Making Digital Work Resource Pack

This pack is designed to help you consolidate the learning from your Making Digital Work training day and start to work towards the changes you decided to make within your organisation.
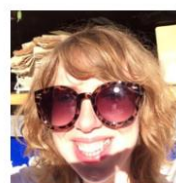
The One Digital team at SCVO are here to help if you have any questions or run into any problems.

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Section 1- Basic Digital Skills for Organisations

What are Basic Digital Skills

During the training you were introduced to the Basic Digital Skills framework- designed to help ensure organisations and people have the right skills to be able to get things done online.

This framework was developed by Go-On UK with support from a range of other organisations and is accepted as the common measurement framework in this area of work.

You can download the full framework and read more here: https://www.go-on.co.uk/get-involved/basic-digital-skills/

Third Sector Skills

In your training you discussed how this framework can be applied to organisations working in the Third Sector. A version of the tool has been designed to help organisations assess their own level of skills. You completed an audit of your organisation against this framework before you came to the training.

A copy of the assessment tool is included as appendix 1 if you would like to share with colleagues or other organisations.

Some examples of how Third Sector Organisations demonstrate these skills include:

MANAGING INFORMATION

- Storing information about clients and projects in the cloud so that it is backed up and secure
- Using appropriate passwords and controls, and recording information about when information has been accessed or changed
- Being skilled to search for information online, and take decisions about the quality and relevance of the results returned, for example finding funding opportunities

COMMUNICATING

- Having a website which is easy to navigate and answers common questions about your organisation and its services
- Having a presence on social media that is updated regularly and where queries and comments receive a timely response
- Linking up people who work in different locations using online communication tools

TRANSACTING

- Being able to accept donations online, directly through your website or through a service like Just Giving / Local Giving / Virgin Money Giving
- Being able to apply for funding or to complete your annual return for OSCR online
- Managing bookings for events through an online booking service

PROBLEM SOLVING

- Using analytics from your website and social media to better understand your end users and donors and make strategic decisions
- Using online forums and services to find solutions to problems you encounter, for example translations to support a client who doesn't speak English as a first language.

CREATING

- Turn an image from your phone into a tweet or facebook post
- Film attendees at your events and edit these together to make a promotional video
- Collaborate with a range of partners to work together on a shared word document, for example using google docs

Benefits of Getting more Digital

We know that many third sector organisations can find it difficult to take decisions about prioritising digital over more traditional activities. This infographic from Technology Trust pulls together some key statistics about why this is a problem.

Here are our top ten reasons to get your organisation online:

- **Funding:** 25% of donations are made online, this is increasing. Being online gives you a better chance of getting that money

- **Reputation:** 75% of donors research a charity online before donating
- **Efficiency:** Online tools can be very cost and time effective meaning staff resources can be used more efficiently
- **Growth**: Marketing and messages can be targeted to new audiences to grow your donor and user base
- **Transparency**: Digital allows you to tell your story in a more open way
- **User insight**: Digital can give you large amounts of insight into user interests and needs which can be used to improve your services and offers
- **Connection**: You can use digital to link up staff, volunteers and users
- **Innovation**: Digital allows you to think differently. It can be a catalyst for change and innovation
- **Problem solving:** There is online help and support available for most problems, from finding a new excel formula to surveying your clients
- **Service delivery:** Services can be delivered in new ways and enhanced with digital offers

Section 2- A good Digital Organisation

What does it mean to be a good digital organisation? During the training you talked about this and highlighted a number of key features you would expect to see in a good digital organisation.

- User focused, data driven
- Uses digital tools where appropriate to improve internal efficiency and service delivery
- Willing to innovate and deliver services in new ways not possible previously
- Has appropriate resources for digital: Staff, time, money
- Enthusiasm digital at all levels: board, CEO, management, frontline staff
- Digital is everyone's responsibility not just the IT or Comms team
- Has a coordinated digital communications strategy within their overall strategy: Saying the right things to the right people through the right platforms

If you want to read more about Digital Leadership and organisations that have put digital at their heart these reports might be of interest:

- 'Building your DNA: Lessons from Digital Leaders' - Deloitte
- 'Tech For Common Good'– New Philanthropy Capital
- Long live the digital revolution in charities – NFP Synergy
- Business transformation and the role of heads of digital – Charity Commission
- Digileaders.com - Digital Leaders Scotland is a network for individuals and organisations across Scotland who are committed to delivering sustainable and innovative digital transformation.

Section 3- Signposting and more information

Now that you have completed the One Digital training you are part of the growing network of 'digital champions' from third sector organisations across Scotland.

The One Digital Team will be in touch with you regularly to find out how you are getting on with your action plans and to see whether we can support you as you help your organisation to become more digital.

Digital Unite – Digital Champions Network

You will receive an access code for an elearning module on the Digital Unite platform to supplement the training day. In addition you can access their excellent introductory guides, designed for people who are not confident with digital, go to: http://digitalunite.com/guides

Computer basics
It's easier to get to grips with computers than a lot of people think. Here's how to get started.

Creating documents
Easy-to-follow guides on using Microsoft Office programs.

Email & Skype
Staying in touch has never been easier or cheaper. These easy-to-follow guides will help you take advantage.

Using the internet
These guides will give you all the tools you need to become a confident internet user, surfing the web with aplomb.

Hobbies & interests
Find out just how easy it is to make the most of the many exciting, fun and useful things that the internet has to offer.

Music & audio
Music, audiobooks - you name it, it's all on the internet and really easy to get hold of and download. Here's how.

Smartphones & tablets
Powerful, convenient and multi-purpose, smartphones and tablets are the two key players in the fast-growing world of mobile computers.

TV & video
It's now possible to watch TV programmes you've missed and films you thought you'd never find again – all online. These guides explain.

Social networking & blogs
We'll show you how to get involved in these exciting, fun and flexible forms of social media.

Digital photography
There are so many great ways to store, edit and share photos – our guides will show you how.

Internet security
These essential guides detail the simple rules for staying safe online.

Shopping & banking
The chores that used to mean a trip in the car can now be done from a chair, with a cup of tea by your side.

Charity Digital News
News site specialising in technology within the UK charity sector. It's run in partnership with Technology Trust, and is curated daily for the benefit of charity managers, trustees and IT professionals.
http://www.charitydigitalnews.co.uk/

IT for charities
IT For Charities is an online software, hardware, services, resources and IT Directory for UK Charities. They have a comprehensive list of refurbished computer providers here.

Technology Trust
Linking the charity sector and their technology partners, offering friendly advice along the way. We lend a helping hand, advising on how the right technology can further your cause by supporting your mission. Range of products and resources including technology donation programme.
http://www.technology-trust.org/about-us/

Grow your charity online
A combined effort from Google, the Media Trust and the Technology Trust. Its aim is to help charities get the most out of the free online tools available to charities.
http://www.growyourcharityonline.com/uk/guides_navigation
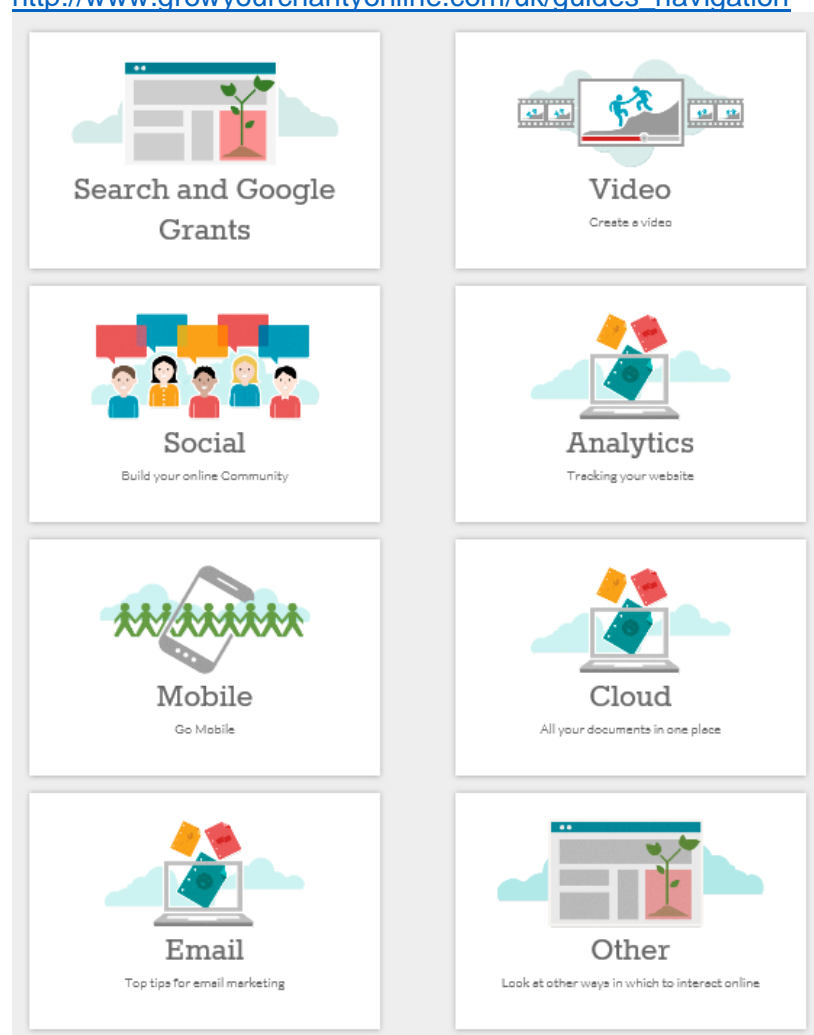
Be Good Be Social
Be Good Be Social brings together third sector professionals interested in social media for social good. The events are a chance to learn, debate and connect with others working for non-profits, charities and social enterprises.
http://begoodbesocial.org.uk/

Google for Non-profits
If you are registered charity in Scotland you can now apply to join Google for Nonprofits

Once approved, charities can get free access to Google Apps to cut IT costs and operate more efficiently, up to $10,000 a month (approx. £6,500) in advertising credit on Google AdWords to reach more donors, and premium features on YouTube to raise awareness for their cause. Google has also developed online resources such as educational videos, case studies and other ways to connect with other nonprofits.

Find out more at the Technology Trust website http://www.technology-trust.org/resources/google/

Office 365
Free or Discounted licenses for cloud based office applications if you're a registered charity
https://products.office.com/en-gb/nonprofit/office-365-nonprofit

Find out more at the Technology Trust http://www.technology-trust.org/resources/ms-office/

Tools for creating and managing online assets

There are loads of tools online to help you create new images, videos and infographics. Other tools can help you access resources, manage projects and share information between team members. Here are a few that we have used, but look around and find the one you like best and remember to check their pricing plan and terms:

Online graphic design software
https://www.canva.com/

Inforgraphic software
http://www.easel.ly/
http://piktochart.com/

Digital newsletters with inbuilt analytics
https://www.campaignmonitor.com/
http://mailchimp.com/

Video editors
https://www.wevideo.com/
http://windows.microsoft.com/en-gb/windows/movie-maker

Music and podcasts
https://soundcloud.com/
https://www.podomatic.com/login

Webinars and online meetings:
https://www.webex.co.uk
https://hangouts.google.com/
https://www.join.me/

Collaboration and document sharing
https://slack.com/
http://www.dropbox.com/
https://basecamp.com/
https://trello.com/

Bulk SMS
http://www.mysms.com/
http://www.textlocal.com/

Scheduling and calendars
http://doodle.com/
http://www.teamup.com/

Survey tools and data collection
https://www.surveymonkey.com/
https://www.smartsurvey.co.uk/

Facebook for non-profits
https://nonprofits.fb.com/tools-products/

Short, fun video apps
https://vine.co/
http://www.1secondeveryday.com/

Local community
https://www.neighbourly.com/
https://www.streetlife.com/

Funding sources and information
http://www.fundingscotland.com/
https://www.buzzbnk.org/
http://www.crowdfunder.co.uk/

SCVO Digital
A range of programmes and activities you can get involved with to help promote digital participation and basic digital skills in Scotland- http://digital.scvo.org.uk/.

Two new platforms to have a look at are:

The Digital Participation Charter	Good HQ
A place for all organisations who want to support digital participation to sign up, and support one another to tackle the digital participation challenge http://charter.scvo.org.uk/	A place to share the passion for the causes you care about, discover opportunities to get involved and listen to first hand experiences of service users. https://goodhq.org/

Basic Digital Skills assessment for Third Sector Organisations

Here is a list of things that third sector organisations can do on the internet or through their computers/laptops or other devices

Basic Digital Skills Category	Action		Could you do this?		Have you done this in the last 3 months?	
		We have no idea what you're talking about	We could do this	We couldn't do this	We have done this in the last 3 months	We haven't done this in the last 3 months
Managing Information	Could you discover, share and track information on potential growth opportunities online e.g. funding?					
	Could you store digital information on suppliers, clients and supporters?					
Communicating	Could you send messages to clients or supporters via email or online messaging service?					
	Could you use social media to promote your organisation and connect with new users or supporters					
	Could you provide users with accessible online product and service information, and answers to FAQs					
Transacting	Could you receive payments and/or accept donations online?					
	Could you manage invoices and bank accounts online?					
	Could you apply for funding or complete official returns online e.g. for OSCR					
Problem Solving	Could you solve a problem you have with a device or digital service using online help?					
	Could you use simple analytics and feedback to understand who uses your website?					
	Could you save on travel and work more efficiently using video conferencing and online project management tools?					
Creating	Could you create help resources and guides for employees to improve their skill levels?					
	Could you create something new e.g. images, music or video to promote your organisation and reach users or supporters?					
	Could you create communities around your services and products using social media to engage with your users and supporters?					