

## Five tips for auditing digital channels

Whether you're looking to review your website, email programme or your social media channels for a fundraising campaign, here are my top tips for tackling an audit.



**Conduct a brand health check.** It may sound obvious, but ensuring consistency of your branding across your digital channels is extremely important. This goes beyond your logo, font and colours. Take a good look at your tone of voice - are your key messages right for that channel? Are they correctly sized? Are your images, thumbnails and graphics on brand? Are you being consistent in the bios, URLs and even the organisational name you're using? And is your content accessible - are you using alt-text on images, subtitles on videos and colours that will be easier for people with sight loss to see?



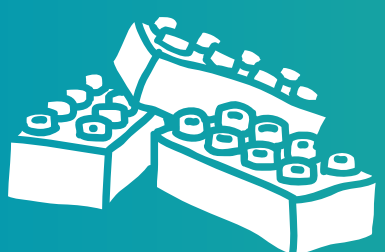
**Carefully consider what success looks like.** What metrics are you reporting on, and how often are you measuring them? Do you have KPIs, and are these based on previous performance? Are the metrics you're recording meaningful, or do they just look good? It's always tempting to record what's known as 'vanity' metrics - e.g. website views or follower numbers - but what do these things *\*really\** mean? Data like follower growth, engagement rate, open rate, click-through rate and conversion rate will paint a much better picture of performance and can be benchmarked against other charities.



**Take a deep dive into your previous performance.** What's working that you can sustainably repeat? Is there evergreen/high-performing content that you can re-use? What's not working, and what can you learn from this?

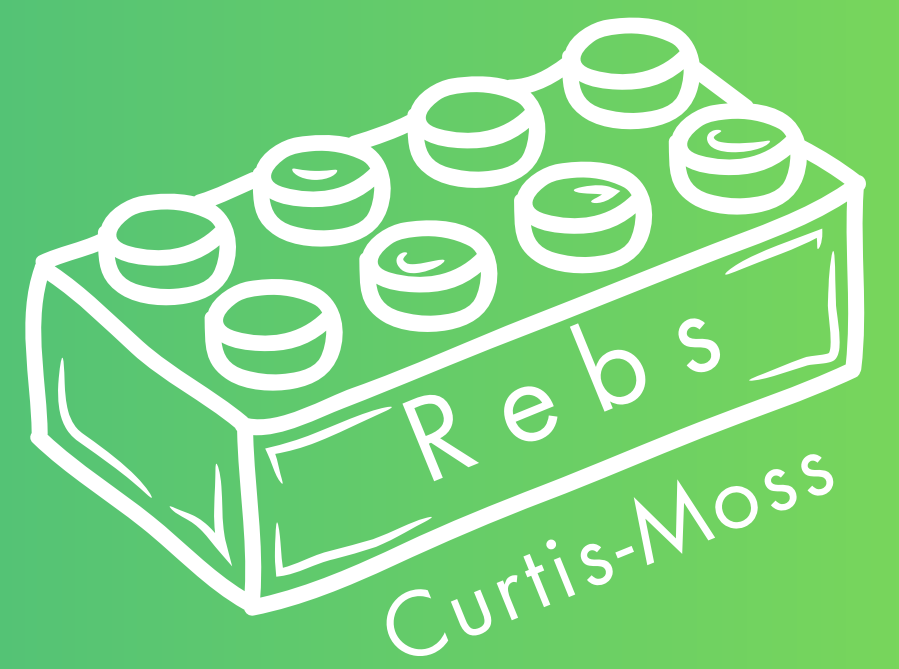


**Look outwards.** Who are your competitors, and what are they doing? What can you learn from their approach?



**Work smarter, not harder.** What digital tools are you using to make your life easier? Here are some of my (free!) favourites:

- [M & R Benchmarks](#) - UK charity sector benchmarks for websites, search, emails, paid and organic social
- [Canva Pro](#) - graphics, videos, image resizer
- [TikTok Downloader](#) - download videos without a watermark



## Charity Comms & Fundraising Consultant

Special offer: book a one-off support call for just £50 (usually £100). These are great for:

- Organising thoughts and ideas
- Feedback on a fundraising marketing strategy, campaign plan or content

*Valid until 31.03.2026*

## Hi! I'm Rebs.

Robust digital communications and fundraising are the building blocks of all charities.

They're the foundation from which you can tell your story, increase awareness of your cause, and raise vital funds to help you achieve even more. My services include:



**Strategies:** Detailed audience analysis, content plans, KPI-setting, audits, processes and guidelines for social, email and websites.



**Content creation:** Dynamic, donor-centric and campaign-led copy, graphics and videos for social, email and websites.



**Community management:** Building and nurturing online communities on social.



**Brand building:** Multi-media toolkits and template creation.

## Get in touch

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