

# RARE DISEASE DAY 2021



## Additional information

Websites that will help with your digital communications.

Matt Grek is happy to offer a free 20-minute Skype consultation for the first 10 attendees of the workshop that make contact via: <https://www.linkedin.com/in/matthewgrek/>

- RareDiseaseDay.org - all of the latest materials and assets to help you promote Rare Disease Day 2021!
- Google FREE online course digital marketing: Fundamentals of digital marketing <https://learndigital.withgoogle.com/digitalworkshop-eu/course/digital-marketing>
- Hubspot- Huge amount of resources/ how to guides/ tips and tricks on digital marketing <https://blog.hubspot.com/>
- Canva- Canva is a graphic design platform that allows users to create social media graphics, presentations, posters, documents and other visual content. There is a free version and a pro version- see below to access the pro version for free! <https://canva.com>
- Lunapic- **free** online photo editor: <https://www8.lunapic.com/>
- Wired- how to use Twitter- <https://www.wired.com/story/how-to-setup-twitter-search-hashtag-and-login-help/>
- How to use Facebook for Business (Hubspot) <https://blog.hubspot.com/blog/tabid/6307/bid/24422/the-ultimate-facebook-marketing-cheat-sheet.aspx>
- How to use LinkedIn- <https://blog.hootsuite.com/linkedin-for-business/>
- Canva Non-Profits Community on Facebook- Wealth of information in this discussion group on Facebook. Getting the most from Canva, beginners guides plus loads of info

**28 FEBRUARY 2021**



about digital communications- not just about Canva. Join via:

<https://www.facebook.com/groups/NonprofitsCommunity/>

- Mailchimp.com- free email newsletter software. Free for up to 2000 contracts.
- Google Analytics: Find out how your website is performing (login required)  
<https://analytics.google.com/>
- Twitter Analytics: <https://analytics.twitter.com/>
- LinkedIn Analytics via: <https://www.linkedin.com/help/linkedin/answer/81337/view-visitor-analytics-for-your-linkedin-page?lang=en>
- Stocksnap.io, [pexels.com](https://pexels.com) royalty free stock photography and video

Many service providers offer free or reduced rates tools for Not for Profit organisations

- Grammarly Premium **free** for Not for Profits Ps until December 31:  
<https://www.grammarly.com/nonprofits-ngos>
- Canva- **Free** for not for profits programme: <https://support.canva.com/account-basics/nonprofit-program/apply-for-nonprofit/>
- All of the major social media platforms are free to set up accounts