

Making Digital Work

14th June 2016

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and Jo Malo.



@digiscot #onedigital

- 10:00  OneDigital

- 10:10 What are the **5** Basic Digital Skills?

- 10:45 What are the benefits of Digital?

- 11:00 Break 

- 11:15 Introduction to Digital



- 12:00 What makes a good digital organisation?

- 12:30



- 13:00 Basic Digital Skills scenarios

- 13:45 What could your organisation be doing digitally?

- 14:00

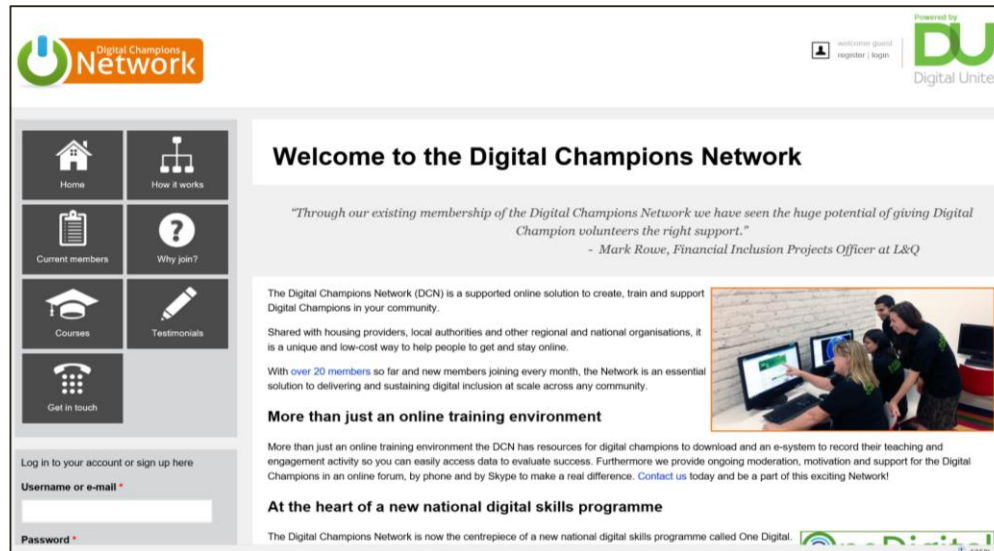


- 15:00 Close

OneDigital



Digital Champions Network



Your One Digital Mentors!



Tracey Hawkins



Sue Jackson

Digital participation in action

People need five basic digital skills to get things done

Managing
information

Communicating

Transacting

Problem
solving

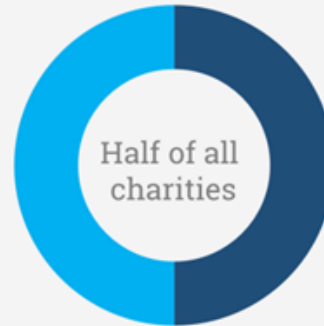
Creating

The trouble is, not everyone has them...

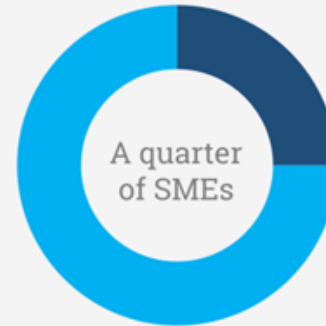
Who in Scotland is missing basic digital skills?



800,000 people



20,000 organisations



80,000 businesses

and this group
is mainly...



Find out more at digital.scvo.org.uk

 @digiscot





Digital stats and the third sector

42%



Possess all the Basic Digital Skills

23%



Invest £ in Digital as an Organisation

60%



Receive donations online
(of the 23%)

75% donors

Donors do online research before donating



53%

Charities have a
website



70%

Don't have fully
responsive homepages
(of the 53%)



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

Why become digital...?



The Benefits to Digital

Managing information



Online tools to manage data can save staff time

Communicating

Free marketing tools to build a community



Transacting



25% of donations are made online

Creating

Fun and interactive ways to promote your services



Problem solving

Online analytics can give you in depth data to measure return on investment



Digital



Managing information

Find, manage and store digital information and content

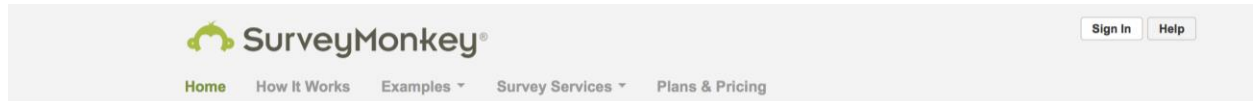
The image shows the Google Forms interface. At the top, there's a purple header with a menu icon and the word 'Forms'. Below this, a dark grey bar contains the text 'Start a new form' and a 'MORE' link with a dropdown arrow. Underneath, five form templates are displayed: 'Blank' (a white square with a purple plus sign), 'Contact Information' (a green form with fields for Name, Email, and Address), 'RSVP' (a pink form with a group photo), 'Party Invite' (a blue form with balloons), and 'T-Shirt Sign Up' (a purple form with a t-shirt image). Below these templates is a 'Recent forms' section, which is currently empty.

On the right side, there's a blue header with the text 'Google Forms'. Below it, a light blue box contains the text: 'Go to Google, and search for 'Google forms'. You'll need a Google account to start making and sending surveys.'

The bottom part of the image shows a preview of the 'Contact Information' form. The preview has a green background. At the top, there's a back arrow, the title 'Contact Information', and a timestamp 'Last edit was made seconds ago by Jonathan Coward'. On the right, there are icons for a palette, eye, settings, a 'SEND' button, and a menu icon. The form itself has two tabs: 'QUESTIONS' (selected) and 'RESPONSES'. The 'QUESTIONS' tab shows the form title 'Contact information', a 'Form description' field, and two questions: 'Name' and 'Email', both with 'Short answer text' input fields. On the right side of the preview, there's a vertical toolbar with icons for adding questions, text, images, videos, and a table.

Managing information

Find, manage and store digital information and content



Survey Monkey

Go to www.surveymonkey.com to sign up.

Extra features cost more, but can be worth the higher price.

Make Better Decisions with the
UK's Leading Survey



Get answers to all your ques

Pro Sign Up

Free Sign Up

 **surveygizmo**

Copy of Library Staff Digital Inclus...

DESIGN SUMMARY

Copy of Library Staff Digital Inclusion Survey
Created on 11/10/2015

✓ Questions: 12, Pages: 7

✓ Survey language: English

✓ Theme: Aqua

✓ Logo added

Upgrade to add logic

Edit Design

Preview Survey

RESPONSE SUMMARY

SURVEY ALERTS: ON

13

Total Responses

OPEN

Overall Survey Status

Collectors

Web Link 1

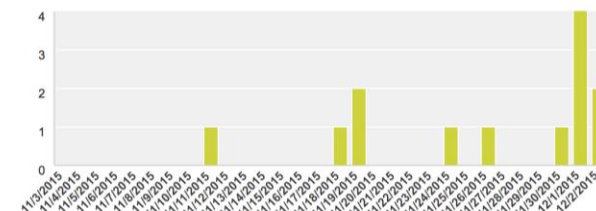
Responses: 13

Since 11/10/2015

OPEN

Responses Volume

11/3/2015 - 12/2/2015



Analyze Results

Feedback

Communicating

Communicate, interact, collaborate, share & connect with others

Facebook

Go to www.facebook.com
Setting up an account is easy. There are also features just for charities such as the 'call to action button'!

Search for posts on this Page

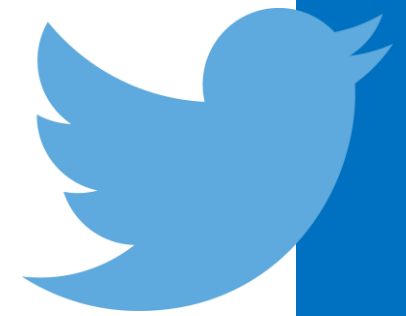
1,550 people like this

MailChimp

Go to www.mailchimp.com
Basic version is free, but extra features and 'back end' statistics cost more

Twitter

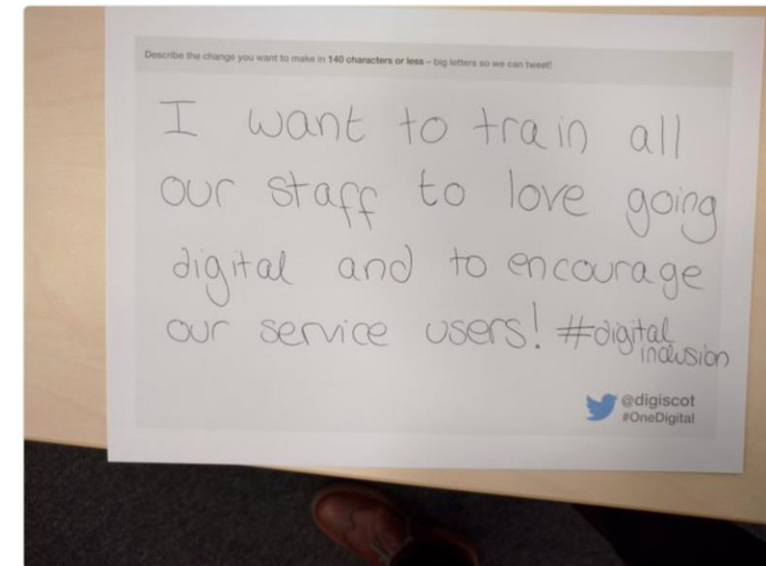
Go to www.twitter.com to sign up and search for popular hashtags. Many organisations use Twitter to communicate. It's free to use!



Digital Scotland
@digiscot

Follow

Train all staff to love going digital and encourage service users #onedigital #digitalinclusion



RETWEETS
12

LIKES
5



Communicating

Communicate, interact,
collaborate, share & connect with
others



Mobile Optimisation

Test whether your organisation's
website is optimised for browsing
on mobile devices.

Go to:

<https://www.google.co.uk/webmasters/tools/mobile-friendly/>

Transacting

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

JustGiving

Go to www.justgiving.com, to sign up
for an account or search for other
charities.
Costs £15 PCM, and 5% is deducted
per donation.

The screenshot shows the JustGiving website interface. At the top, there's a search bar with the text "Search for a charity, friend or project" and a magnifying glass icon. To the right of the search bar are links for "Log in" and "Sign up", and a "Menu" button. Below the search bar, the "Midlothian Sure Start" charity is featured. It has a logo consisting of three blocks with the letters 'M', 'S', and 'S'. The text next to the logo says "Midlothian Sure Start" and "We provide a quality family support service to local families with children". Below this text is a "Care" tag with a heart icon and the number "7". To the right of the charity listing are two buttons: "Fundraise for us" (orange) and "Donate" (purple). Below the "Donate" button is a link "Make a monthly donation". At the bottom of the screenshot, there's a section titled "Join the Midlothian Sure Start community" with a paragraph of text and contact information. To the right of this section is a fundraising goal of "£20 a month" with a description "Pays for a child to have a Play@home worker" and a photo of a person in a winter hat.

JustGiving

Search for a charity, friend or project

Log in | Sign up | Menu

Midlothian Sure Start

We provide a quality family support service to local families with children

Care 7

Fundraise for us

Donate

Make a monthly donation

Join the Midlothian Sure Start community

In 2001 two local children's centres came together to form Midlothian Sure Start. Their goal was simple, to provide a safe and supportive environment to families with young children. Since then Midlothian Sure Start has grown and there are 6 centres and various services. If we can, We will.

www.midlothiansurestart.org.uk
admin@midlothiansurestart.org.uk
Midlothian Sure Start Registered charity number SC031038

< £20 a month
Pays for a child to have a Play@home worker

JustTextGiving

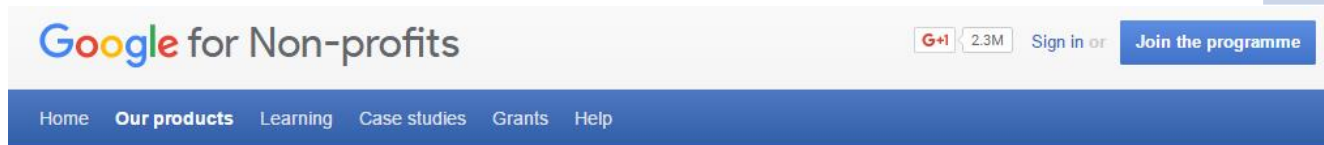
Go to:
<https://www.justgiving.com/en/jus-ttextgiving>. Information about
benefiting from JustTextGiving is
available here.

Transacting

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

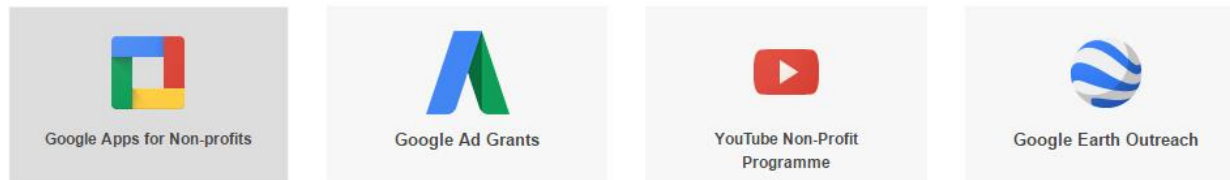
Google for Non-profits

Search for *Google for Non-profits*
and find out about: Apps
Ad grants
Youtube – call to action buttons



Products for Non-profits

As a member of Google for Non-profits, you'll have access to premium Google products that are free for organisations like yours.

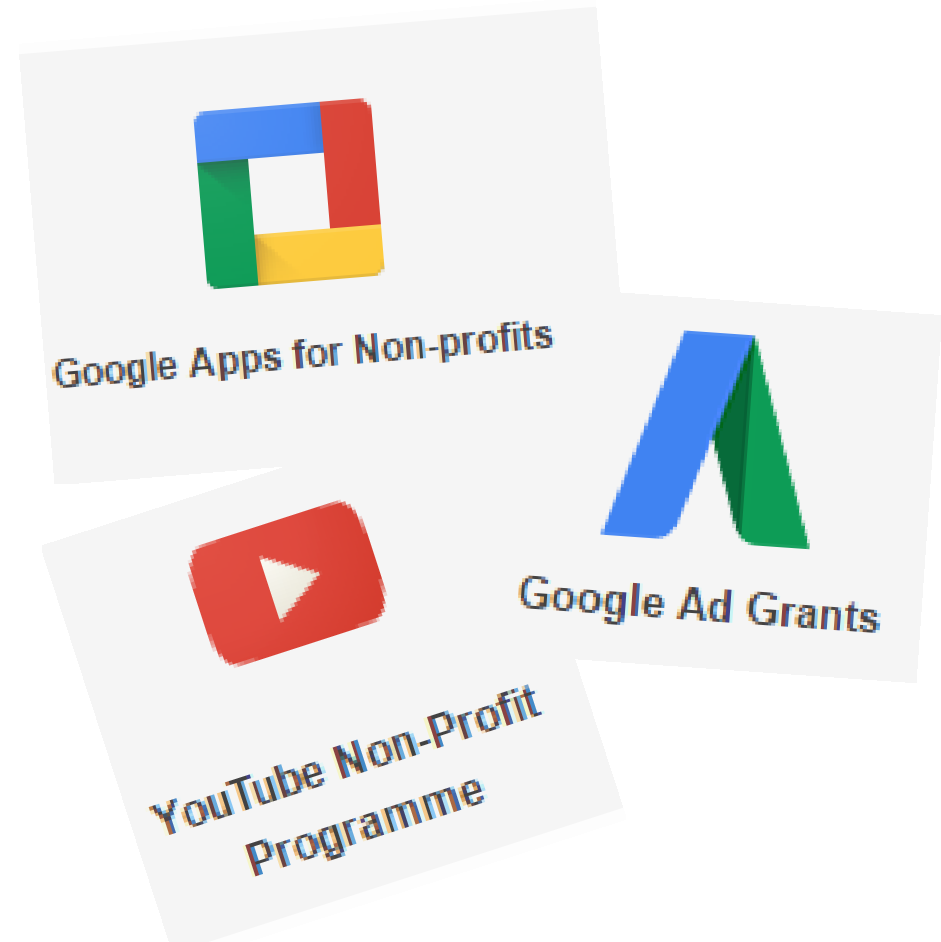


Google Apps for Non-profits

Reduce your IT costs and help staff and volunteers work together more effectively.

Get the job done with Google Apps for Non-profits:

- Get free access to the Google Apps suite including Gmail, Google Calendar and Google Drive

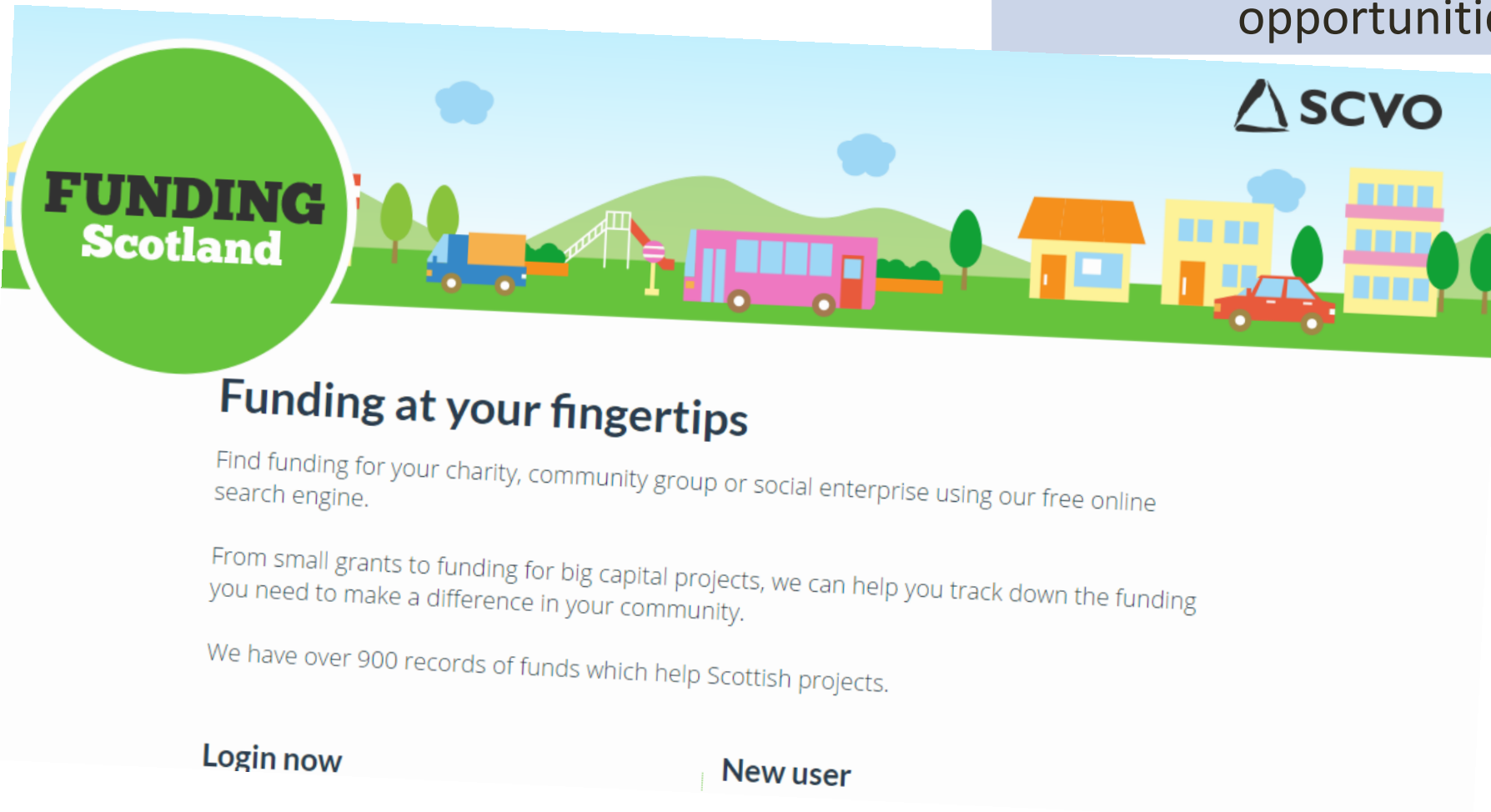


Transacting

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

Funding Scotland

Go to: www.fundingscotland.com
Sign up your organisation and start
searching for funding
opportunities.



The screenshot shows the homepage of the Funding Scotland website. At the top, there is a green circular logo with the text 'FUNDING Scotland'. To the right of the logo is a colorful illustration of a community scene with a blue truck, a pink bus, a red car, and several houses. In the top right corner of the illustration is the SCVO logo. Below the illustration, the text 'Funding at your fingertips' is displayed in a large, bold font. Underneath this, there are three lines of text: 'Find funding for your charity, community group or social enterprise using our free online search engine.', 'From small grants to funding for big capital projects, we can help you track down the funding you need to make a difference in your community.', and 'We have over 900 records of funds which help Scottish projects.' At the bottom of the page, there are two buttons: 'Login now' and 'New user'.

FUNDING Scotland

SCVO

Funding at your fingertips

Find funding for your charity, community group or social enterprise using our free online search engine.

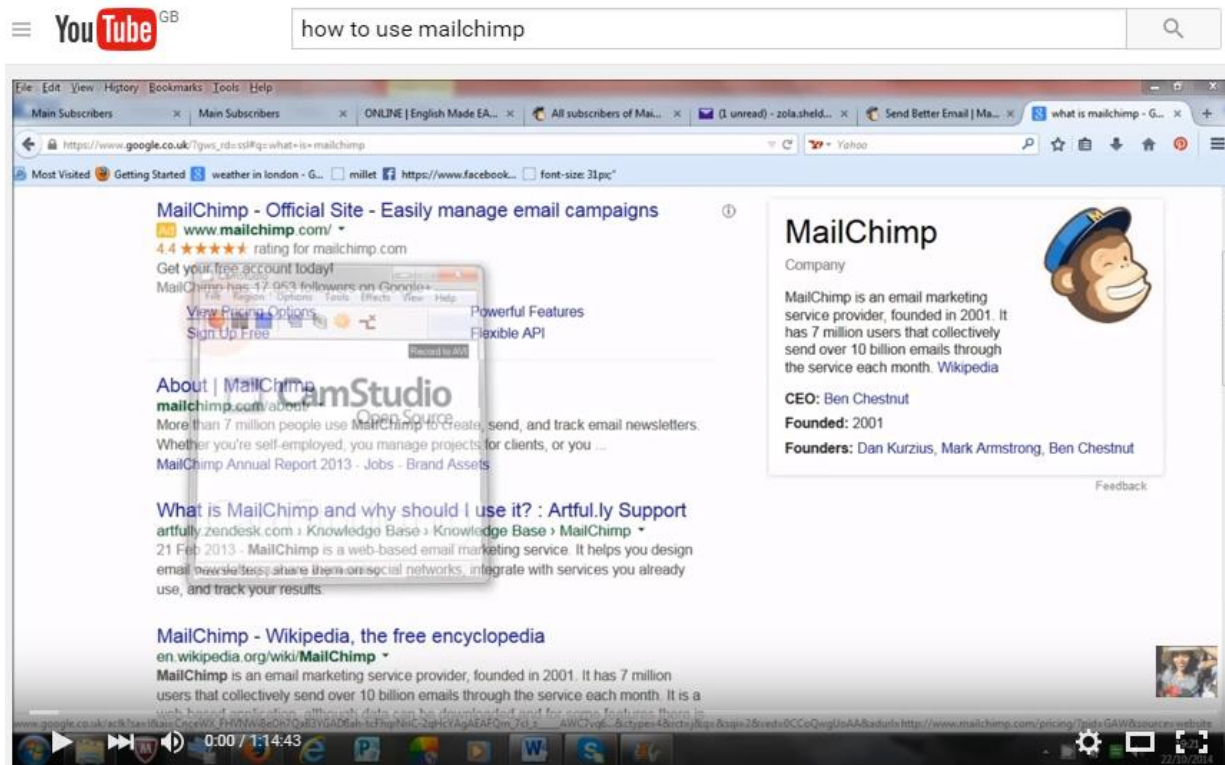
From small grants to funding for big capital projects, we can help you track down the funding you need to make a difference in your community.

We have over 900 records of funds which help Scottish projects.

[Login now](#) [New user](#)

Problem Solving

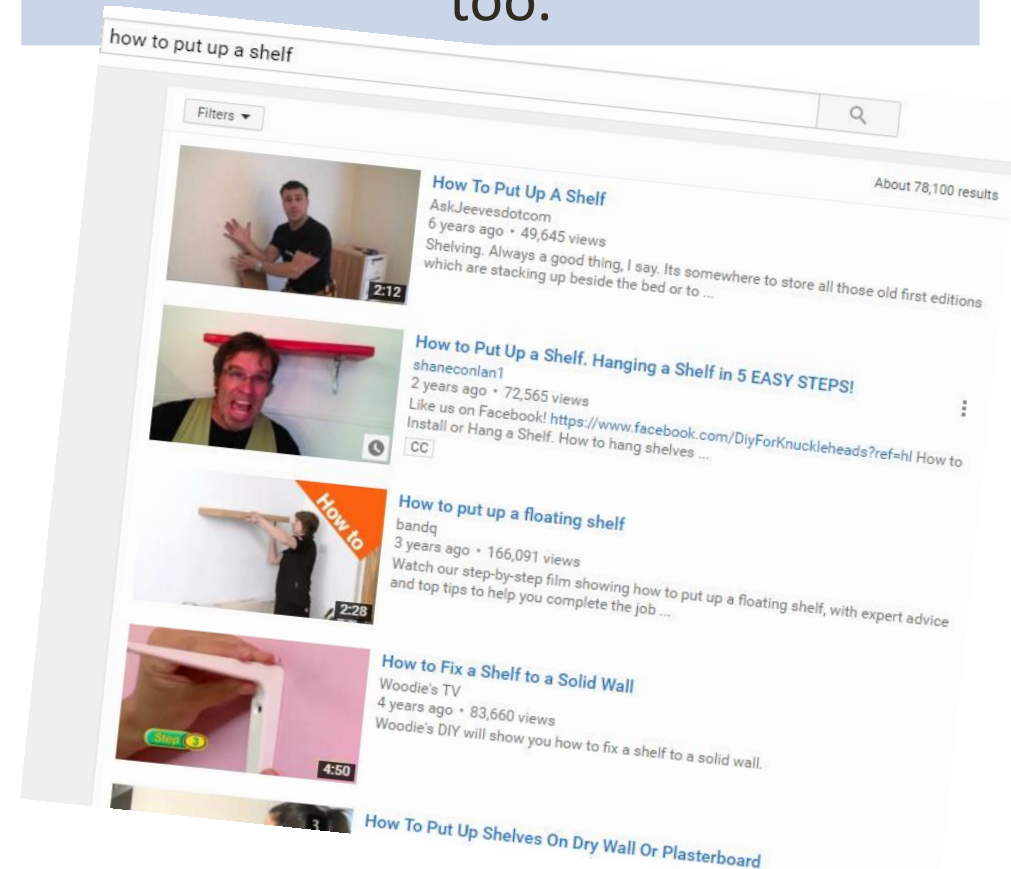
Increase independence & confidence by solving problems & finding solutions using digital tools



How To Use Mailchimp Step By Step Full Tutorial For BEGINNERS (Free Email Marketing)

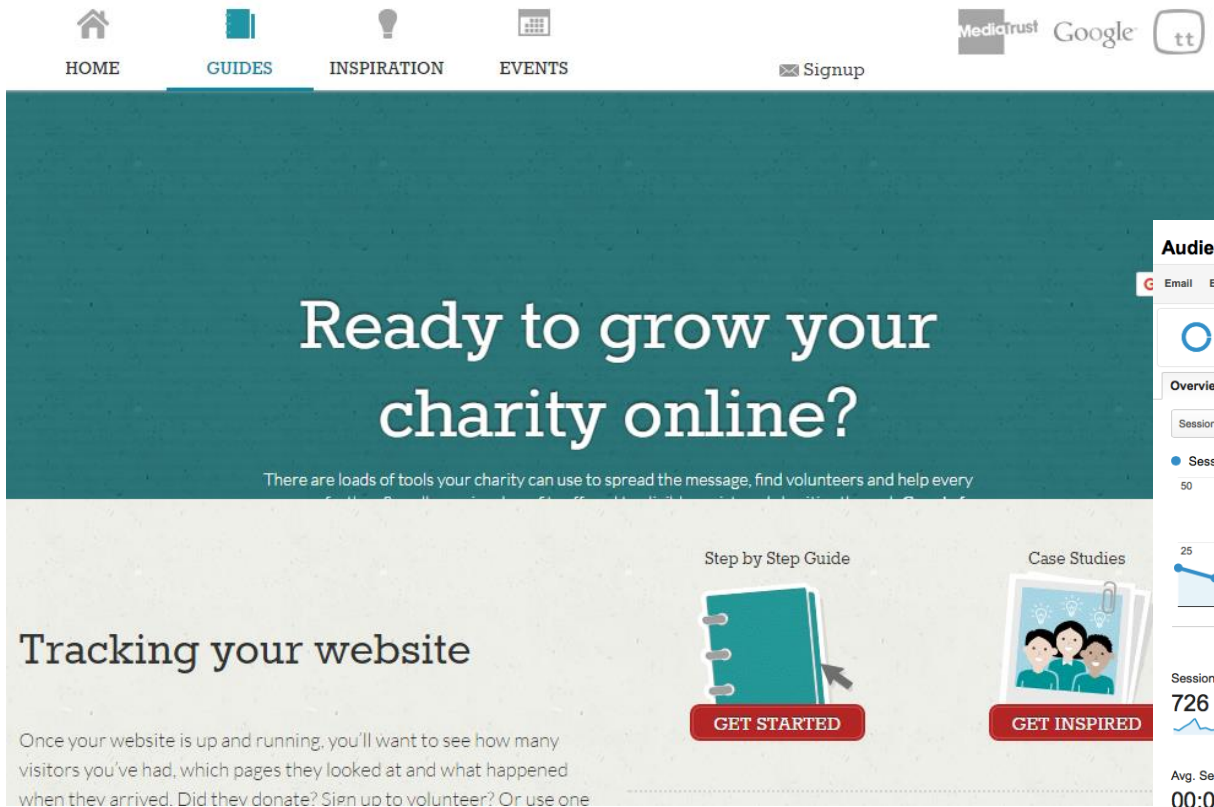
Youtube

Simply go to www.youtube.com and search for a tutorial. You don't have to be a member. Search parameters can be altered too.



Problem Solving

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



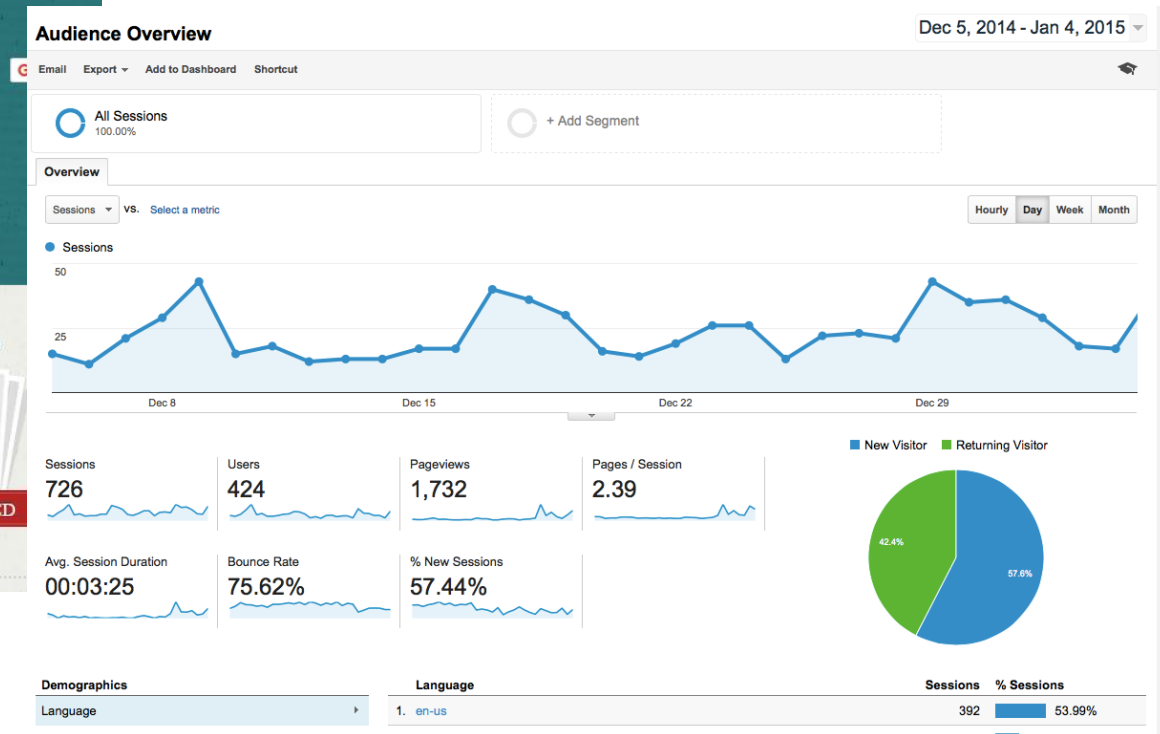
The screenshot shows the homepage of 'Grow Your Charity'. The navigation bar includes links for HOME, GUIDES, INSPIRATION, and EVENTS, along with a Signup button. The main headline reads 'Ready to grow your charity online?' with a subtext: 'There are loads of tools your charity can use to spread the message, find volunteers and help every...'. Below this, there are two featured sections: 'Tracking your website' with a 'GET STARTED' button, and 'Case Studies' with a 'GET INSPIRED' button. The 'Tracking your website' section includes a brief description: 'Once your website is up and running, you'll want to see how many visitors you've had, which pages they looked at and what happened when they arrived. Did they donate? Sign up to volunteer? Or use one...'

Google Analytics

Go to:

www.growyourcharityonline.com/uk/analytics.

Information about signing up for Google analytics as a charity is available on this site

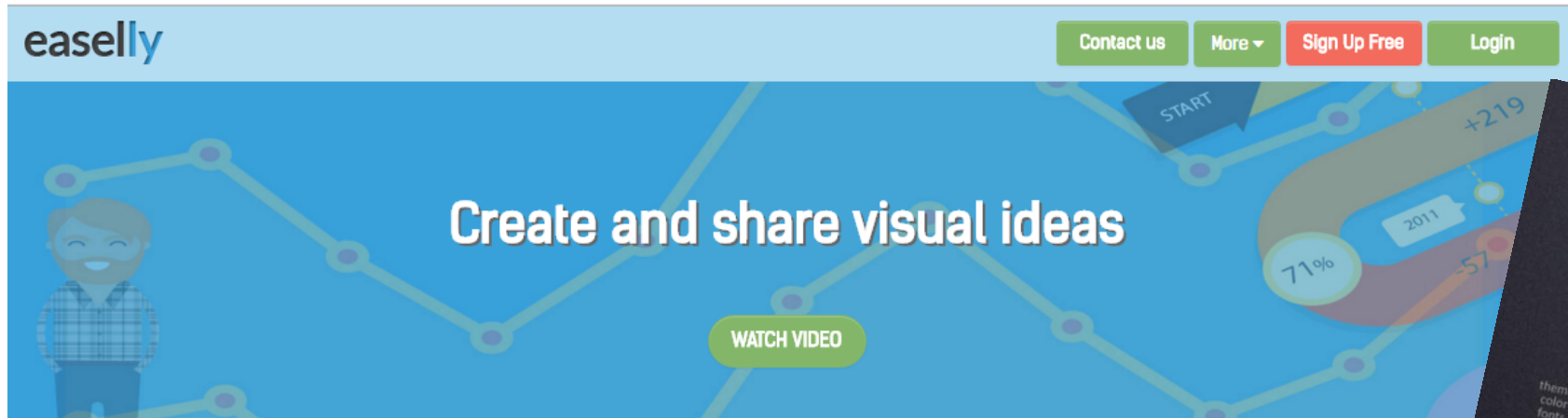


Creating

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

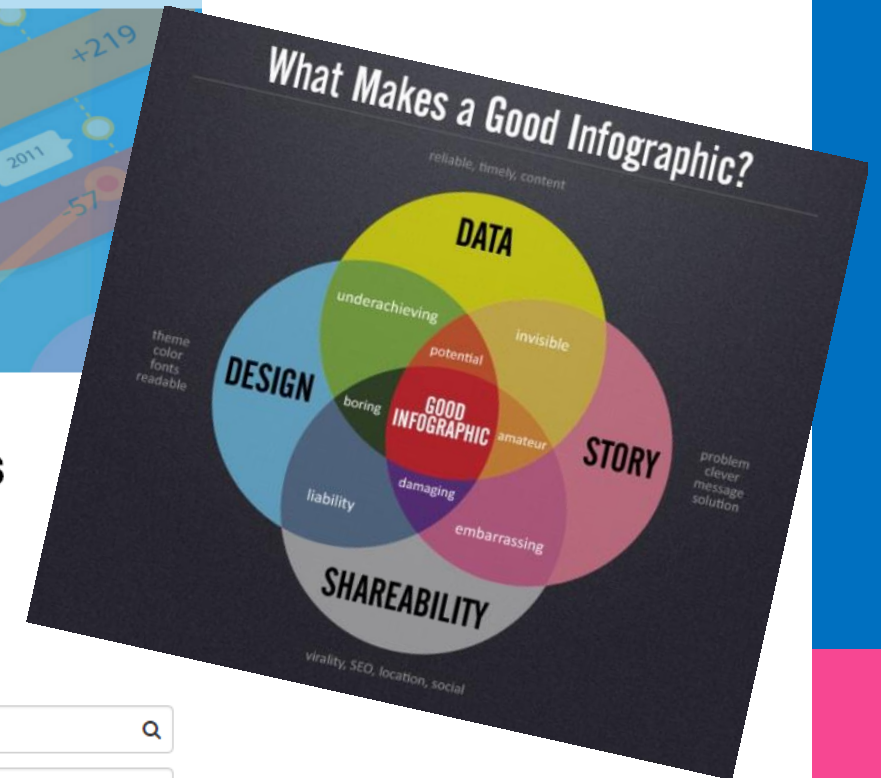
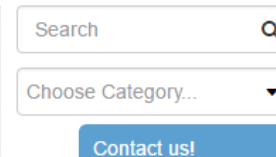
Easily

Go to www.easel.ly and sign up to get started. There are a range of templates to use to display all sorts of information.



We have 900,000 users who have created 2+ million infographics

Click on a template below to get started



Creating

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

Canva

Go to www.canva.com and sign up. You can choose from a range of media, all of which can be downloaded and printed, or shared on social media or via email.



What is a Good Digital Organisation?

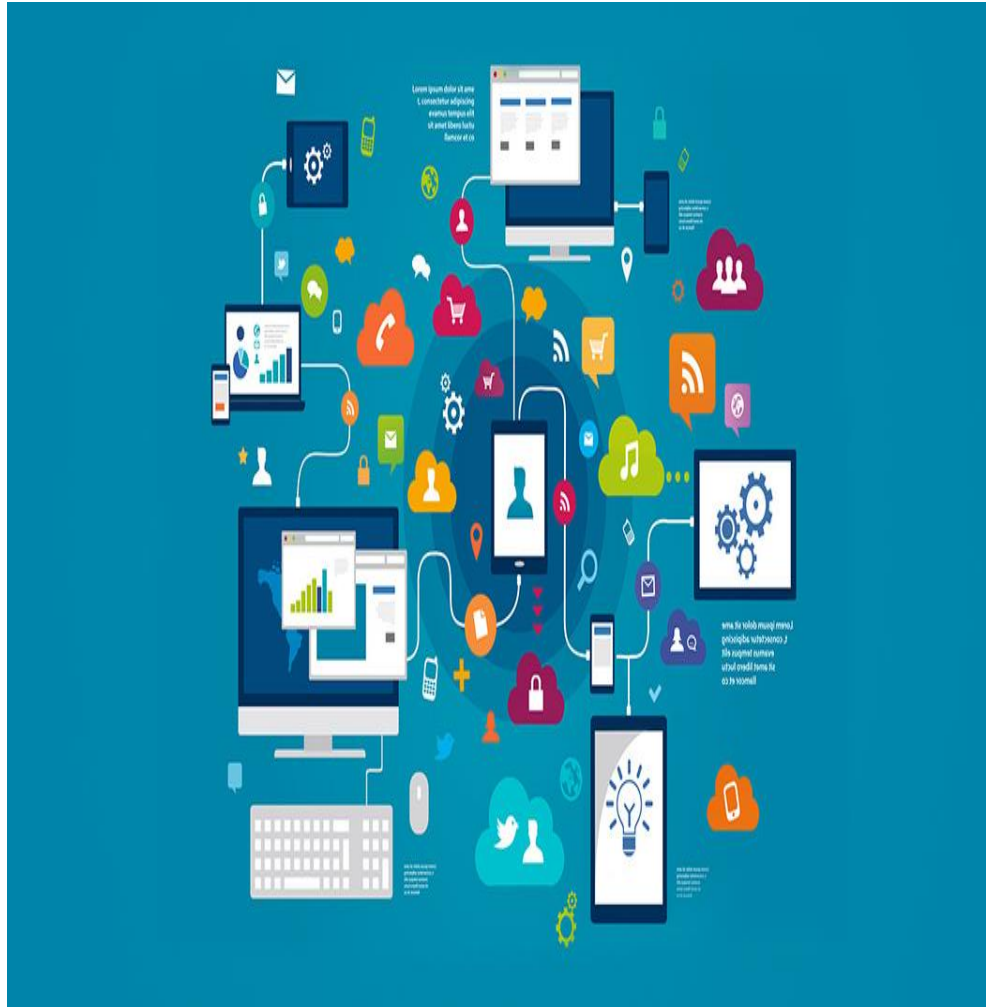


What makes a good Digital Organisation?

User focused;
data driven

Willing to
innovate

Digital is
everyone's
responsibility



Uses digital
tools where
appropriate

Has
appropriate
resources

Coordinated
digital
strategy

Lunch

GOOD HQSign 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



Scenarios



What could your organisation be doing digitally?



Digi Buddy



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

Action Plan

ACTION PLAN			
WHO	WHAT	WHEN	HOW

Action Plan – Making Digital Work

1. Your details

Name	<input type="text"/>
Organisation	<input type="text"/>
Email	<input type="text"/>
Contact phone number	<input type="text"/>

2. Your buddy's details

Name	<input type="text"/>
Organisation	<input type="text"/>
Email	<input type="text"/>
Contact phone number	<input type="text"/>

3. Mark one basic skill to introduce into your organisation between now and September

- ☐ Managing information
- ☐ Communicating
- ☐ Transacting
- ☐ Problem solving
- ☐ Creating

4. Dates

Make a date when you will complete the Making Digital Work eLearning module



Make a date when you will meet/talk to your buddy



Steps to help you create your Action Plan

Positive Outcome

State your outcome.
What do you want?
What else will it bring you?

Achievement

How will you know when you have succeeded?
What is the first step?
What is the last step?

Context

When will this happen?
Where will this happen?
Who will help?

Ecology

What time will this outcome need?
What will happen if you get it?
What will happen if you don't?

Resources

What resources have you got already?
(Skills, people, money, objects)
What resources do you need?
Who has already achieved this?

The PACER technique helps you to identify your action plan outcomes step by step.

It will make your action plan clear and focussed, keeping you motivated.

The Basic Digital Skill I want to introduce in to my organisation is...

What next?



- Resource pack
- Digital Champions Network platform
- One Digital Mentors:



Tracey Hawkins & Sue Jackson

- One Digital e-bulletin now on the website...