Making Digital Work

14th June 2016

Jess McBeath, Eilidh Little
and Jo Malo.

@digiscot #onedigital

OneDigital SCVO LOTTERY FUNDED

- 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

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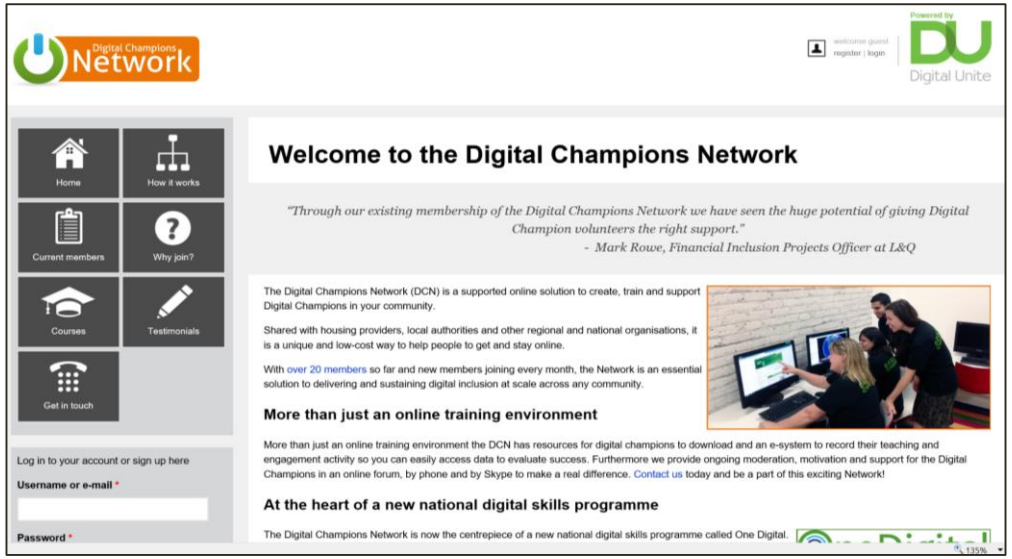
Digital Champions Network



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?

and this group is mainly...

Find out more at digital.scvo.org.uk @digiscot SCVO Digital Scotland

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

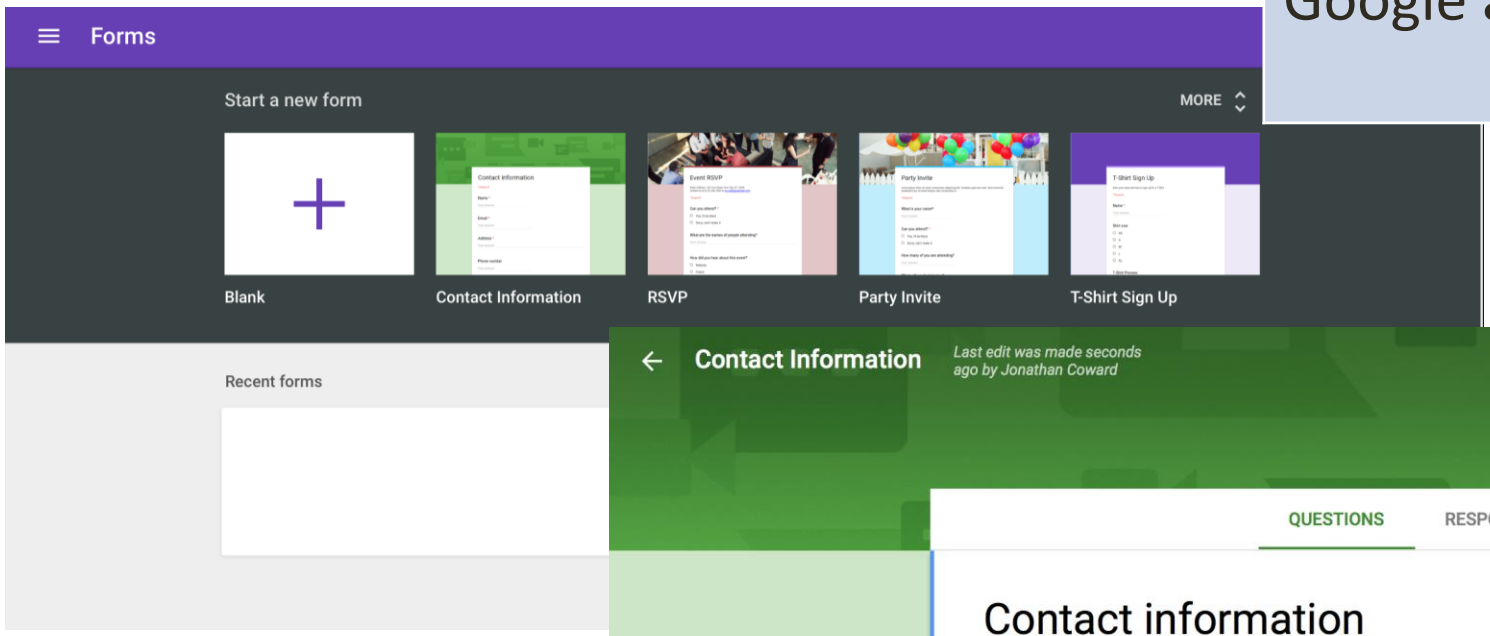
Digital

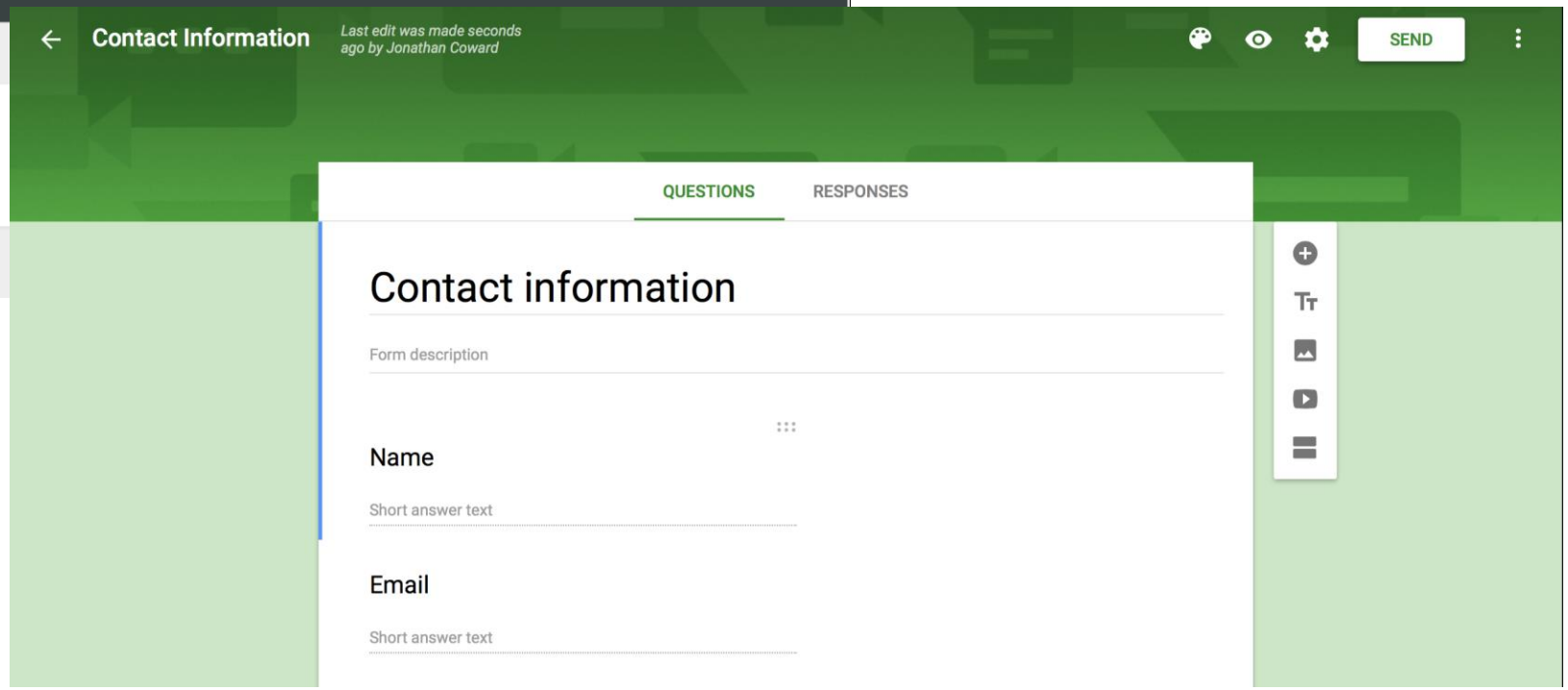
Managing information

Find, manage and store digital information and content

Google Forms

Go to Google, and search for ‘Google forms’. You’ll need a Google account to start making and sending surveys.



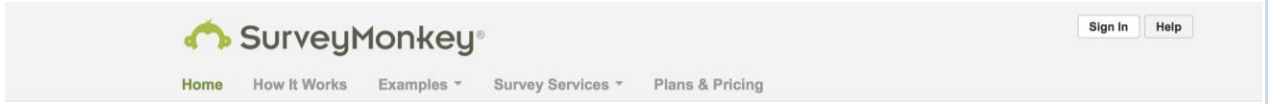


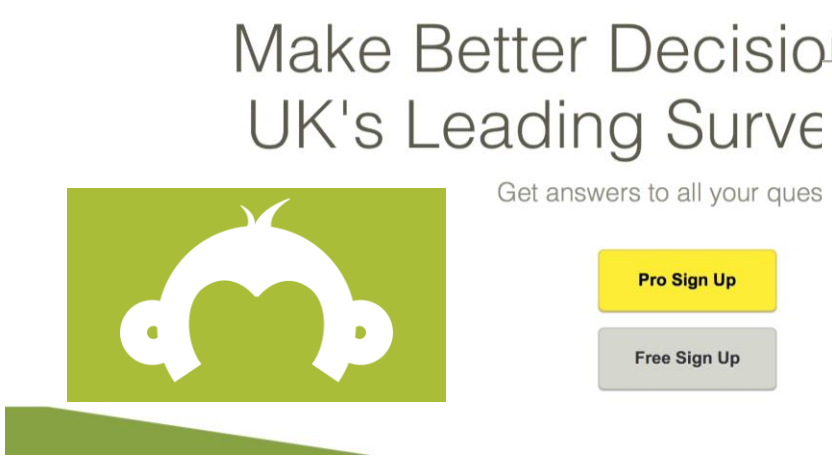
Managing information

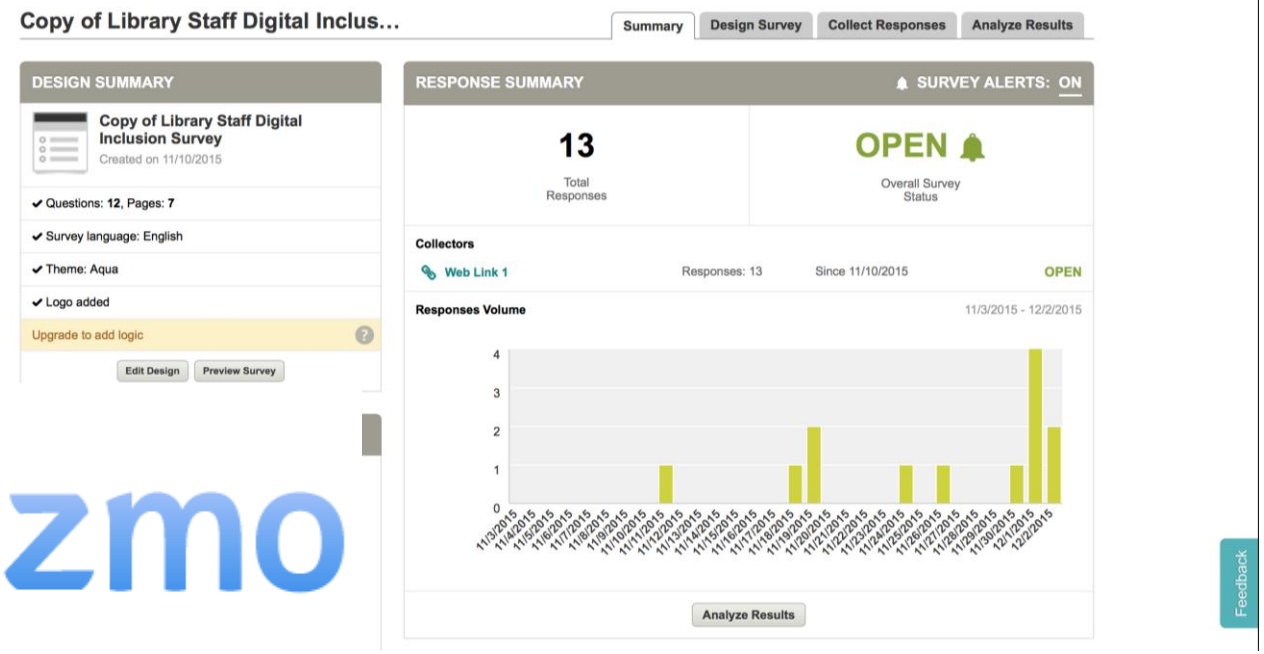
Find, manage and store digital information and content

Survey Monkey

Go to www.surveymonkey.com to sign up.
Extra features cost more, but can be worth the higher price.







Communicating

Communicate, interact, collaborate, share & connect with others

Facebook

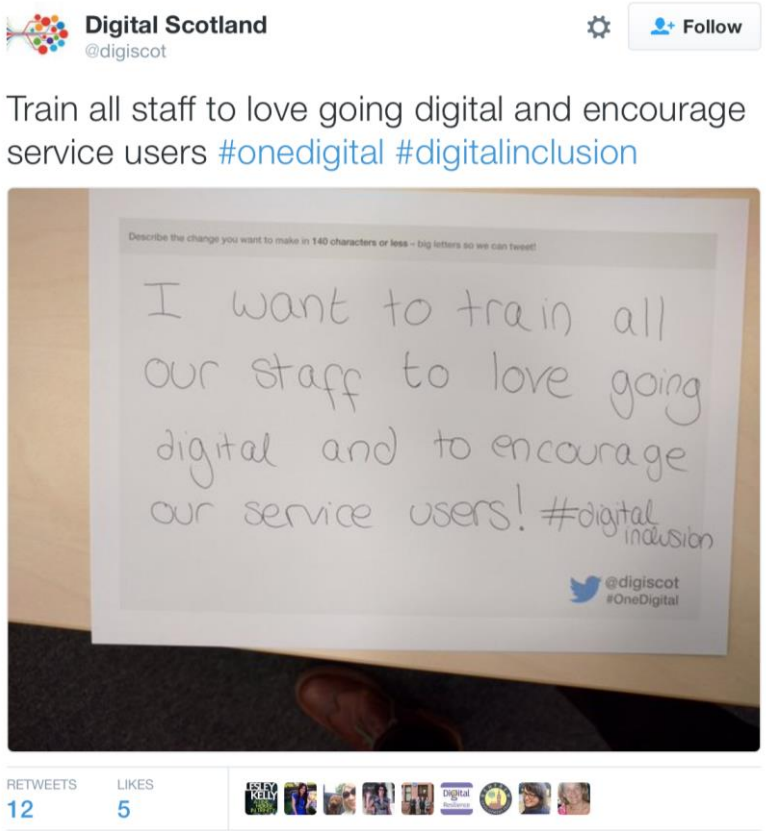
Go to www.facebook.com
Setting up an account is easy. There are also features just for charities such as the 'call to action button'!

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!



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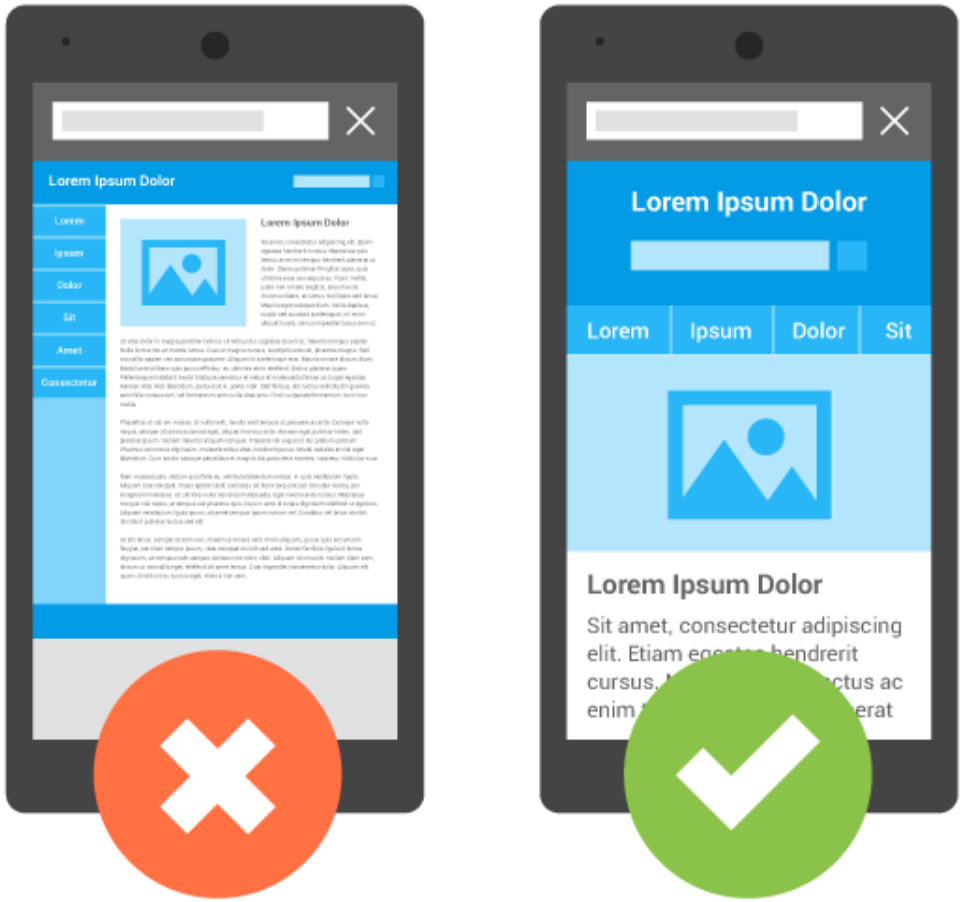


Mobile Optimisation

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

JustTextGiving

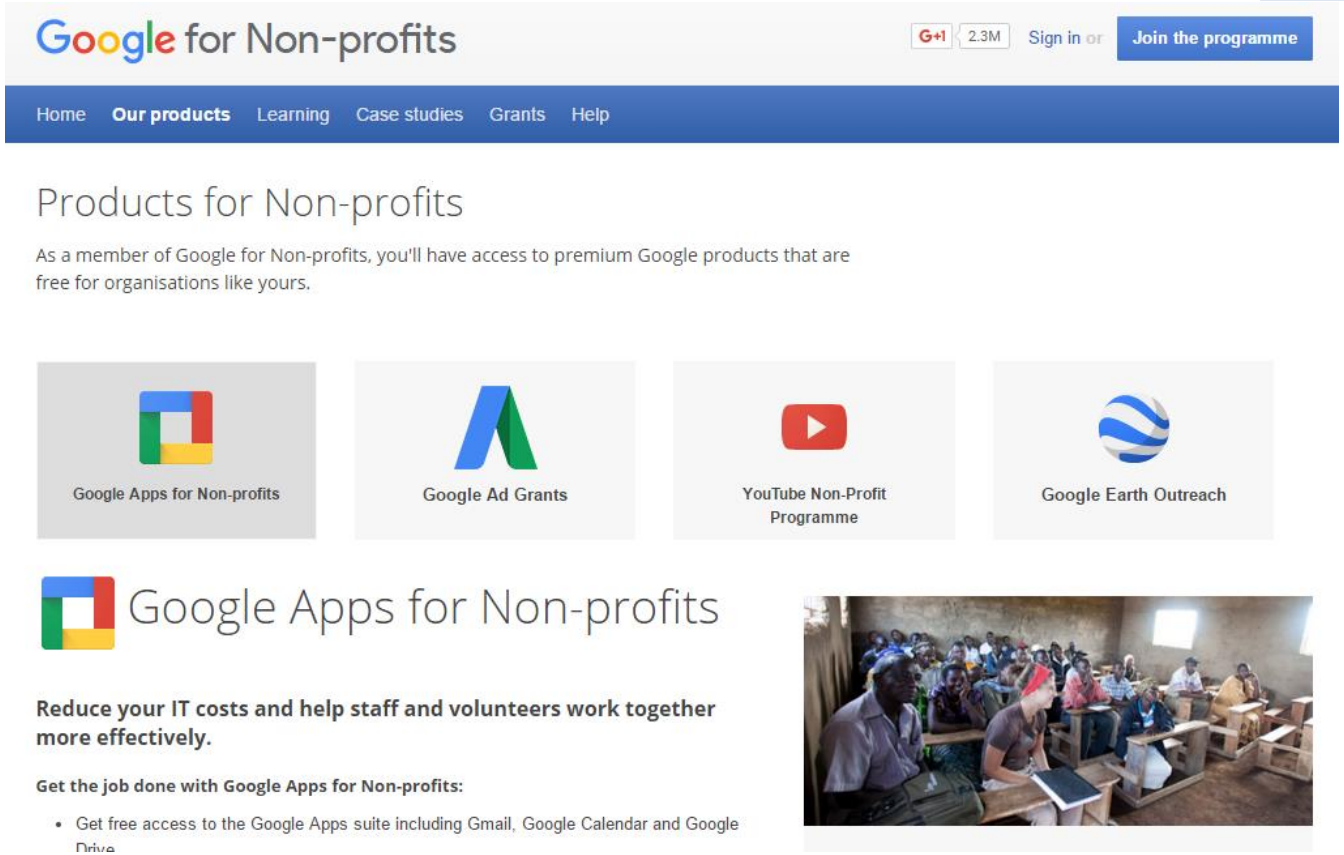
Go to: https://www.justgiving.com/en/justtextgiving. Information about benefiting from JustTextGiving is available here.

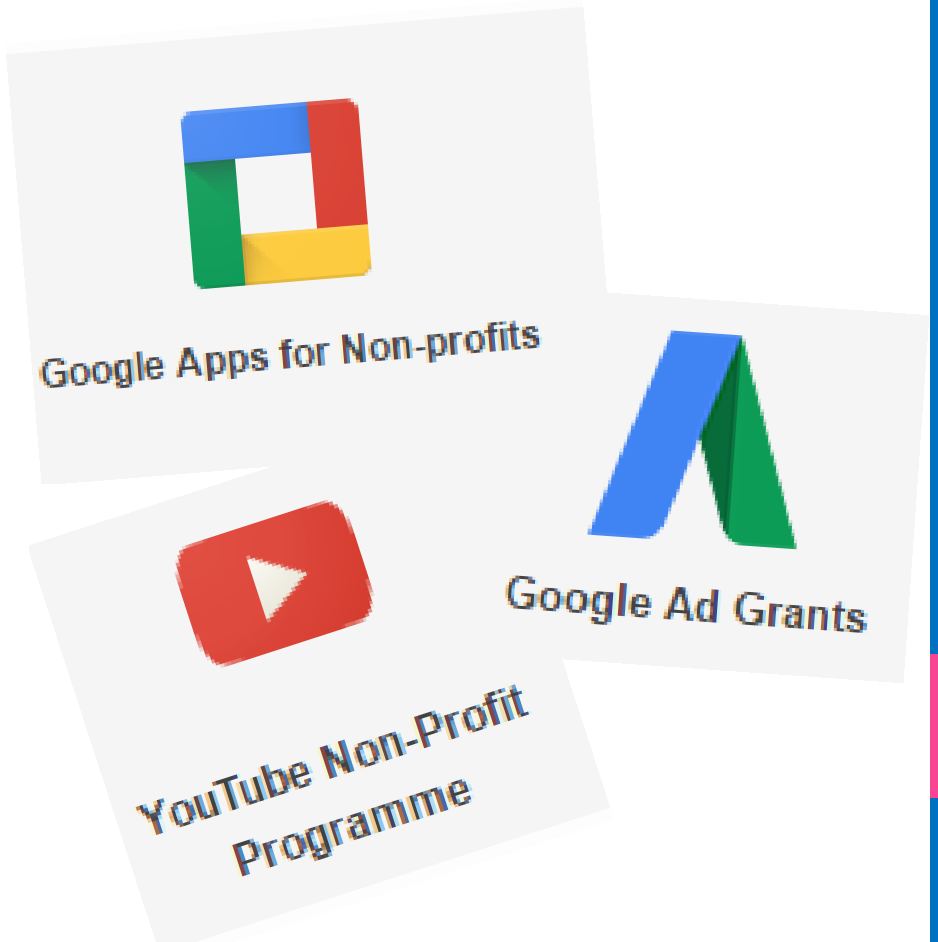
Transacting

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



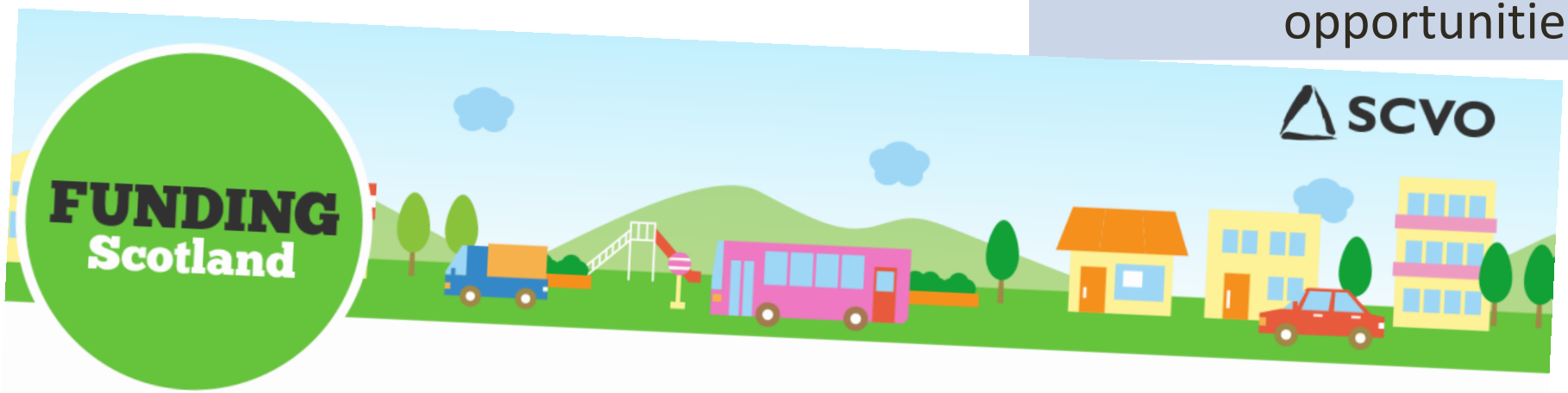


Transacting

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

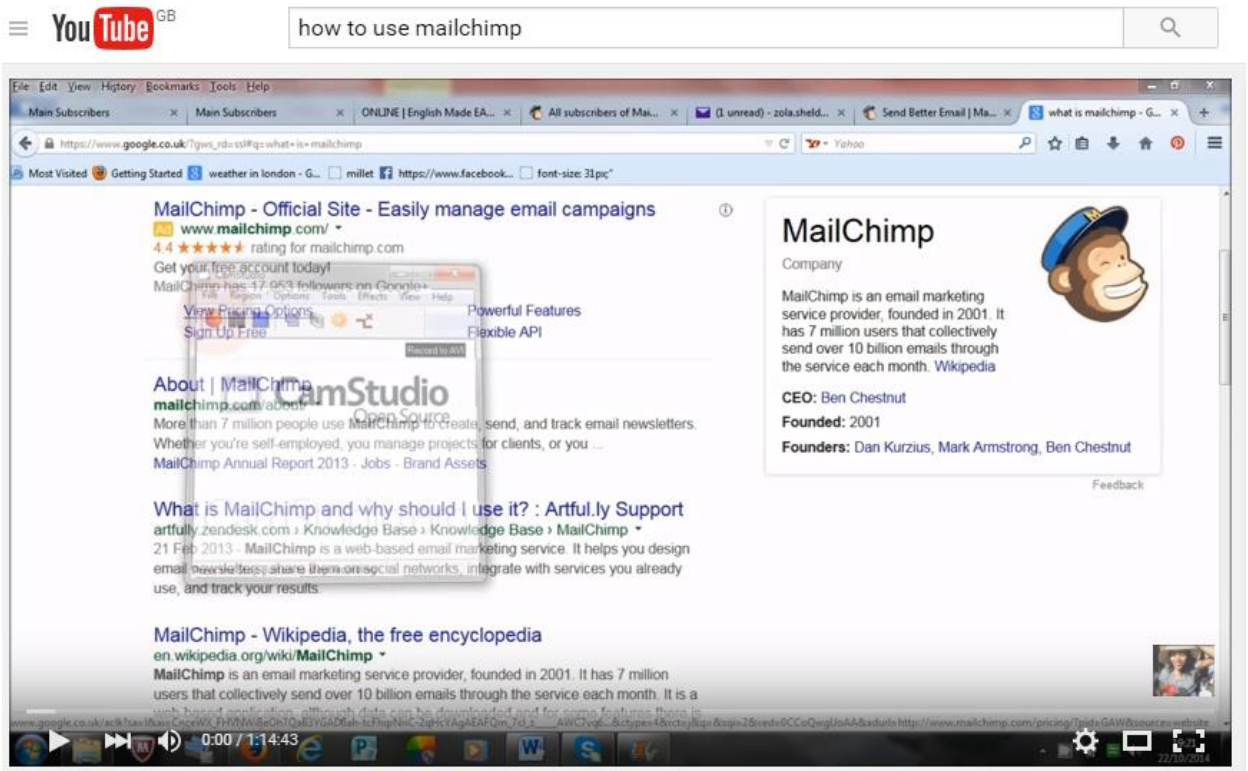
Funding Scotland

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



Problem Solving

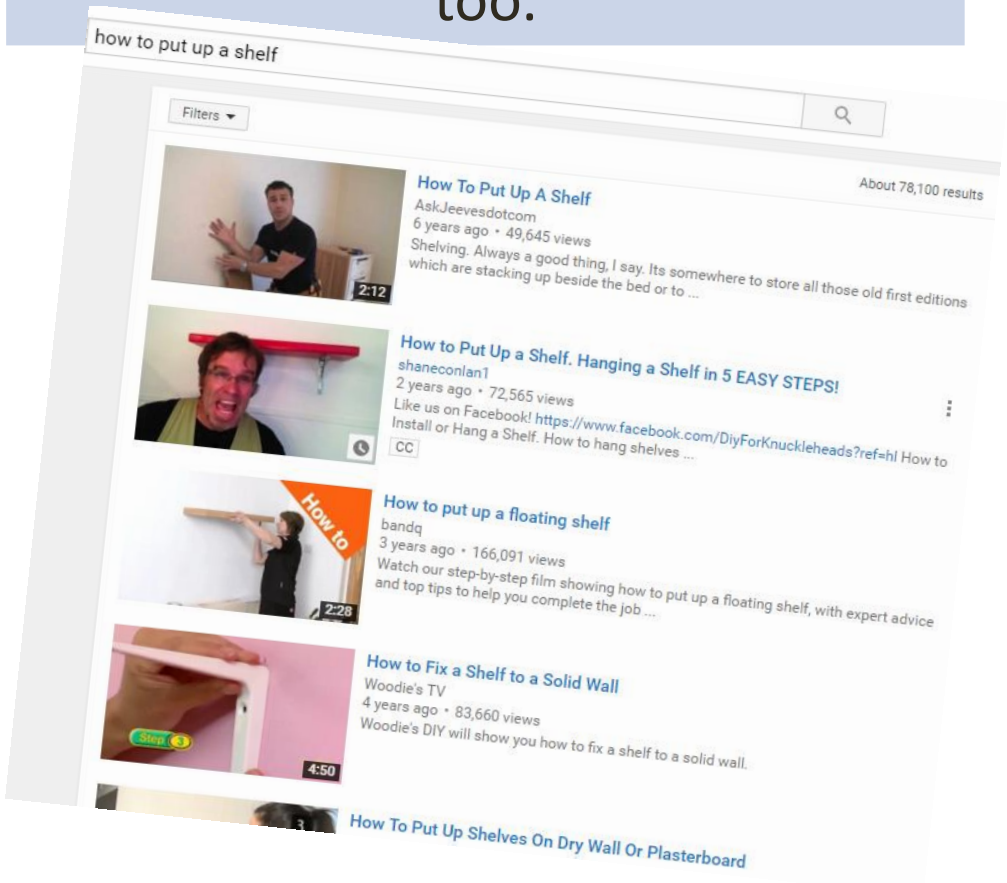
Increase independence & confidence by solving problems & finding solutions using digital tools



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.



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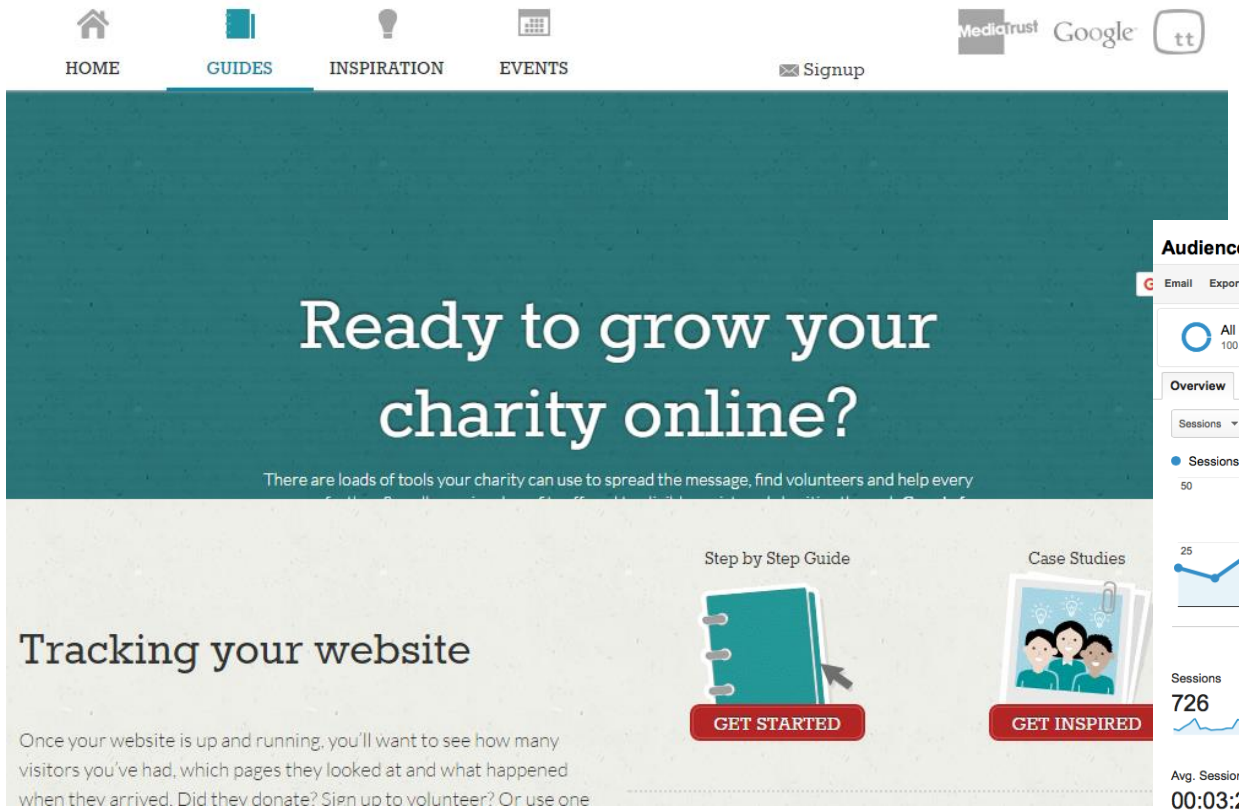
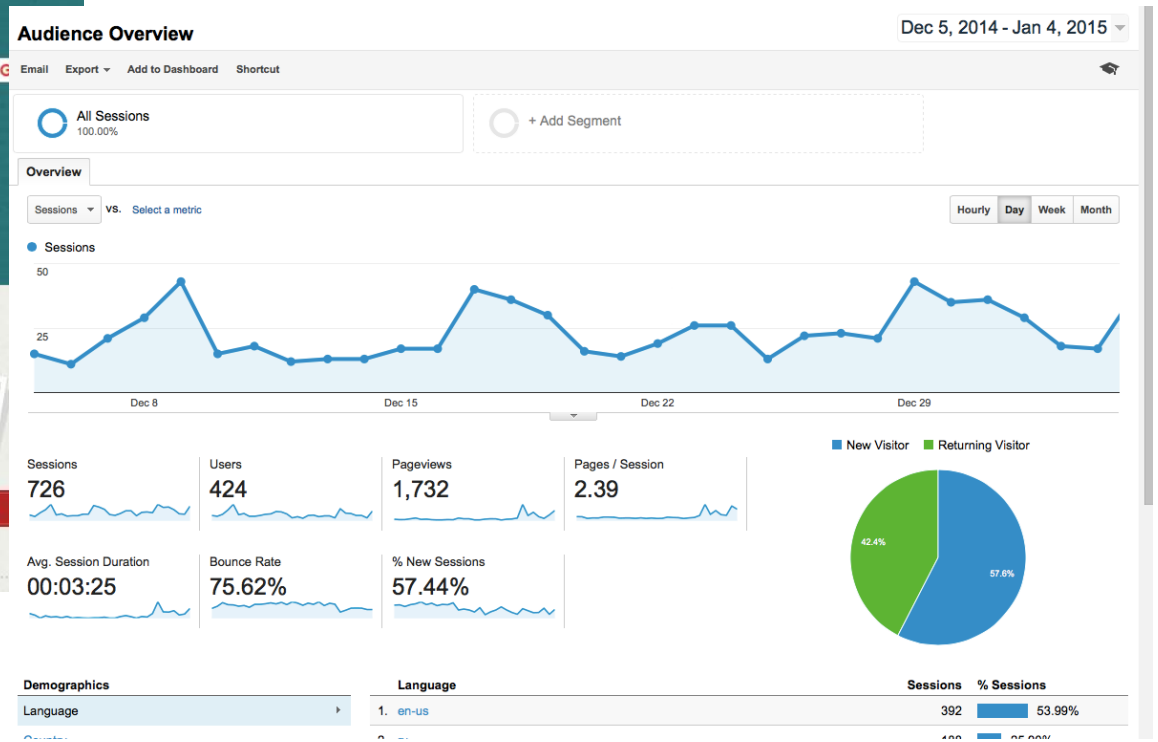


Google Analytics

Go to: www.growyourcharityonline.com/uk/analytics.

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

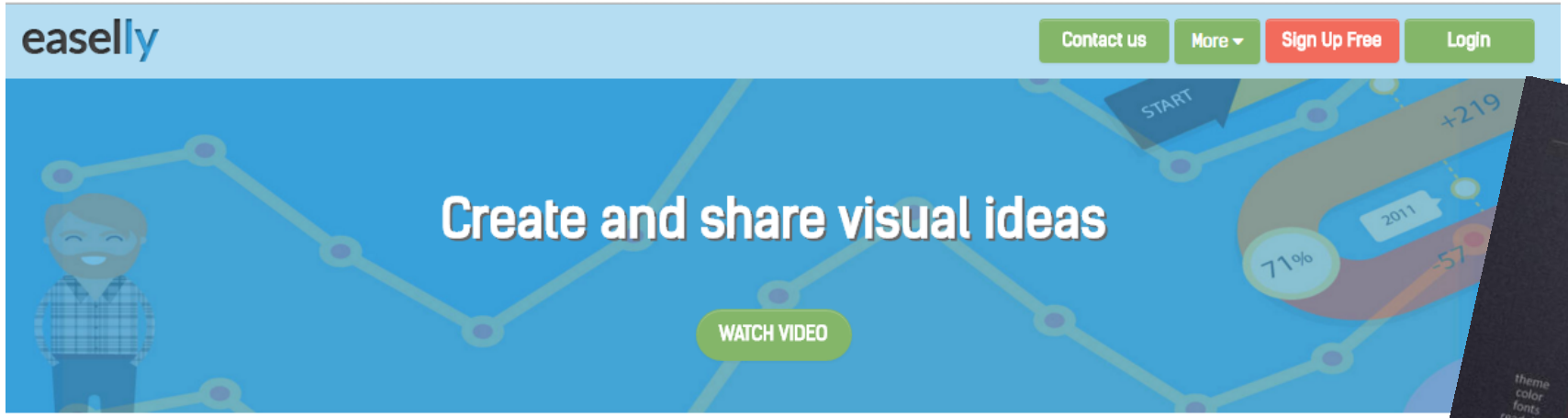


Creating

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

Easely

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.



Creating

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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

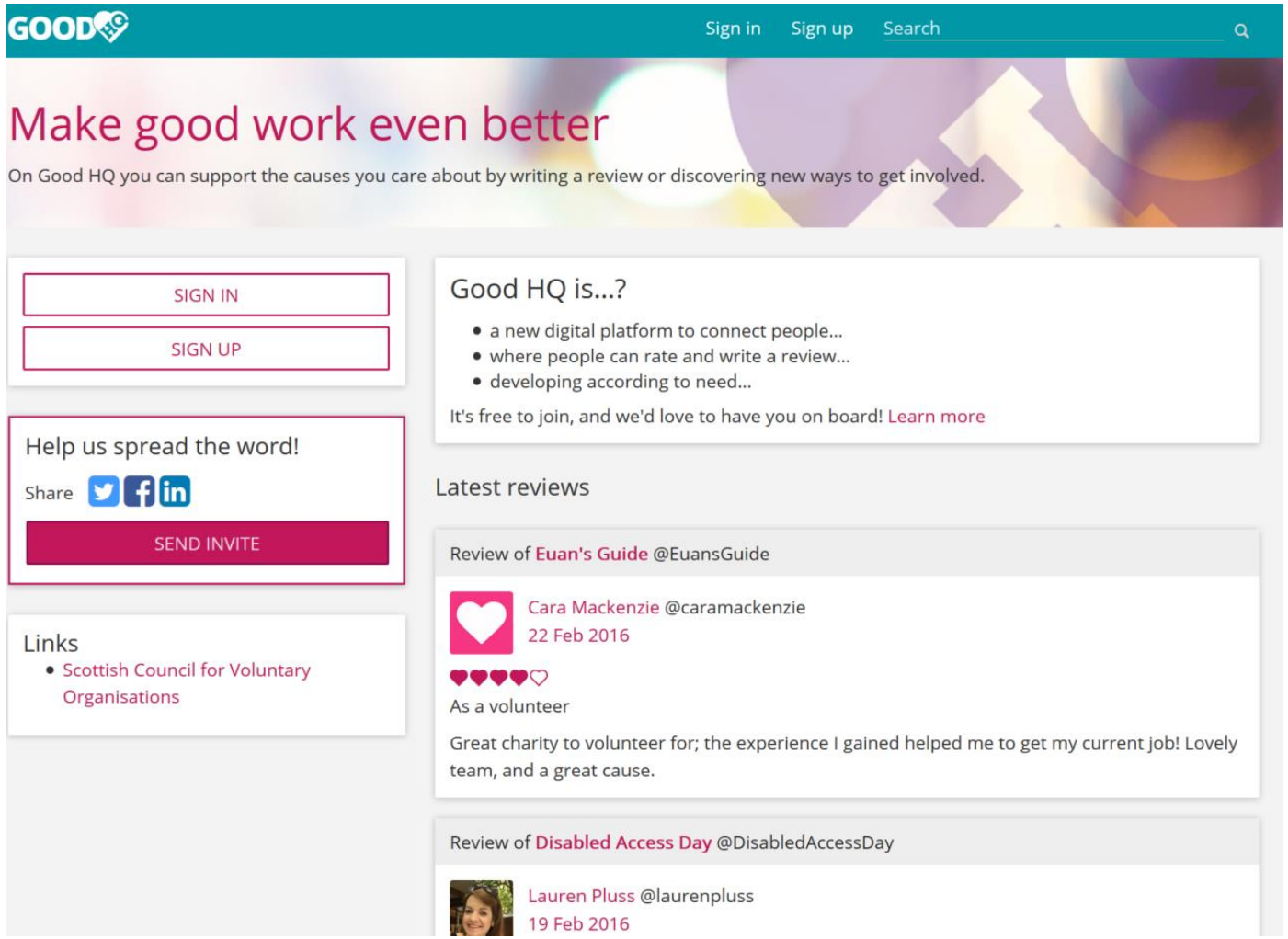
Digital is everyone's responsibility

Uses digital tools where appropriate

Has appropriate resources

Coordinated digital strategy

Lunch


GOOD 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

Scenarios

What could your organisation be doing digitally?

Digi Buddy

Basic Digital Skills

Managing information

Find, manage and store digital information and content

Communicating

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Action Plan

Action Plan – Making Digital Work

1. Your details

Name

Organisation

Email

Contact phone number

2. Your buddy's details

Name

Organisation

Email

Contact phone number

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

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Steps to help you create your Action Plan

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…