

ACH Attend Google's 'Grow Your Charity Online' Event

Two years after Google announced their commitment to helping charities and non-profit organisations to make the transition to digital, the tech giants have now established the 'Grow Your Charity Online' event in partnership with the Media Trust and the Technology Trust. Ashley Community Housing's communications team were lucky to be able to attend the event on Tuesday 10th November at the Library of Birmingham, where they watched two key talks from industry professionals.

The first talk was by Google and was presented by Digital Skills trainer Gori Yahaya who spoke about 'How to tell your story online and grow your charity'. Gori explained the many different free services offered by Google for charities and non-profits, whilst explaining the importance of engaging your online audience with clear, concise and captivating content.

The second talk was delivered by Reason Digital and was presented by Strategy & Insight Leader Rebecca Rae who described the 'The Truth about Charity Social Media'. Rebecca's used her own professional experiences with social media used for charitable purposes to highlight the importance of telling a story on social media platforms which inspires followers and creates conversations.

Both of these talks provided our communications team with invaluable information and knowledge which is currently helping them to establish their **#rethinkingrefugee** campaign. An additional mentoring session with Google's Digital Garage has also helped the team to fine-tune their approach towards social media – a skill which has allowed them to be even more efficient online! We have now identified that we have been underselling our nationally-recognised refugee resettlement capability online and we are therefore excited to spread our digital footprint even further.

The communications team would like to thank **Google** for an inspiring and productive day.