

JCI Edinburgh goes 'Streets Ahead' to deliver social media support for charities

JCI Edinburgh has joined forces with ethical social media consultancy, Streets Ahead Social to deliver free social media training support sessions for charities.

Streets Ahead Social, founded by prolific networker, Dane Thomson launched in December with a 'Help Me, Help You' initiative, which for a limited time would see an hour of every fully charged client day reinvested into providing 1 hour of free support for local charities.

Since the initiative launched, the response from organisations looking to help charities benefit from the free support package over £750 has been phenomenal, with Dane extending the original 15th December deadline to cope with demand.

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Support for 'Help Me, Help You' has come in many forms, the most notable being Edinburgh Chamber of Commerce introducing Dane to the JCI Edinburgh, who have many of the smallest charities in their network unable to afford charged social media support for now.

Speaking of this exciting new partnership, Streets Ahead Social Founder, Dane Thomson said: "As a young start-up business owner, it truly is the dream to be joining JCI Edinburgh as a partner. When I put together my 'Help Me, Help You' initiative to provide one off free support for charities, never did I dream that my calls to help would be heard by an organisation with such rich history in young person development.

Thanks to Edinburgh Chamber of Commerce introducing me to JCI Edinburgh, I have the platform to help even more of the smallest charities shout about the amazing things they're doing on social media in a way their supporters will love."

On partnering with Streets Ahead Social for free social media support, newly elected JCI president, Steven Crawford said: "We are passionate about supporting young people both in their personal and professional development. When a business is going the extra mile to be engaged and committed to creating positive impact in the local community, we are only too happy to assist any way we can.

'Help Me, Help You' is a standout initiative and will help the smallest of charities succeed on social media. Streets Ahead Social joins our fantastic current partners; Investec Wealth & Investment, Stevie Carnie Design, Ivanhoe Printing Company and The Principal Hotel. We look forward to an exciting year ahead with Streets Ahead Social and seeing the results of Dane's expertise given reflected in our members social media."

Streets Ahead Social will be providing a day training session in the summer to help the charities in most need of social media. Details for the date, venue and format will follow in due course.

In the meantime, there are many exciting JCI Edinburgh events coming up for young people to take advantage of and these can be found [HERE](#).