# get online week

# Your guide to Get Online Week

**There's no such thing as a typical Get Online Week event. We've seen people giving the internet a go for the first time in village halls and supermarkets, on buses and in fish and chip shops!**

Wherever you're holding your event, we hope our event pack has the resources you need to let your community know that you're there, and to start helping people to get more out of life online.

In this guide, there are ideas on how to use your event pack, and some pointers on how to make the most of the campaign, as you plan and deliver your events, and wrap up afterwards.

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# Your event pack

To help you promote your Get Online Week events that will encourage people to get more out of life online, this pack includes:

- **A4 and A3 posters -** featuring real people who are already getting more out of life online, put these posters up in Post Offices, community centres, libraries, leisure centres, supermarkets, job centres - wherever people will see them and be inspired to follow in the footsteps of our campaign stars. The posters have space for you to add the details of your Get Online Week events.

- **A5 leaflets** - these have a bit more info on the benefits of making the most of the internet. They also have a space for your details and are perfect for dropping through letterboxes, or leaving on reception desks and local shop counters.

- **Stickers** - for your staff or volunteers to wear during events, so anyone attending knows who they can ask for help.

- **Top tips handouts -** for your learners to use and take away. Focused on a handful of the key benefits of being online, these A5 cards are full of advice to give them some extra help - and confidence - to try something new online.

- **Pens and headphones** - great for supporting learning in your centre (the headphones are perfect for people who want to use the audio instructions when completing courses at www.learnmyway.com), or as prizes for a round of Get Online Week bingo.

- **Bingo card** - this is a fun way to give people ideas for new things they could try online. Have a look at the back of the bingo card for ideas on how to make the most of the game during your events and if you run out, don't worry - you can download and print the bingo card from the Get Online Week website.

- **Bunting** - if this is not your first Get Online Week, you might miss the balloons, but lots of people have told us they don't like using plastic that can't be recycled and many can't use the balloons in public spaces because of allergies. We think our new colourful bunting is a great way to make your Get Online Week event feel even more like a party!

- **Selfie frame** - this proved so popular last year, we're very happy to bring it back for 2019! Use the frame in photos of your team and the people you're getting online, and post them to your social media accounts (with everyone's permission, of course) to tell the world you're taking part in the campaign. Don't forget to use the hashtag #GetOnlineWeek!

# What to do, and when?

**get online week**
**14-20 Oct 2019**

Even if this isn't your first Get Online Week, it can sometimes be hard to know how to make the most of the campaign. Not everything on this check list is essential but ticking off as many as you can will help your event go with a bang.

## Things to do online

- ☑ Register for Get Online Week
- ☑ Order your marketing pack
- ☐ Subscribe to newsletter for campaign updates (www.getonlineweek.com/news)
- ☐ Log the details of your event for our camaign map

## Promoting your event

- ☐ Invite VIPs (eg. local MPs)*
- ☐ Press release sent to your local paper*
- ☐ Promote your event across your social media channels*
- ☐ Local leaflet drop (eg. letterboxes or local spots such as GP/ job centre reception desks, etc)
- ☐ Put up posters in and around your community (eg. notice boards and/or windows of local shops, supermarkets, libraries, leisure centres etc)

## Setting up your event

- ☐ Book or reserve your event space
- ☐ Confirm there's Wifi available
- ☐ If there's no WiFi at your venue, source mobile WiFi hubs

- ☐ Make sure you have plenty of tablets and laptops ready for participants to use
- ☐ Organise catering or refreshments
- ☐ Organise volunteer or staff support for your event
- ☐ Brief volunteers and staff on the event and what they need to do
- ☐ If you're planning on taking photos for your website or social media, print plenty of permission forms*
- ☐ Put together a sign-in sheet so you can collect the details of people you're supporting for the first time (make sure it asks for permission for you to get in touch later)

## After Get Online Week

- ☐ Share information about the success of your event in your organisation's newsletter and/or social media
- ☐ Get in touch with people who came to your event and invite them to a regular class or session
- ☐ Complete the campaign survey at www.getonlineweek.com
- ☐ Send out thank you letters to VIP guests and volunteers

*See www.getonlineweek.com/resources for our easy to use templates!

# Social media

We've provided you with lots of posters and leaflets to promote your campaign but social media can be a great way to spread the word about your events, both locally and nationally. Here are some tips on making the most of Twitter, Facebook and Instagram:

- **Use the official campaign hashtags.** This might seem obvious but the best way to make sure that your posts are included in any official campaign coverage is to incorporate the hashtag #GetOnlineWeek.

- **Follow us.** Make sure to follow the official Get Online Week Twitter account **@getonlineweek** and mention us in your posts, so we don't miss anything when we're sharing campaign highlights.

- **Use our templates to promote your events.** People who use social media might still be able to get more out of life online, or they may know someone else who can. There's a suite of ready-made images that you can download from the Get Online Week website - just use the image and add your event details and links to the text of the post.

- **Use your selfie frame.** In your event pack this year, you'll find a frame we've included especially for social media pictures! Take lots of pics of your staff, volunteers and learners at your events posing in the frame (with their permission, of course) and tell us how they've been getting more out of life online, or helping others to do so.

**Tag in your town.** Including the location of your event as a hashtag (eg. #Sheffield) will help people who are looking for activities near you to find your event.

**Share and follow back.** Take a look at the hashtag #GetOnlineWeek and see what we're sharing from @getonlineweek on Twitter to find other organisations taking part. Give them a follow and share their posts to be part of our campaign family. You might even find some great ideas for your own event.

# Follow us

We'll be sharing lots of news and resources to support the campaign, as well as sharing what other people are up to, so to stay informed about all things Get Online Week, make sure to follow our social media accounts.

@getonlineweek

facebook.com/goodthingsfoundation

@goodthingsfoundation