

# **Workshop write up - Best practice in embedding digital inclusion projects**

## **Group 1**

Where do we start embedding Digital Champions?

- Organisational buy-in
- Senior level buy-in
- Hubs – existing equipment, WiFi/community WiFi
- Needs to lead to culture shift – digital everyday interactions (embedded in other interactions)

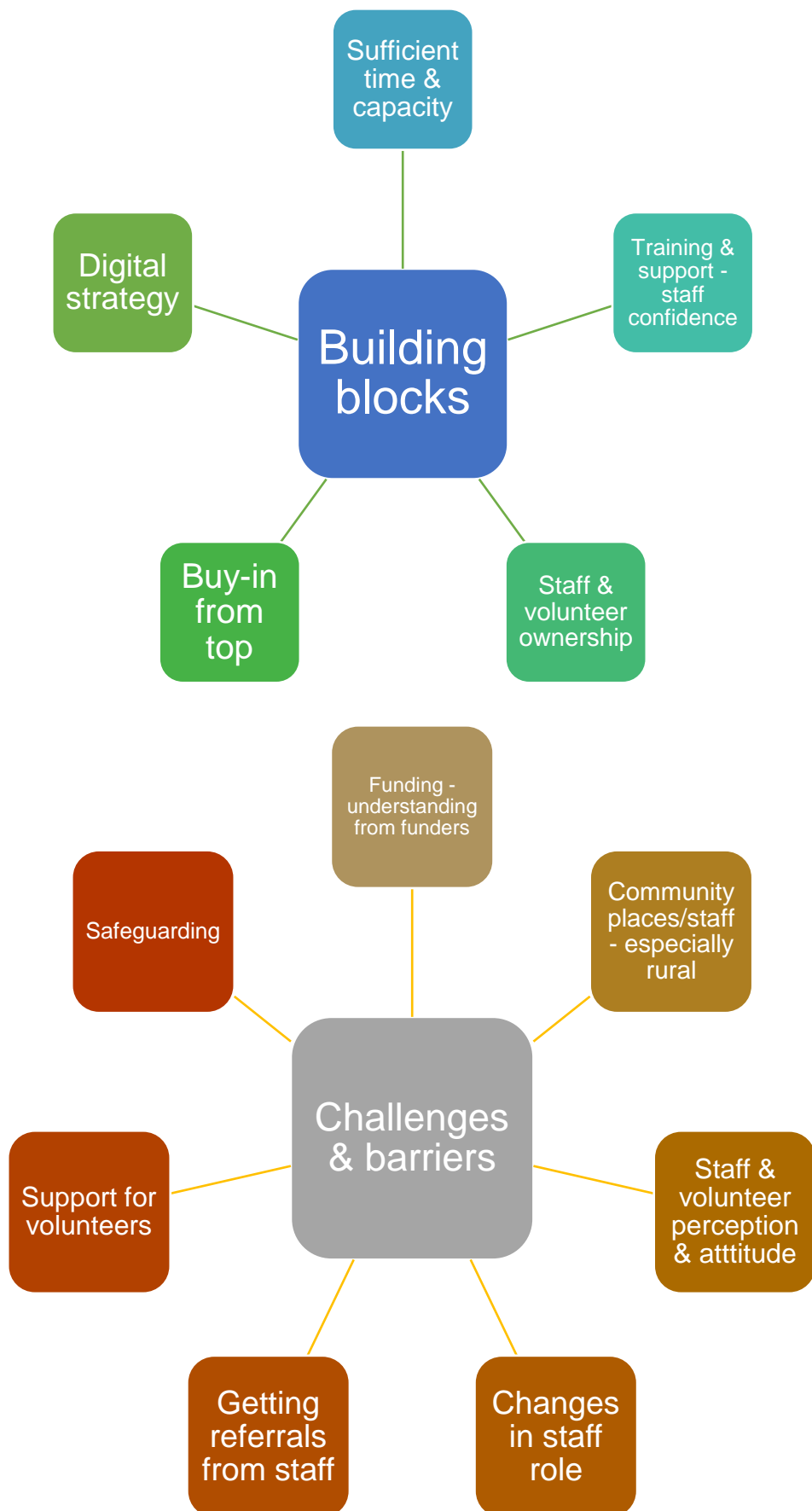
Challenges

- Certain words can be off putting (digital, champion, etc)
- Keeping volunteers safe – especially when working in people's homes
- Funding for kit and connectivity
- Staff attitudes

Key tips

- Digital is a choice
- We use a balance/range of channels – face/face, digital, telephone – this is what we should be encouraging/facilitating
- Finding the 'champions of champions'
- Show someone – help them to do it – support them to do it themselves
- Invest in your Digital Champions.

## Group 2



### **Group 3**

#### **Where do we start?**

- Badges
- Certificates
- Aspiration drive
- Engage front-line staff, don't make it an add on
- Staff training in Essential Digital Skills
- Staff with digital skills
- Digital skills in Job Descriptions
- Tying into KPIs
- Board & Trustees
- At the top/leadership
- Support from a manager
- Information support
- Staff trained to deliver
- On-going to cope with change & Digital Champions leaving
- Digital transformation plans
- Promotion, website and social media
- Each one, teach one
- Older people's engagement group
- Students/Uni volunteer fairs
- Tech for good networks

#### **What are the challenges to embedding Digital Champions into your organisation?**

- Lack of essential digital skills training for staff
- Time!
- Motivation
- Motivating frontline staff
- Management buy in when things might take longer
- Finding time to promote positives through week notes/bloggging/videos etc
- Getting IT support involved
- Fear of losing job to digital
- Fear of reskilling, upskilling, parts of role changing/becoming redundant
- Fear of tech