sense.

12:34 She thinks it would be easier to find what...

17:33 She thinks it would be easier to find what is important if more marks were taken during the call.

Transcript:

The tooltip has the Mac shortcut.

Andy Choplin
Yeah, that's a known bug. I have a list in Slack that I'm adding to.

Brent Kilogram
I think the swap **makes** sense. I'm wondering now if we should have, um, the plus BK and then the overflow instead of completely inverting it.

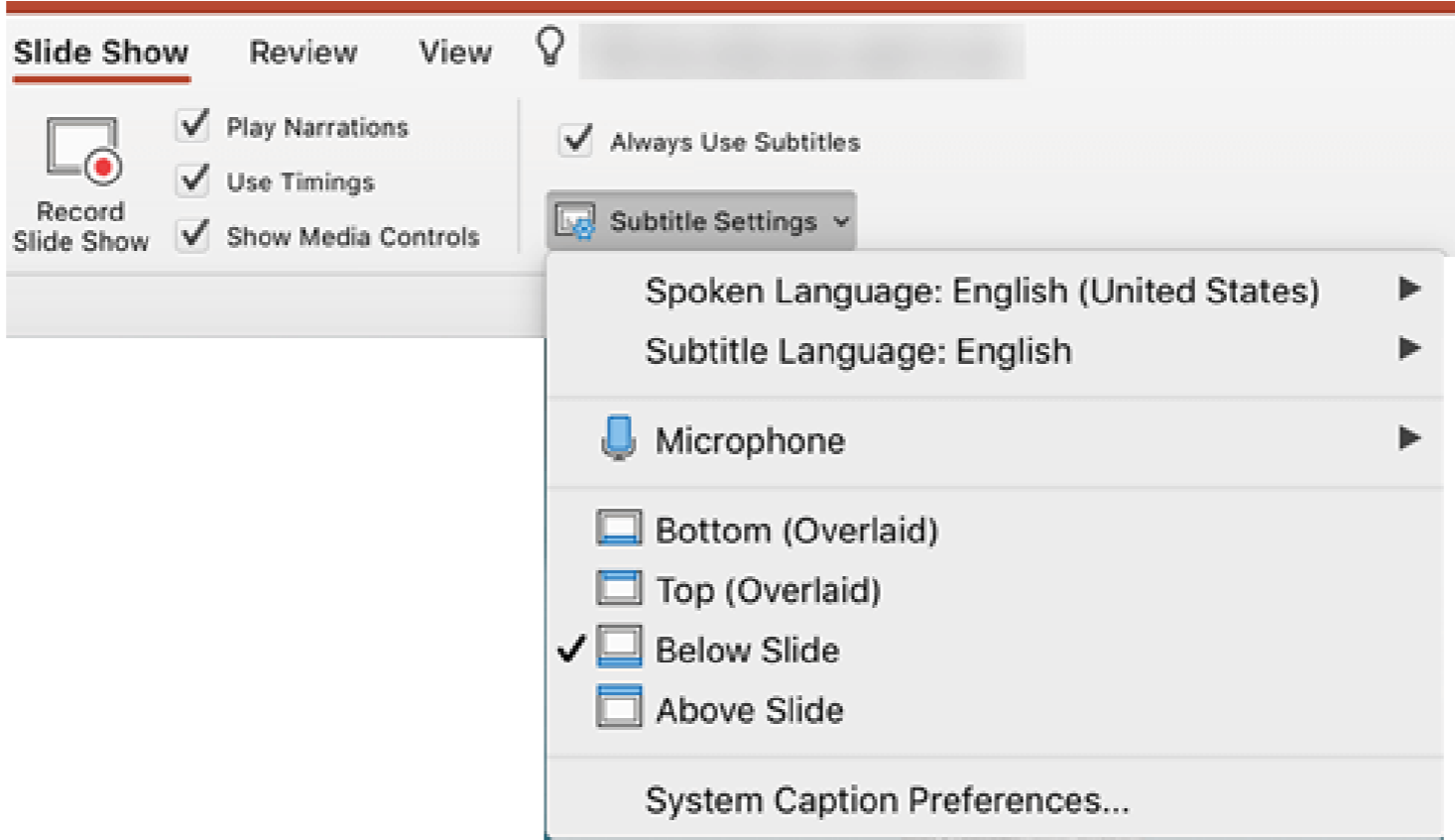
Dave McKowski
It's a good call.

Brent Kilogram
Everything else looks right. Can I see coop settings? We're eventually gonna call that settings. We might change some iconography there

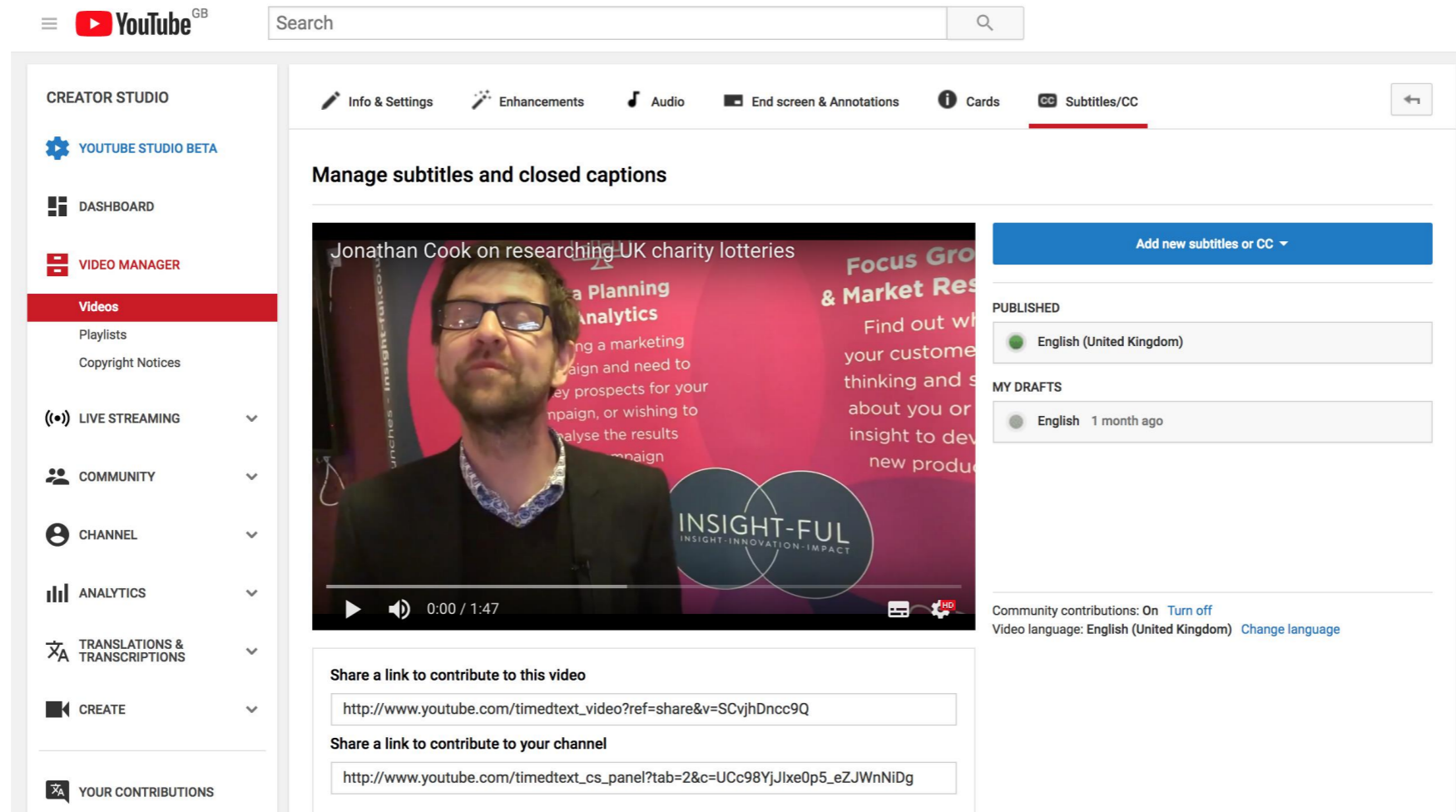
5.5 Video interviews



Live captions via Powerpoint



Silent movies - use subtitles



The screenshot shows the YouTube Studio interface for managing subtitles. On the left is a navigation sidebar with options like CREATOR STUDIO, YOUTUBE STUDIO BETA, DASHBOARD, VIDEO MANAGER, Videos, LIVE STREAMING, COMMUNITY, CHANNEL, ANALYTICS, TRANSLATIONS & TRANSCRIPTIONS, CREATE, and YOUR CONTRIBUTIONS. The main area is titled 'Manage subtitles and closed captions' and features a video player showing Jonathan Cook speaking. The video title is 'Jonathan Cook on researching UK charity lotteries'. The player has a progress bar at 0:00 / 1:47. Above the video player are tabs for 'Info & Settings', 'Enhancements', 'Audio', 'End screen & Annotations', 'Cards', and 'Subtitles/CC'. Below the video player, there are two sections for sharing links: 'Share a link to contribute to this video' with a URL 'http://www.youtube.com/timedtext_video?ref=share&v=SCvjhDncc9Q' and 'Share a link to contribute to your channel' with a URL 'http://www.youtube.com/timedtext_cs_panel?tab=2&c=UCc98YJlxe0p5_eZJWnNiDg'. On the right side, there is a blue button 'Add new subtitles or CC', a 'PUBLISHED' section with 'English (United Kingdom)', and a 'MY DRAFTS' section with 'English 1 month ago'. At the bottom right, there are options for 'Community contributions: On Turn off' and 'Video language: English (United Kingdom) Change language'.

nhmm.app



Make a video

Exercise





PennCharities

@penn_charities



Follow



Sick Kids Friends Foundation spends a day saying thank you to donors for £3m



Sick Kids Friends Foundation spends a day saying thank you to donors for £3...

Our fundraising news, ideas and inspiration for professional charity fundraisers and non-profits featuring the tag thank you.

fundraising.co.uk

8:10 AM - 31 Jan 2017



Matt Navarra ✓

@MattNavarra

Following



Top 10 most engaged with Facebook videos - Average length

2017: 2m 08s

2018: 2m 27s

2019: 1m 11s

*Most engaged = combined total of FB likes,
shares, comments



Is a shorter video length more engaging on Facebook? - Ne...

Video length on Facebook is one of the mysteries of content production in the digital age. We looked at the data to see what works.

newswhip.com

3:59 PM - 13 Mar 2019

16 Retweets 70 Likes



8



16



70



An ornate, gold-colored picture frame with intricate carvings and a central white space. The frame features decorative scrollwork and floral motifs, particularly at the corners and midpoints of each side. The central area is a plain white rectangle, serving as a placeholder for text or an image.

6. How to use images

Plan ahead



Schedule & save time



bufferapp.com



Leeds & York NHS PFT

@LeedsandYorkPFT

Follow



The Headclutcher: it's **@TimetoChange** these clichéd media portrayals of mental health issues! [bbc.co.uk/news/blogs-ouc...](https://www.bbc.co.uk/news/blogs-ouc...)





Streets Kitchen

@streetskitchen

Follow



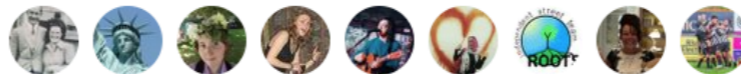
Please remember when sharing photos/videos of homeless women, that **ONE IN THREE** are there as a result of domestic violence.

When sharing images/videos you are potentially disclosing their location.

Please also ensure that they have given their express permission to be filmed.

5:07 PM - 23 Dec 2018

441 Retweets 573 Likes



15

441



573





Unethical images in fundraising more likely to make people donate, research finds

29 September 2021 by [Stephen Delahunty](#)

Most people agree that “poverty porn” and “white saviour” images in fundraising are unethical but they are also the most likely to make them donate, according to new research.

Respecting people in images



[resourcecentre.savethechildren.net/library/
people-pictures-vital-perspectives-save-childrens-image-making](https://resourcecentre.savethechildren.net/library/people-pictures-vital-perspectives-save-childrens-image-making)

Making accessible images

Daily fundraising news from fundraising.co.uk | [View this email in your browser](#)



advertisement



John Grain Associates - Secret Giver Scheme

Dear Howard

Welcome to the daily news from UK Fundraising.

• Our next afternoon [training courses](#) in London are:

- 20 June: **How to make GDPR work for your organisation**

- 29 June: **Multimedia storytelling for fundraising and pitching to corporates.**

• We are also running [Graphic Traffic: making and using images and video for fundraising on social media](#) in Birmingham on 23 May, in association with IoF West Midlands.

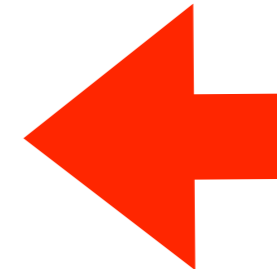
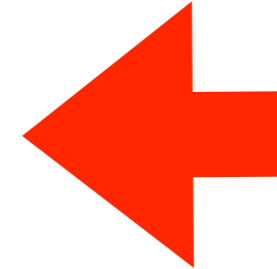
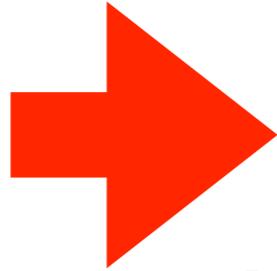
advertisements



Engage your donors anytime, anywhere, on any device with iMIS20



PayPal Giving Fund



Accessible Twitter



Inspire others

 **StrokeAssociation NI** @strokeassocni · 5h
Pictures from the #Markethill Fun Run are now up on our facebook page: goo.gl/MDMe9S #conquerstroke



The image shows two women in purple t-shirts participating in a fun run. They are holding a large white sign with the text '#conquerstroke' in purple and black. The woman on the left is giving a thumbs up. They are standing on a paved street with other participants and buildings in the background.

  1   2 



Image
FightforSight UK



10 ways to show impact?



OFFICIAL 2017 PROMPT LIST

1. SWIFT	11. RUN	21. FURIOUS
2. DIVIDED	12. SHATTERED	22. TRAIL
3. POISON	13. TEEMING	23. JUICY
4. UNDERWATER	14. FIERCE	24. BLIND
5. LONG	15. MYSTERIOUS	25. SHIP
6. SWORD	16. FAT	26. SQUEAK
7. SHY	17. GRACEFUL	27. CLIMB
8. CROOKED	18. FILTHY	28. FALL
9. SCREECH	19. CLOUD	29. UNITED
10. GIGANTIC	20. DEEP	30. FOUND
		31. MASK

@JAKEPARKER @INKTOBER #INKTOBER #INKTOBER2017

Exercise



@comms2point0

@comms2point0

Follow



One small step for womankind – support a new movement through your choice of gifs by [@iojosy](#)
socsi.in/pLhIK
[#AllWomanGif](#)



one small step for womankind – support a new movement t...

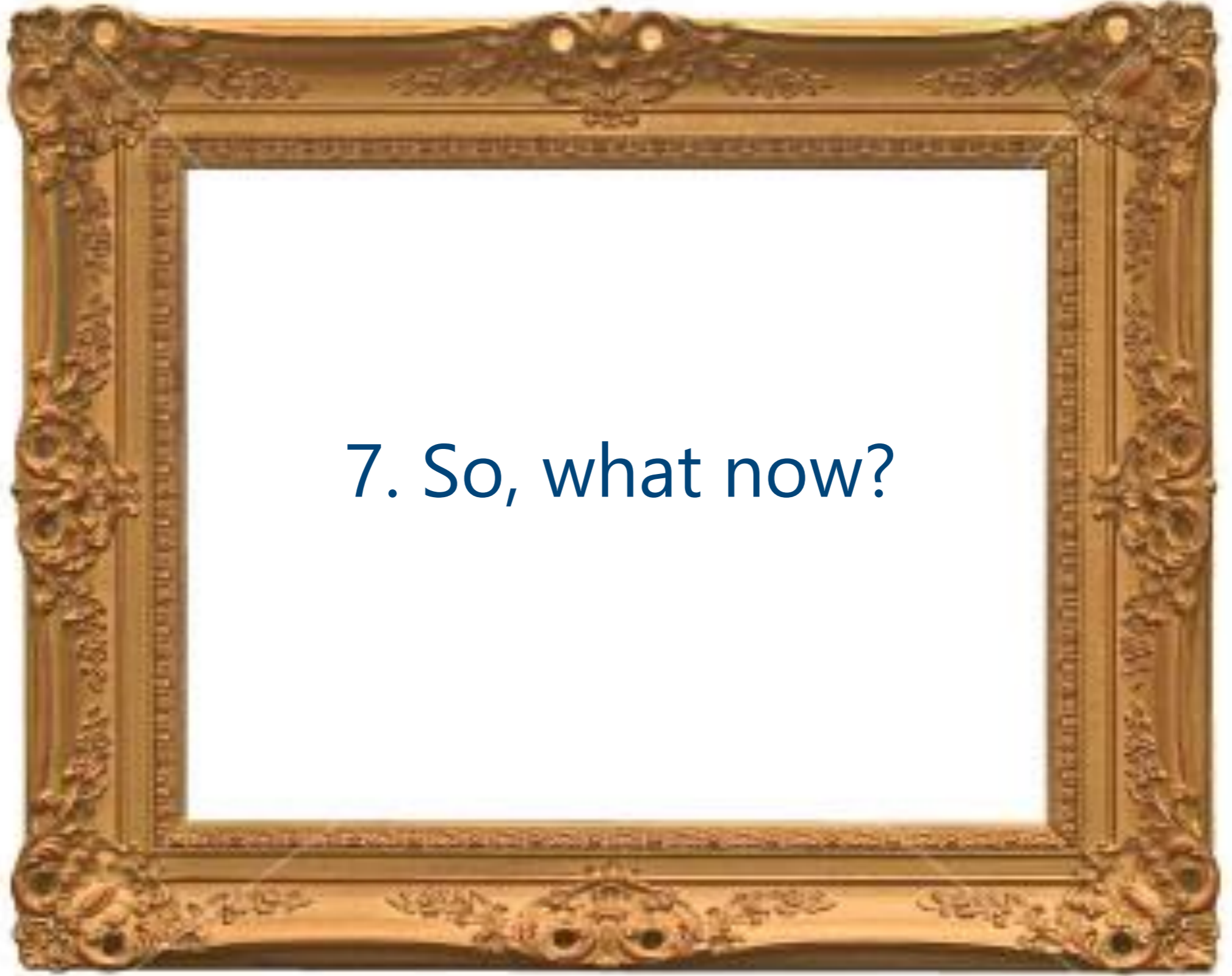
Have you ever reflected on the gifs you use in the social media posts? And what do they tell you? Maybe we should all take a closer look and use that insight to change our choices... by J...

comms2point0.co.uk

12:32 PM - 8 Mar 2019

3 Retweets





7. So, what now?

Show and tell

- Think and plan visually
- Expect your supporters to share images
- Inspire and enable them too
- Share your colleagues' content
- Work out from analytics what works



YouTube 

@YouTube

 **Follow**

Never doubt that a small group of cat videos can change the world; indeed, it's the only thing that ever has.

· <http://youtube.com>

Followers 71,255,378

Following 1,034





Lawrence Hurley  @lawrencehurley · 18h

"I'm here live, I'm not a cat," says lawyer after Zoom filter mishap

"I can see that," responds judge



 5.5K



 112.9K

 294.8K





Howard Lake
Fundraising UK Ltd
www.fundraising.co.uk
hlake@fundraising.co.uk

twitter.com/howardlake
twitter.com/ukfundraising