

## **Digital Culture Network Resources: Signposting to further support for software and training**

We have curated a list of useful partnerships and free online training courses for arts and cultural organisations to explore. We aim to update this list with the latest developments and support. If you are a tech provider or sector support organisation, please get in touch and we will consider listing your resource below.

### **Software packages:**

#### **Adobe Creative Cloud**

Adobe has set up a two-month discount option for individuals with an already existing Creative Cloud subscription, which includes Photoshop, Acrobat, Premiere Pro or After Effects, InDesign, and Illustrator. The software giant is also offering [Creative Cloud free to students and teachers](#) until the end of May 2020, and its Connect web conferencing software free to everyone until 1<sup>st</sup> July 2020.

[Adobe Creative Cloud discount link](#)

#### **Affinity Suite**

Affinity are offering a 90- day free trial of all the Mac and Windows versions of the Whole Affinity suite. They are also offering 50% discount for users who would prefer to buy and keep the apps, including iPad Versions.

[Affinity software discount link](#)

#### **Free photo editing software**

Tech Radar have listed the best free photo editor software in 2020. Create amazing looking assets for your website or social channels using these free software tool providers.

[Best free photo editors link](#)

#### **Free and discounted tech tools**

Lightful have published a list of free and discounted tech tools and support for charities for digital software, social media and design.

[Lightful free and discounted resources link](#)

### **Tech provider resources and offers:**

**Facebook business disruption**

The social media giant's response to help minimise business disruption during emergencies with tips, training guides and grants to help organisations.

[Facebook business disruption response link](#)

### **Google remote working**

Google offer advice, tools and resources on how to work remotely and stay productive.

[Google remote working advice link](#)

### **Funraisin**

The fundraising platform is offering free digital support through "COVID-19 response packages" to help charities turn live events into virtual events.

[Funraisin free digital support link](#)

## **Strategy Development support:**

### **Arts Marketing Association**

The AMA have curated a list of resources for Coronavirus crisis management, including the recording of Russel Dornan's Digital Marketing Day 2019 session on promoting a space that isn't open and How to DIY podcasting guide, plus lots more.

[AMA resources link](#)

They have also set up a Coronavirus Support Group on Facebook, that is open to all. Members of this new community are already sharing additional content and advice, so it's the perfect way to keep on top of the latest information in this fast-paced, ever-changing situation our sector finds itself in.

[AMA Facebook group link](#)

### **Creative Industries Federation**

The membership body which represents, champions and supports the UK's creative industries is offering free six-month Federation membership for all freelancers and microbusinesses through COVID-19.

[Become a Creative Industries Federation member](#)

### **Charity Digital**

This organisation has created a free online resource to help charities transform their digital fundraising strategy.

[Charity Digital fundraising strategy link](#)

They also offer advice on how tech can keep your charity working through a pandemic.

[Charity Digital Advice on working through a pandemic link](#)

### **Media Trust**

This organisation has some great resources for charities to connect with volunteers and communications support.

[Media Trust charity communications support link](#)

### **Social Coder**

How to connect volunteer programmers with charities for specific, goal-oriented projects.

[Social Coder link](#)

## **Free Online training courses:**

Here is a list of the best free online training courses for digital marketers.

### **Google Digital Garage - free digital training for all**

Free online courses, designed for you to grow your career or business using Google Analytics. Select individual modules, or dive right in and take an entire course end to end at your own pace.

[Google Digital Garage link](#)

### **Facebook for Business**

Build your digital marketing knowledge, boost your career and add value to your company with free online training, resources and certifications. Learn how to market on channels such as Facebook, Instagram, Messenger and Whatsapp.

[Facebook for Business link](#)

### **Shopify Academy**

Free Shopify training to help you build and grow a profitable Online Shop for your organisation, complete with video tutorials and offer an NPO rate.

[Shopify Academy link](#)

### **Hubspot Academy**

Stay sharp. Learn the latest business trends from leading experts in content marketing, email automation, social media and website design.

[Hubspot Academy link](#)

### **Digital Marketer**

Become a member and receive weekly marketing tips, instant access to 30+ templates, tools and resources to streamline your marketing efforts. They are also offering free access to Digital Marketer Labs till 31<sup>st</sup> March due to Covid-19 which has masterclasses, training and marketing playbooks.

[Digital Marketer link](#)

## **Free marketing webinars:**

Keep up to date with digital skills with Sector support training whilst working from home for March/April:

## AMA Webinars:

**Thursday 26 March, 10.30am — 12.00pm**

[Social Media, Comms and Content – in challenging times](#)

When the pressure's on, it's easy to lose sight of what's important, so in this special online session, Daniel Rowles will help you refocus your thinking.

[Recording of Social Media, Comms and Content — in challenging times](#)

**Friday 3 April, 3.00pm — 4.30pm**

[Connecting with your Audience in Tough Times](#)

In this time of self-isolation, with venues and buildings closing their doors temporarily, how do you keep connecting with your audiences?

[Recording of Connecting with your Audience in Tough Times](#)

## Digital Culture Network Webinars:

**Thursday 16 April 2020 at 2pm**

[Digital Culture Network : Google Analytics for absolute beginners](#)

Heard about Google Analytics but don't know where to start? What, why and how Arts and Culture organisations can use Google Analytics for greater insight.

**Thursday 14 May 2020 at 2pm**

[Digital Culture Network: How to audit your Google Analytics account](#)

Learn how to improve the data quality in Google Analytics and customise your account to unlock actionable insight for your organisation.

**Thursday 18 June 2020 at 2pm**

[Digital Culture Network: Google Tag Manager for absolute beginners](#)

What is Google Tag Manager? How is it different from Google Analytics? Find out why Arts and Culture organisations should be using Google Tag Manager

## Further Support:

The Digital Culture Network is here to support you and your organisation. If you need help or would like to chat with us about any of the advice we have covered above, please get in touch. Email [digitalnetwork@artscouncil.org.uk](mailto:digitalnetwork@artscouncil.org.uk) with some background information about you, your location and your current dilemma, and we will connect you with one of our 9 Tech Champions for some in-depth 1-2-1 support.

Sign up to the [DCN newsletter](#) and follow us on Twitter [@ace\\_dcn](#) for latest updates.