Making Digital Work

OneDigital

SCVO

digital.scvo.org.uk/onedigital/

#onedigital

Agenda

- 09.30 - Arrival
- 10.00 - Basic Digital Skills
- 11.45 - What makes a good digital organisation?
- 12.30 - Lunch
- 13.30 - Basic Digital Skills scenarios
- 15.00 - Break
- 15.15 - Action plan
- 16.30 - End

Digital uptake

in the

CHARITY SECTOR

and changes to donor behaviour

58% **LACK BASIC SKILLS**

More charities than ever lack basic digital skills - up from 55% last year

Lacking basic digital skills

£18.8 BILLION

If SMEs and charities were fully digital, they would increase their revenue by an estimated £18.8bn.

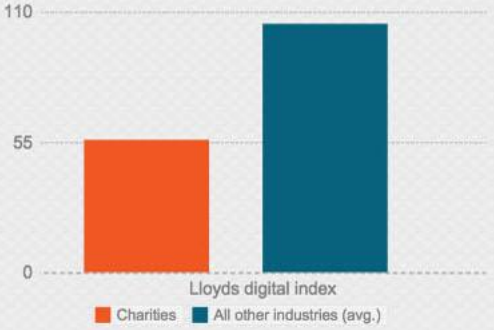
and yet

23%

Only 23% of charities are investing any money at all into improving their digital skills.

LOW DIGITAL MATURITY

The charity sector is by far the least digitally mature of any UK industry.



The charity sector's digital index is roughly half the UK average and scores 37% lower than the next worst industry.

2x **A DIVIDED PICTURE**

Digitally mature UK charities are more than twice as likely to see an increase in funding than low-digital-maturity charities

THE MAIN BARRIERS

More than finances, charities see a lack of time and knowledge as the main barriers to online progress.

% of charities seeing an increase in funding

20% charities receive more than 60% of their donations online

46% charities receive less than 20% of their donations online

27% Believe they've done all they can online

Lack the skills or staff **17%**

20% Lack of time

Believe it's too expensive **8%**

MORE DONATIONS THAN EVER ARE DIGITAL

More than ¼ charitable donations are now made online, through apps or on mobile devices in the UK. This proportion has been increasing year on year.

47% Almost half of all UK charities still don't have a website.

70% Also, 70% charity websites don't have fully responsive homepages, and 63% have slow page load times.

Still, 58% of charities don't believe having a website would increase their funding.

Nearly 70% say the same about social media.

MOST DONORS RESEARCH CHARITIES ONLINE

75% 75% of donors use online resources to research charities before placing a donation.

40% 40% donors use mobile devices to learn more about charities and 25% discovered one they weren't previously aware of using a mobile.

76% of donors go online to research charities after seeing online ads, compared to 58% who research online after receiving a direct mail ad

57% YouTube video viewers go on to donate.

Basic Digital Skills

Managing information

Find, manage and store digital information and content

Communicating

Communicate, interact, collaborate, share & connect with others

Transacting

Purchase & sell goods & services, organise your finances & use digital government services

Creating

Create basic digital content in order to engage with digital communities & organisations

Problem solving

Increase independence & confidence by solving problems & finding solutions using digital tools

Go ON UK – Basic Digital Skills framework

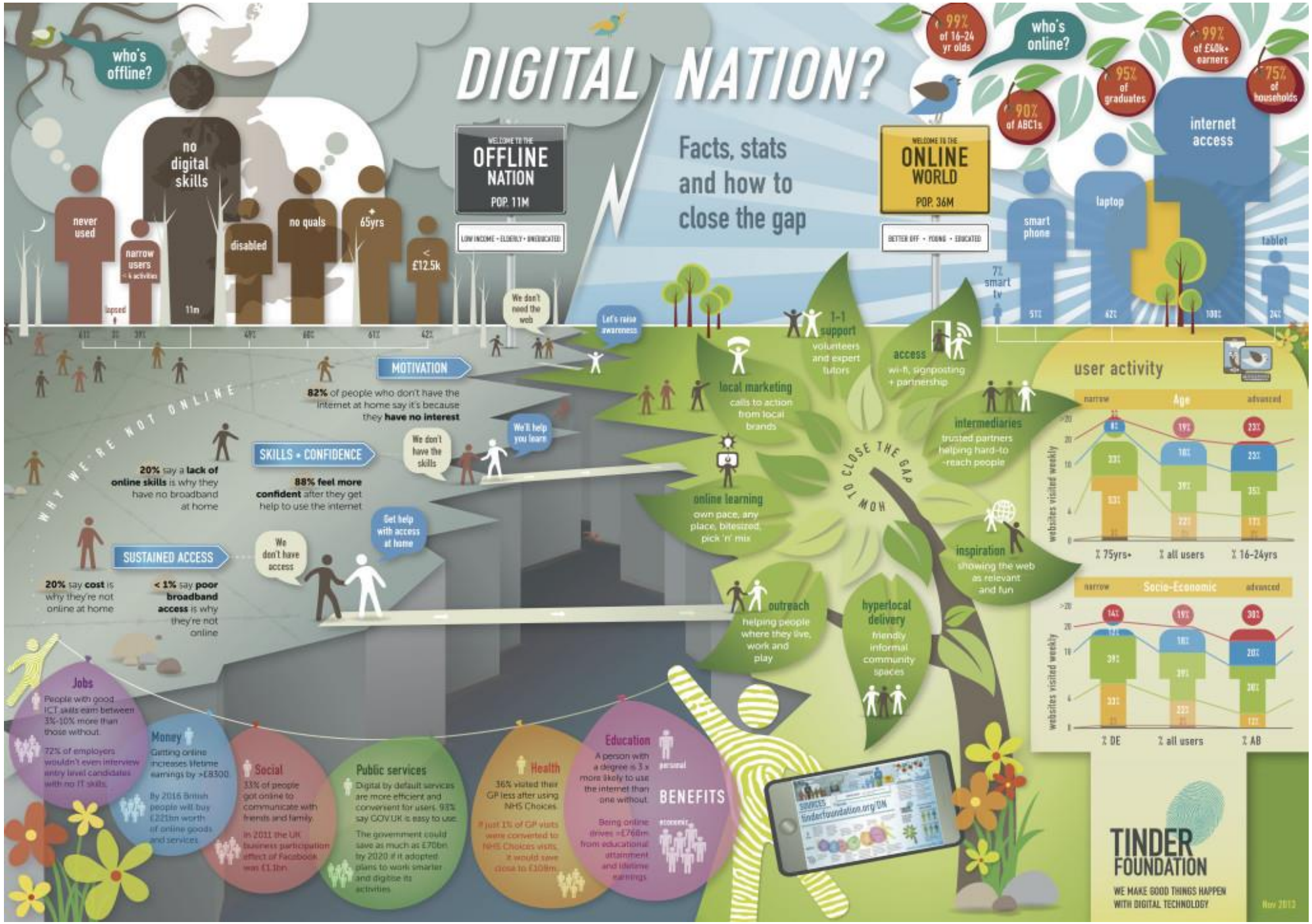
	Managing information	Communicating	Transacting	Problem-solving	Creating
Description	Find, manage and store digital information and content	Communicate, interact, collaborate, share and connect with others	Purchase and sell goods and services, organise your finances and use digital government services	Increase independence and confidence by solving problems and finding solutions using digital tools	Create basic digital content in order to engage with digital communities and organisations
Safety	Assess the accuracy of sources of information; use security tools when browsing; regularly update and run virus-checking software; manage parental controls	Understand how to manage your identities; protect yourself from scams; use the right security settings (including parental controls); protect your customer data	Use secure websites for financial transactions; protect your personal data; respect the privacy of others	Use accurate sources of support; avoid malicious websites, scams and pop-up windows	Be aware of copyright law; protect your personal data; respect the privacy of others
Actions for organisations	• Store digital information on suppliers and customers • Search for new suppliers to find the best deals • Understand who uses your website • Discover potential growth opportunities for your business	• Maintain customer and client relationships • Use social media to promote your business and connect with new customers • Improve your customer service by providing accessible product information and answers to frequently asked questions	• Maximise your selling potential through a website • Save time by applying for government business permits and licences • Manage invoices and accounts • Receive payments or donations • Protect yourself from fraud or scams	• Save on business travel and be more efficient by using video conferencing • Quickly understand which products and services work based on online feedback • Interpret simple analytics to improve website performance • Get solutions to problems from safe, accurate sources	• Create an informational or e-commerce website • Create content (pictures, logos, text) to promote your organisation and reach customers • Use social media and create communities to engage with customers • Create resources to improve employee skill levels

Basic Digital Skills: Group Discussion

- In small groups talk about Basic Digital Skills
- Don't be in a group with someone else from your organisation!

Topics:

- Where are your organisation's digital skills gaps and what you think you can do about them? Refer to the Digital Skills Audit you previously undertook
- Are there simple and effective ways to address these problems?
- How are digital skills viewed across the organisation (board, CEO, management, frontline staff, volunteers)?
- Are there any specific problems based on the kind of work your organisation does?

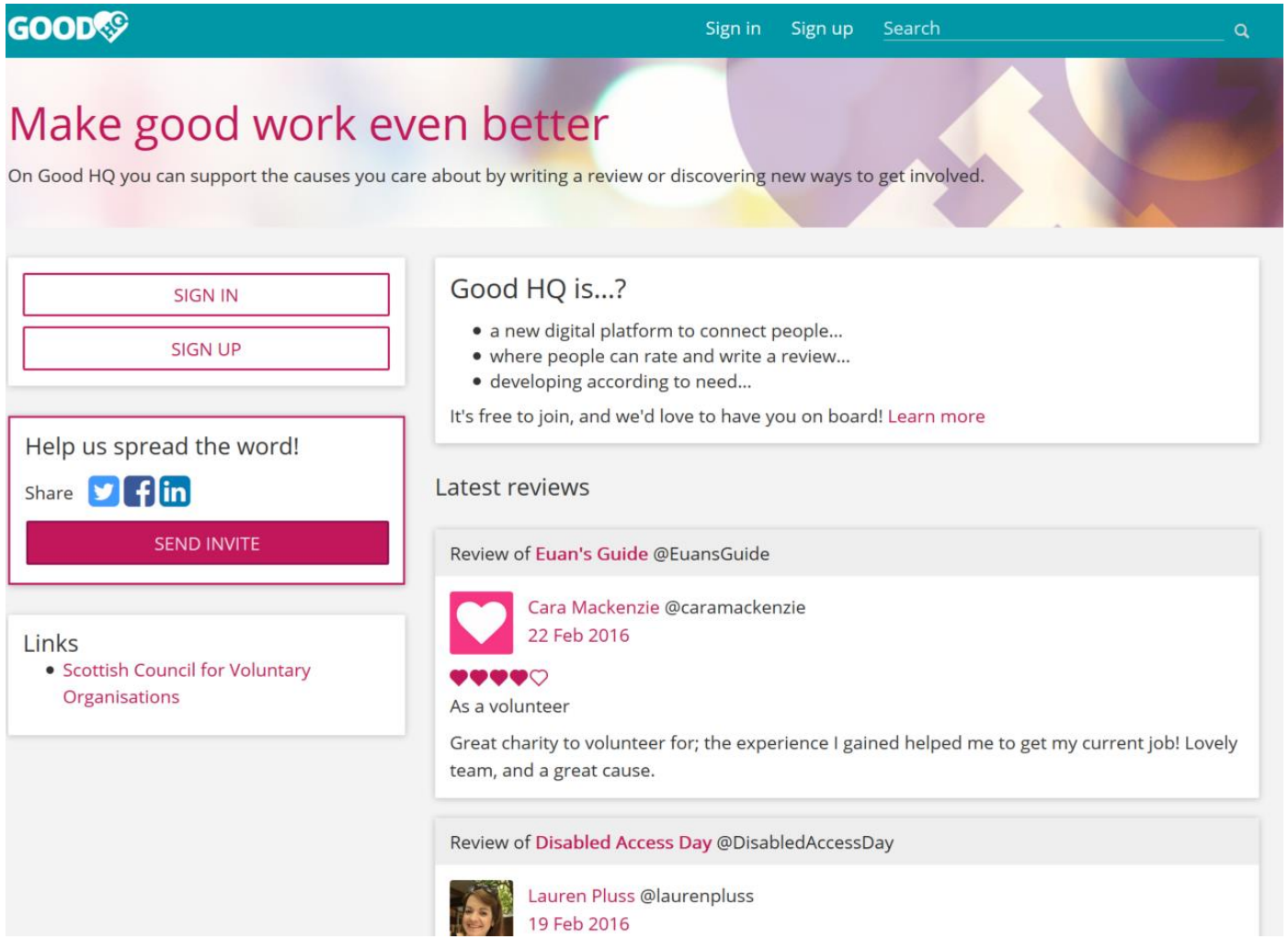

DIGITAL NATION?
Facts, stats and how to close the gap
who's offline?
no digital skills
never used
narrow users
lapsed
disabled
no quals
65yrs
< £12.5k
11m
WELCOME TO THE OFFLINE NATION
POP. 11M
LOW INCOME • ELDERLY • UNEDUCATED
who's online?
99% of 16-24 yr olds
90% of ABC1s
95% of graduates
99% of £40k+ earners
75% of households
internet access
laptop
smart phone
tablet
7% smart tv
WELCOME TO THE ONLINE WORLD
POP. 36M
BETTER OFF • YOUNG • EDUCATED
WHY WE'RE NOT ONLINE
MOTIVATION
82% of people who don't have the internet at home say it's because they have no interest
We don't need the web
Let's raise awareness
SKILLS + CONFIDENCE
20% say a lack of online skills is why they have no broadband at home
88% feel more confident after they get help to use the internet
We don't have the skills
We'll help you learn
SUSTAINED ACCESS
20% say cost is why they're not online at home
< 1% say poor broadband access is why they're not online
We don't have access
Get help with access at home
HOW TO CLOSE THE GAP
1-1 support
volunteers and expert tutors
access
wi-fi, signposting + partnership
local marketing
calls to action from local brands
intermediaries
trusted partners helping hard-to-reach people
online learning
own pace, any place, bitesized, pick 'n' mix
inspiration
showing the web as relevant and fun
outreach
helping people where they live, work and play
hyperlocal delivery
friendly informal community spaces
user activity
narrow
Age
advanced
websites visited weekly
Σ 75yrs+
Σ all users
Σ 16-24yrs
narrow
Socio-Economic
advanced
Σ DE
Σ all users
Σ AB
Jobs
People with good ICT skills earn between 3%-10% more than those without.
72% of employers wouldn't even interview entry level candidates with no IT skills.
Money
Getting online increases lifetime earnings by >£8300
By 2016 British people will buy £221bn worth of online goods and services
Social
33% of people got online to communicate with friends and family.
In 2011 the UK business participation effect of Facebook was £1.1bn
Public services
Digital by default services are more efficient and convenient for users. 93% say GOV.UK is easy to use.
The government could save as much as £70bn by 2020 if it adopted plans to work smarter and digitise its activities
Health
36% visited their GP less after using NHS Choices
If just 1% of GP visits were converted to NHS Choices visits, it would save close to £108m
Education
A person with a degree is 3 x more likely to use the internet than one without.
Being online drives =£768m from educational attainment and lifetime earnings
personal
economic
BENEFITS
SOURCES
tinderfoundation.org/UK
TINDER FOUNDATION
WE MAKE GOOD THINGS HAPPEN WITH DIGITAL TECHNOLOGY
Nov 2013

A Good Digital Organisation: Group Task

- Form groups of 3 and 4 and talk about what you think a good digital organisation would look like
- Topics:
  - How is the organisation structured? Does everyone have to be in the office together?
  - Can services be provided more efficiently or across a wider basis (time and area)?
  - How does the organisation measure success?
  - Does everyone in the organisation use digital tools and technologies?
  - What are staff focused on?
  - How does digital fit in with everything else the organisation is doing?

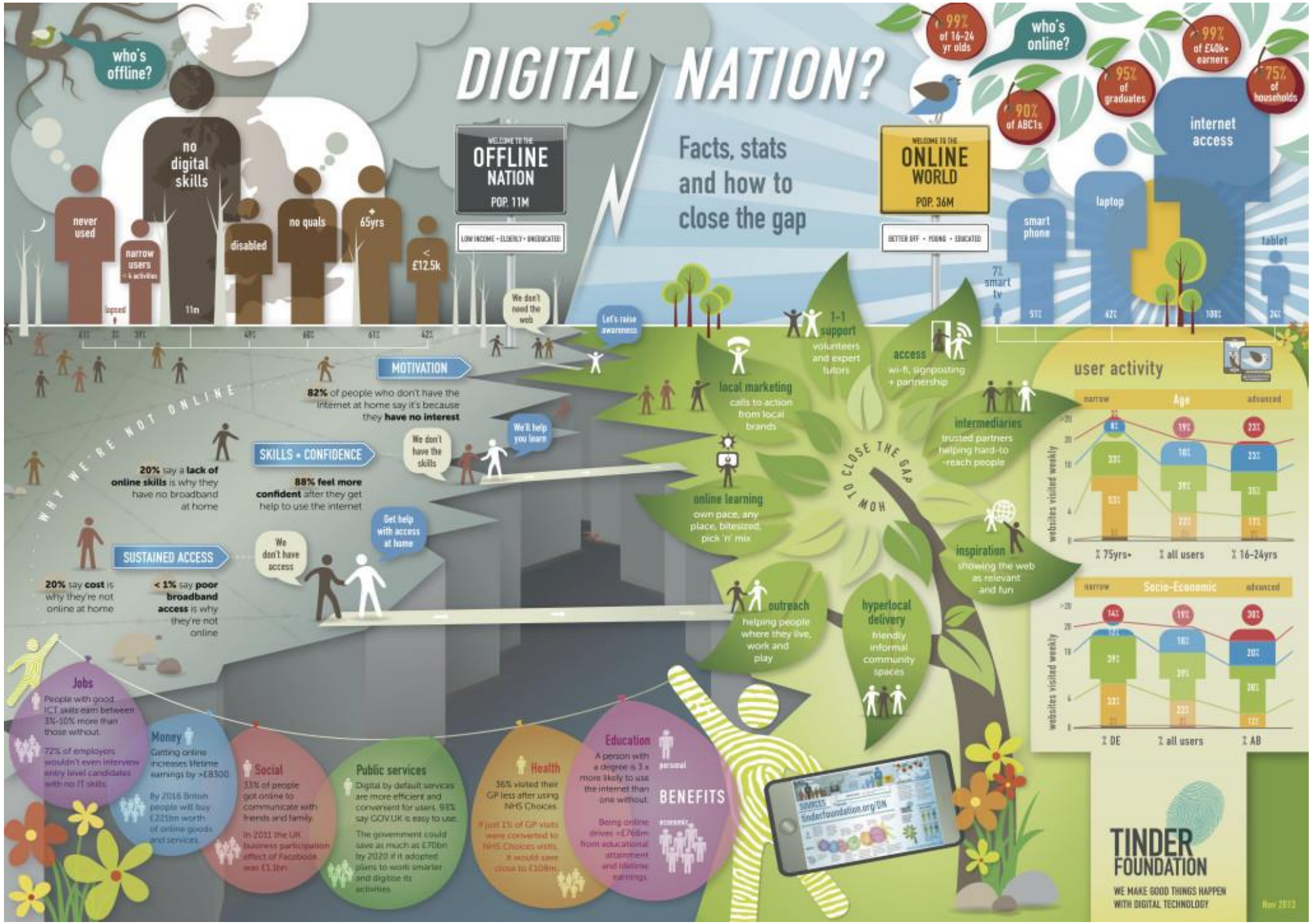
A Good Digital Organisation

Lunch


GOOD HQ
Sign in
Sign up
Search
Make good work even better
On Good HQ you can support the causes you care about by writing a review or discovering new ways to get involved.
SIGN IN
SIGN UP
Help us spread the word!
Share
SEND INVITE
Links
Scottish Council for Voluntary Organisations
Good HQ is...?
a new digital platform to connect people...
where people can rate and write a review...
developing according to need...
It's free to join, and we'd love to have you on board! Learn more
Latest reviews
Review of Euan's Guide @EuansGuide
Cara Mackenzie @caramackenzie
22 Feb 2016
As a volunteer
Great charity to volunteer for; the experience I gained helped me to get my current job! Lovely team, and a great cause.
Review of Disabled Access Day @DisabledAccessDay
Lauren Pluss @laurenpluss
19 Feb 2016

DIGITAL PARTICIPATION
CHARTER SIGNATORY

Basic Digital Skills: Scenarios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inspiration
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outreach
helping people where they live, work and play
hyperlocal delivery
friendly informal community spaces
user activity
narrow
Age
advanced
websites visited weekly
Σ 75yrs+
Σ all users
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Temperature Check and Find a Buddy

- Stand next to the digital skill that you want to focus on in your action plan

- Choose to buddy up with someone else who chose the same skills. You two will be there to support each other after the training

Action Plan

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@digiscot

Next Steps

- Resources
  - Digital Unite platform and resources
  - Twitter: @digiscot #onedigital
  - Follow up from One Digital team one month from now
  - One Digital newsletter
  - digital.scvo.org
  - Within the next week week you will receive an email from One Digital with evaluation form (http://goo.gl/UgmhfC), resource pack and a copy of these slides

Want to evaluate now? Scan this ->