

MediaTrust

Tailored communications training for your charity

Delivered by Media Trust

Practical and affordable strategic communications training for charity teams, led by expert media trainers.

www.mediatrust.org
Registered charity: 1042733





About Media Trust

We believe when everyone has an equal voice, we'll get to a more equal society.

That's why we connect media organisations with charities and under-represented talent to empower the third sector and advance media representation.

We design and deliver innovative and impactful training for charities so they can communicate more effectively to support their communities and drive social change. We also match charities with media industry volunteers for hands-on support.

At the same time, we provide under-represented talent with the skills, access and mentoring to progress their careers in the media and creative sectors.



Training with Media Trust

Let us help you tell your story and make a lasting impact.

In today's competitive media landscape, clear and consistent communication is key to achieving your charity's goals. At Media Trust, we offer specialised training designed to meet the unique needs of your organisation, helping you communicate effectively and confidently.

As a charity ourselves, we know how vital it is to find training that's high-quality and affordable. Our courses are led by seasoned journalists and media professionals. They cover key skills like media interviews, digital marketing, and storytelling, making it easier for charities of all sizes to improve their communications.

By taking part in our training, your organisation will gain the skills and confidence you need to handle media opportunities, tell compelling stories, and use digital platforms to reach new and existing audiences. Join the many charities that have already transformed their communications with our expert support.

Our prices start from £700 + VAT, and courses can be delivered both online and in-person. We offer both one-off courses and bespoke packages, all tailored to suit the needs of your team. [Get in touch](#) to book your course today.



Contents

Building your Strategy	5	Essentials of SEO	15
Communications Strategy	5	Embracing Digital Marketing	16
Branding	6	Online Advertising	17
Brand Building for Charities	6	Planning a Digital Campaign	17
		Social Media Masterclass	18
		Facebook for Campaigns	19
Content Creation and Storytelling	7	Digital Tools and Technology	20
Basics of Blogging	7	AI for Charities	20
Content Marketing	7	Digital Design Using Canva	20
Content Writing	8		
Enhancing Your Presentation Skills	9	Media Engagement and	
Essential Content For Websites	9	Public Relations	21
Filmmaking and Video Editing	10	Creating a PR Strategy	21
Improving your Copywriting Skills	10	Getting Your Story in the Media	21
Introduction to Podcasting	11	Media Interview Training	22
Using Stories to Communicate Impact	11	Utilising TikTok for PR	23
Digital Marketing and Campaigning	12	Bespoke Bundles	24
Advanced: Social Media Content and Analytics	12		
Creating a Marketing Strategy	13	Training Fees and FAQs	26
Digital Fundraising	14		
Essentials of Email Marketing	15		

Our Testimonials



The training was amazing, I wanted to improve my confidence and knowledge and it did just that.

- St Giles Trust



It was SUPER informative, but not so much that it felt like we could never master it. (The trainer) broke it down into very doable tasks.

- Saola Foundation



Having never had any media training before, I found this incredibly helpful. It was practical, tailored to us as an organisation and sensitive to the challenges we face.

- Beyond the Streets



The real-life examples provided in the training helped make the training relatable and useful.

- Queens Crescent Community Association



Our trainer put everyone – regardless of previous media experience – right at ease. The filmed interviews were a great learning tool and our colleagues feel much more confident speaking to the media than they had previously.

We couldn't recommend Media Trust more highly.

- The Brain Charity

Building your Strategy

Communications Strategy

Our Communications Strategy session can be delivered as a stand-alone option for organisations looking to assess their current communications landscape, challenges, and objectives. Alternatively, we can offer this session to help identify your communications, digital, or media training needs.

This session serves as a perfect first step to kickstart your training journey or gain clarity on the areas where further development is needed.

During the session, we'll pinpoint your organisation's communications strengths, target audiences, and areas for improvement. Using these insights, our expert consultant will compile a comprehensive action plan.

Pre-consultancy preparation

Your organisation will complete a questionnaire, followed by a call with our communications consultant to clarify the session's focus. They will review your existing communications channels, plans and key messages, designing a session tailored to your needs.

Communications strategy session

In this collaborative session, Media Trust will conduct a detailed audit of your audiences, messaging, language, and key communications channels, assessing your current position and desired future state.

The session will actively engage with your team, empowering them to co-create and implement a robust communications plan.

Branding

Brand Building for Charities

With so many voices online, it's vital to create a strong brand identity and make sure your charity is recognisable. This course is designed to help you maximise branding impact through easy, free and low-cost recommendations. You'll learn the importance of strong branding, and how to supercharge your identity to connect with your audiences.

Learning outcomes

- How to put yourself in your audience's shoes and consider their needs.
- Where to align your brand and marketing objectives with your business plan.
- Explore and define your brand character so that you can express yourself in a unique way.
- Identify and utilise your stand-out visual elements.
- Craft the way you talk about what you do ensuring it is inspiring and clear.



Content Creation and Storytelling

Basics of Blogging

Are you looking for a new way to share updates and give a voice to your service users? Blogging is an effective way to meet user-led goals and boost your online presence.

Learning outcomes

- Understand what a blog is, how it differs from other online communications and how it can benefit your organisation.
- Gain knowledge and skills to get started using some of the most popular platforms such as WordPress and Google Blogger.
- Discover best practice for blog length, structure, and frequency.
- Gain insight into what makes great content including use of images and format.
- Have confidence to start developing a blogging strategy for your organisation.

Content Marketing

Creating and delivering great content with audiences in mind is key to marketing success. This training course will help your organisation learn how to strategically approach marketing with relevant and valuable content at the heart of your plan.

Learning outcomes

- Uncover what content works and how to generate ideas for content creation.
- Learn how to identify, understand and reach your target audiences.
- Understand how to deliver content through key channels.
- Explore the tools available that simplify content creation.
- Discover tools that help measure success.

Content Writing

Content writing is the process of creating informative, engaging, and relevant content that is tailored to the needs and interests of target audiences.

Whether it's articles, blog posts, social media updates, or newsletters, great content is the foundation of effective communications. It not only conveys your message, but it also connects with your audience on a deeper level, inspiring them to take action.

This interactive course will equip your team with the skills to create compelling content, even when time and resources are limited.

You'll learn what types of content resonate best with different audiences, and how to strategically harness the power of content to achieve your organisation's goals. You'll also discover how to inspire action through your content and how to measure its success to ensure ongoing improvement.

Learning outcomes

- Learn how to compose, structure and write persuasive copy.
- Explore what content works and how to come up with great ideas.
- Identify, understand and reach target audiences.
- Understand how to deliver content through various channels.
- Discover the tools available to simplify content creation.
- Demonstrate confidence in creating human stories that inspire action.
- Enhance your ability to create a call to action.
- Increase your confidence in copy editing and cutting text to create succinct and compelling copy.

Enhancing Your Presentation Skills

In today's busy world, charities need to do more than just be heard—they also need to make people care. This course will help your staff learn how to present your charity's message in a way that captures attention, moves hearts, and inspires action. Through practical tips and techniques, participants will gain the skills and confidence to deliver powerful, engaging presentations that stand out and connect deeply with any audience.

Learning outcomes

- Learn what content to focus on when presenting.
- Understand how to use stories to enhance your impact and drive action.
- Discover how nerves work in the human brain and develop strategies to make them work for you and not against.
- Practice using stories and examples in a mock-up meeting.

Essential Content For Websites

Developing and optimising the content on your website will help maximise the potential of increased website traffic. This course will cover essential content and optimisation tactics for your charity's website.

Learning outcomes

- Understand what kind of content will increase traffic on your website.
- Explore why style matters when designing a website.
- Learn to write easy and low effort content that is of high quality, is relevant to your organisation, and can increase your website traffic.
- Learn to write copy and links that help your website and content get found.
- Consider how to link your website with your social media.
- Increase your confidence in how to monitor and measure success.

Filmmaking and Video Editing

Video content is one of the most effective ways to engage an audience, conveying both emotions and information. With today's accessible equipment and software, creating high-quality videos in-house has never been easier.

However, to produce content that truly stands out, it's essential to understand how to plan, script, shoot, and edit professional videos. This training covers the fundamentals of filmmaking and video editing tailored for charities.

Learning outcomes

- Select the right equipment for your budget and needs.
- Understand the digital filmmaking process from pre to post-production.
- Learn how to shoot and edit high-quality interviews, vox pops, and films using a mobile device.

Improving your Copywriting Skills

Get tips, learn tricks and new approaches to connect with audiences and get past writer's block with our copywriting training.

Whether you're crafting appeals for donations, engaging with volunteers, or raising awareness for your cause, your words need to inspire action and build connections. Our copywriting training is designed specifically for charities and community organisations, providing you with the skills to create powerful, mission-driven content that resonates with your audience.

Learning outcomes

- Compose, structure and write persuasive copy.
- Adapt your writing style for different formats and audiences.
- Enhance your ability to create a call to action.
- Increase confidence in copy editing and cutting text to create succinct and compelling copy.

Introduction to Podcasting

As the audio landscape evolves, charities must adapt their strategies to connect with audiences online.

Podcasts provide a powerful, cost-effective way to engage your community, share beneficiary stories, and raise awareness for your cause. With the right approach, you can create compelling content that resonates with listeners, all while staying within budget.

This introductory course covers the essentials of podcasting, from planning and scripting to recording, editing, and publishing. This course will equip you with the skills to produce professional and high quality audio content that elevates your charity's voice.

Learning outcomes

- Plan and script engaging audio content.
- Select and use affordable equipment effectively.
- Edit and distribute your audio content.

Using Stories to Communicate Impact

Are you a charity doing incredible work but finding it challenging to communicate your impact to stakeholders? Do you have powerful stories to tell, but feel unsure on how to present them?

In this training, we'll help you transform those inspiring stories into compelling narratives. You'll learn practical, low-cost strategies that clearly communicate your impact and engage your audience.

Learning outcomes

- Spot human stories that inspire action.
- Tailor case studies to your objectives.
- Communicate case studies through PR, marketing and digital channels.
- Monitor the effect of case studies to show return on investment.
- Present your successes and demonstrate bottom-line impact.

Digital Marketing and Campaigning

Advanced: Social Media Content and Analytics

Take your social media to the next level by learning advanced techniques that go beyond simply counting followers and 'likes'. This training provides a comprehensive digital strategy to help you deliver data-driven campaigns.

Stay ahead with the latest social media trends, and learn how to get the most out of platforms like Facebook, X (formerly Twitter), and LinkedIn, while also exploring new and emerging platforms. This will help you refine your approach to building your organisation's network and creating engaging content.

This advanced workshop will help your organisation understand how Facebook's algorithm works, make your content more creative and visible, and provide tips and tricks to measure your success online.

Learning outcomes

- Learn how to create an advanced social media strategy.
- Understand the importance of brand consistency across platforms.
- Learn how to make social media algorithms work for your content.
- Increase your confidence in using measurement and engagement tools.
- Develop ideas to make your content more visible.
- Learn powerful tools and hidden tricks to be more efficient.

Creating a Marketing Strategy

Effective marketing strategies are crucial for the success of any charity campaign. Planning and setting clear targets are key to determining how well your marketing efforts are working.

This training course is designed to help your charity develop a solid marketing strategy, set meaningful objectives, and evaluate your effectiveness.

In this interactive course, you'll learn how to create a comprehensive marketing strategy tailored to your charity's needs. You'll also discover how to build in-house monitoring systems to track and assess your marketing activities on a budget.

This training is ideal for ensuring that your marketing plans are effective, impactful, and aligned with your organisation's mission.

Learning outcomes

- Learn how to set realistic strategy aims and objectives.
- Identify how to build monitoring and reporting structures that evaluate activities in-house, and how to report and utilise these findings on a budget.
- Understand how to identify, understand and reach your target audience.
- Discover how brand building isn't just the job of your marketing manager/communications team.
- Build confidence in knowing when to bring in key decision makers and manage expectations.
- Gain strategies on how to market in the digital age and manage your organisation's brand.

Digital Fundraising

Online fundraising is a highly cost-effective and efficient method for raising funds. With the rapid evolution of social media and changes in giving behaviour, charities now have a unique opportunity to expand their reach, engage diverse audiences, and foster lasting relationships.

Our tailored training course is designed to optimise and elevate your digital fundraising efforts. Whether you need to refine your existing processes or create a robust online fundraising strategy from scratch, we provide the support you need. We'll equip you with the essential tools, strategies, and insights to maximise your online fundraising potential and ensure sustainable growth for your organisation.

Learning outcomes

- Develop a strategic outline for your digital fundraising approach.
- Learn how to attract and build relationships with an online audience.
- Understand the technical aspects of converting potential donors into contributors.
- Discover quick and effective tools for online donation collection.
- Gain strategies for retaining donors and encouraging repeat contributions.

Essentials of Email Marketing

Emails and newsletters are still one of the most powerful and cost-effective tools for charities to reach their audiences.

If it's done well, it's a huge opportunity for charities to keep people engaged and encourage them to take action.

Whether your emails are used for fundraising, volunteering, updates or promotion, you need to be segmenting, targeting, and personalising them to the right group of individuals.

Learning outcomes

- Understand and segment your customers to target them effectively.
- Learn how to create engaging and relevant content that makes people click.
- Improve your measurable results and spend less time on emailing but with greater impact.

Essentials of SEO

Mastering SEO doesn't have to be overwhelming. This course will guide you through the essentials of Search Engine Optimisation (SEO), helping your charity improve its online visibility and evaluate your online presence effectively.

Learning outcomes

- Understand how search engines operate, including the role of keywords and competition in SEO.
- Implement practical, low-cost strategies to enhance your content, boost your search rankings and monitor your success.
- Write effective copy and create links that improve the discoverability of your website and content.
- Learn about paid search options, including pay-per-click advertising, and how to use them in conjunction with organic SEO strategies.

Embracing Digital Marketing

Marketing is changing fast. The rise of online platforms means charities can now reach bigger and more specific audiences, making digital marketing more important than ever. To keep up with these changes and remain competitive, digital marketing needs to be a key part of your charity's communications strategy.

This course is here to help your organisation build a strong, effective digital marketing plan, step by step. You'll gain practical knowledge and tools that you can immediately apply, helping you make digital marketing a core part of your long-term strategy.

Learning outcomes

- Understand key digital marketing areas.
- Set realistic aims and objectives.
- Build effective in-house and low budget monitoring systems.
- Understand how to integrate digital marketing into the organisation's long-term plans.



Online Advertising

Learn how to use online advertising to promote your charity, share your cause, and reach more people. This course will teach you how to create adverts, target the right audiences, and use simple strategies to increase donations and raise your charity's profile online.

Learning outcomes

- Understand what kind of content will make your advertisement more likely to succeed.
- Understand which platform you should advertise on based upon your previous successes and targets of your advertising.
- Understand paid-for search, pay-per-click advertising and how to use these.
- Learn what different kinds of advertisements you can deploy on the internet to improve your reach.

Planning a Digital Campaign

Digital platforms can be an incredibly cost-effective, relevant way for organisations to reach their audiences and achieve their aims. With proper planning, your organisation can run focused campaigns on digital platforms to recruit volunteers, raise awareness and increase donations.

This course will help you understand how to develop a strategic plan for an online marketing campaign. Through setting and measuring goals and planning effective content to help achieve them, you'll be able to engage with your audiences and make the most of your charity's online activity.

Learning outcomes

- Identify aims and audiences.
- Choose platforms and plan content.
- Measure successes, impact, and effectively reflect on your campaign.

Social Media Masterclass

Having a well-planned social media strategy and a good understanding of how it works can help your organisation strengthen its brand and gain more support for your cause.

Effectively utilising social media also minimises the strain on resources while increasing awareness of the organisation.

This training course uses a mix of theory and practical exercises to help participants understand why social media is important and how to improve the quality of their charity's online interactions.

You'll learn how to create relevant content, target the correct audiences, build engagement with these audiences, and evaluate your content against your business objectives.

Learning outcomes

- Understand how technology influences people's behaviour online and learn how to set clear social media goals for your charity.
- Discover why it is important to create different types of social content for different audiences, and how to use storytelling effectively throughout.
- Find out how to connect with your audience on social media by understanding trending topics and developing a unique social media personality for your organisation.
- Learn how to measure and evaluate your online content against your charity's goals and explore ways to improve engagement with your audience.

Facebook for Campaigns

With over 1 billion active users and viral successes like the Ice Bucket Challenge demonstrating the power of Facebook, the platform presents a unique opportunity for charities of all sizes to connect with their audiences.

To leverage Facebook effectively, it's crucial to approach campaigns strategically and understand the elements that drive success. Whether your goal is to raise donations, mobilise supporters, or raise awareness, this workshop will guide you through optimising your use of Facebook's features for impactful campaigns. Participants will benefit from insights directly from a leading Facebook expert.

Learning outcomes

- Develop a strategic approach to Facebook campaigns, including goal setting and success measurement.
- Understand what types of content captivate audiences and drive them to take action.
- Utilise Facebook's tools and special features tailored for charities to maximise your campaign's impact.

Digital Tools and Technology

AI for Charities

AI can help your charity speed up your content creation and find new ways to communicate with your audiences. This training offers a comprehensive understanding of the capabilities and potential benefits of AI tools like ChatGPT and Dall-E, and how they can be applied within the context of your organisation and digital communications.

Learning outcomes

- Understand when to use AI tools to speed up your content creation.
- Learn tips on writing effective AI prompts.
- Discover ways to create eye-catching content using AI tools.
- Consider the ethical and legal considerations when getting started with AI.
- Identify key risk-management techniques.

Digital Design Using Canva

Whether you're looking to design easy-to-implement templates or create one-off eye-catching social media posts and graphics, you can do it using Canva.

Canva offers charities a free non-profit programme for all registered charities. Learn how to use this online tool to create digital-friendly, professional, and engaging designs in minutes.

Learning outcomes

- Gain an overview of the basic functionality of Canva.
- Learn how to create digital content quickly and easily.
- Discover how to ensure design consistency that aligns with your brand identity.
- Learn tips to create social media templates.

Media Engagement and Public Relations

Creating a PR Strategy

This training will guide your organisation in developing a step-by-step PR strategy. You will learn how to prioritise and coordinate your PR and media plans, and by the end of the training, feel equipped to streamline your PR efforts.

Learning outcomes

- Gain a comprehensive understanding of PR, media relations, events, partnerships, and low-cost marketing techniques.
- Set realistic aims and objectives while effectively managing expectations.
- Develop and implement cost-effective in-house monitoring systems.
- Learn strategies to keep PR approaches fresh and avoid stagnation.
- Understand how to incorporate digital PR into the organisation's long-term planning.

Getting Your Story in the Media

Organisations want to raise awareness of the fantastic work they are doing, but where should they start? What will grab the attention of journalists and ensure that it is your organisation's story that they are telling?

This course will help your charity enhance its media skills and reach new and existing audiences through print and online media.

Learning outcomes

- Understand the media and what makes a newsworthy story.
- Learn how to write a press release that gets noticed and confidently pitch it to journalists.
- Discover what journalists want and how to reach them.

Media Interview Training

Media interview training is essential for charities, allowing you to communicate your mission confidently, handle challenging questions, and manage crises effectively. This training will help your charity build trust with the public, strengthen relationships with donors and stakeholders, and enhance reputation, leading to greater support.

Pre-training

Before the workshop, you will complete a pre-course questionnaire and have a call with the trainer to assess their experience and tailor the training to your specific needs. These preparations ensure that the interview scenarios reflect real situations that you may encounter, helping you refine key messages and build confidence.

On the day

On the day, the workshop simulates real-life media interviews, offering hands-on practice through exercises designed to boost your confidence in

front of the camera or microphone. With personalised coaching, you'll learn how to deliver key messages, use storytelling to communicate effectively, and navigate difficult questions in both TV and radio interviews.

Learning outcomes

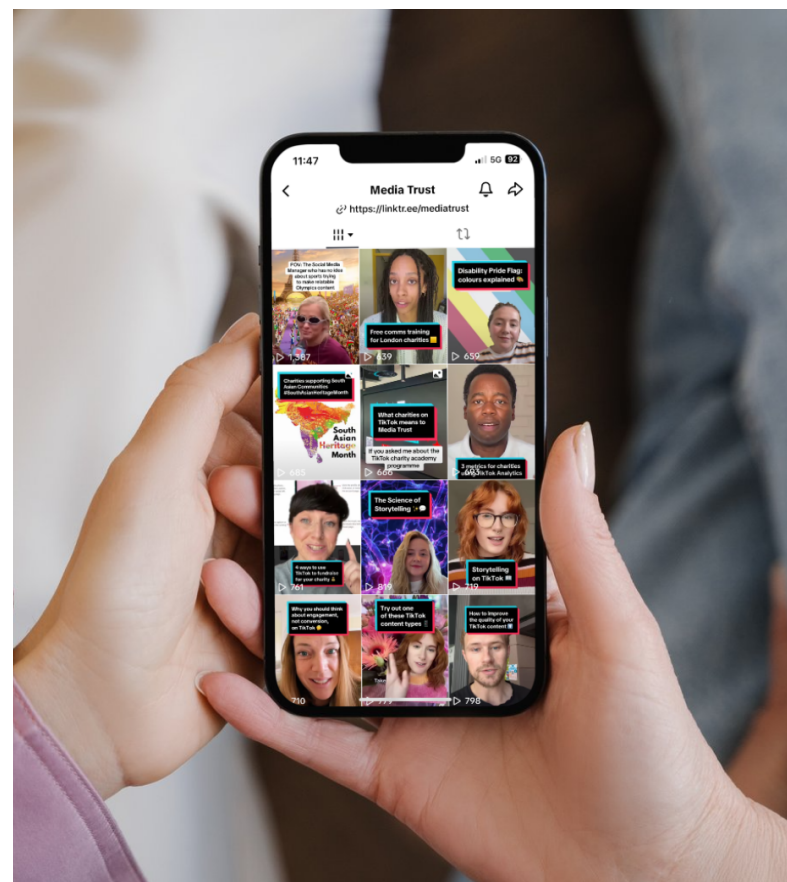
- Learn how to identify media opportunities and the key principles for handling media interviews.
- Confidently represent your organisation in media interviews and publications, and identify what makes a good story.
- Recognise the difference between proactive, reactive, and interactive media, and know how to use the appropriate tools.
- Communicate key messages clearly in press, radio, or TV interviews, and manage difficult questions effectively.

Utilising TikTok for PR

While print media still holds value, PR is increasingly focusing on social media and content marketing. It's vital that charities are up-to-date with the latest trends, learn how to switch to new tools, and find creative ways to use digital platforms. Making TikTok a big part of your PR strategy is key to connecting with journalists and media outlets to get your message out there.

Learning outcomes

- How journalists use TikTok for networking.
- How your charity can use TikTok for promoting your services and how to adapt stories to make them social media friendly.
- Understand how and where to target your organisation's audience online and evaluate which content works best for which platform.
- Understand key elements of a social media strategy.



Bespoke Bundles

Take advantage of our bespoke bundles, where we group sessions by theme and offer them at a discounted price.

These tailored packages are designed to provide a cohesive learning journey, ensuring that your team receives in-depth training on key topics that align with your charity's strategic goals. Select the bundle that suits your needs and benefit from a streamlined, cost-effective approach to professional development.

The following bundles are example course packages. We're open to ideas if you would like to suggest your own tailored bundle or packages.

[Please enquire](#) for pricing on bundle packages.

Bundle One:

Strategic Communications & Brand Essentials

This training bundle is designed to equip you with the skills to develop an effective communications strategy, strengthen your charity's brand, and enhance your copywriting skills.

Choose this bundle for a comprehensive starting point to your media training journey. Ideal for charities looking to review their communications, this bundle includes support from our communications consultants and a developed action plan.

Courses included:

- Communications Strategy
- Brand Building for Charities
- Improving your Copywriting Skills

Bundle Two:

Media Outreach for Charities

This bundle empowers you to unlock the power of storytelling, effectively showcasing your charity's impact and navigating working with the media confidently. You'll learn to identify newsworthy stories, write press releases that grab attention, and confidently pitch them to journalists.

Choose this bundle for practical media support, confidence-building, and an in-depth guide to perfecting your pitch.

Courses included:

- Using Stories to Communicate Impact
- Getting Your Story in the Media
- Media Interview Training

Bundle Three:

Delivering Your Digital Campaign

This training bundle provides a comprehensive overview of planning and delivering your charity's digital campaigns. It will guide you through the essential steps of planning and delivering your campaign, mastering social media strategies, and utilising effective content marketing.

Choose this bundle for a start to finish experience of how your charity can create campaigns that deliver results.

Courses included:

- Planning a Digital Campaign
- Social Media Masterclass
- Content Marketing

Training Fees and FAQs

Fees

Media Trust offers both full-day and half-day training courses, with fees varying by course. Prices start from £700 + VAT.

All costs include research, preparation and delivery by expert media trainers, feedback and project management.

The fee does not include venue hire, trainer's travel expenses or lunch catering costs which is agreed ahead of the training.

Multiple bookings and bespoke bundles

We offer a 15% discount for organisations that book two or more courses at once. This can be applied either by selecting from our pre-selected bespoke bundles or by requesting to group together courses of your own choosing. Please note that the discount excludes VAT.

Accessibility

We work to ensure our courses are accessible to everyone. Please discuss your accessibility needs with us on enquiry.

Tailoring courses

Our courses are designed to accommodate varying levels of expertise and experience. Whether you're looking for an introductory overview or advanced strategies, we can adjust the content to suit different levels of difficulty and meet your group or individual needs. Just let us know your team's current skill level, and we'll customise the training to ensure it's both relevant and effective for everyone.

Can't find a course you'd like?

If you can't find the course you're looking for in our brochure, just ask! We have a varied skillset across our team of trainers who may be able to help.

We look forward to working with you.



Thank you for supporting Media Trust.

To book your course, please contact Nicola
at nicolap@mediatrust.org.

