

Get Online Week 2024

Communications toolkit for eventholders

Issued July 2024 for the
National Digital Inclusion Network



a campaign by  Good Things



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What is Get Online Week?

Get Online Week is an annual campaign run by Good Things Foundation, now in its 17th year.

For one week in October, our network of community partners host hundreds of free digital skills events to help people to get online safely, confidently and affordably.

This year Get Online Week is happening **Monday 14th – Sunday 20th October**.

Why is it important?

As the UK's largest digital inclusion campaign, Get Online Week has helped hundreds of thousands of people to get online for the first time – safely, confidently and affordably. This is only made possible by organisations in the National Digital Inclusion Network, like you, hosting free events that help people get online.

This communications toolkit is for members of the National Digital Inclusion Network who are hosting an event for Get Online Week 2024. It covers guidance on planning events and how to talk about Get Online Week, including social media text, images, and posters to help you easily speak on the importance of Get Online Week.

Event planning guide



We've pulled together some tips and guidance for you to create a successful, safe and fun event for your community this Get Online Week. Here are some things to consider:

Event ideas



- How can you design your event so it sounds fun and welcoming for your community?
- Is your event idea something you think your community needs or would like to come to?
- What simple steps can you help people take, or what topics would you cover to get community members interested in learning new digital skills?
- Will people be more likely to come if there is food available eg cakes, lunch or a coffee morning? Or, will they respond better to an information session?
- How can you talk about your event so it is relatable and makes getting online sound simple and useful to your community?
- How are you going to promote your event?

Your community & organisation



- Who would you like to come to your event? Is it your existing members, new people or both?
- What time and day of the week would your community most likely be able to attend?
- Where will you hold your event that works for your community? Do you need to hire a space or can you use what you already have?
- Who needs to be involved to organise and run the event? Do you need extra volunteer support or need to get your management team involved?
- What equipment or event materials do you need to organise or purchase in advance?





Risks & safety

All event holders are responsible for keeping your participants safe at your events.

Complete a risk assessment for your event and implement any mitigation strategies you may need to keep everyone safe and the event running smoothly. Many organisations already have a risk assessment template that you can use for your event- if not, free event risk assessment templates are available online.

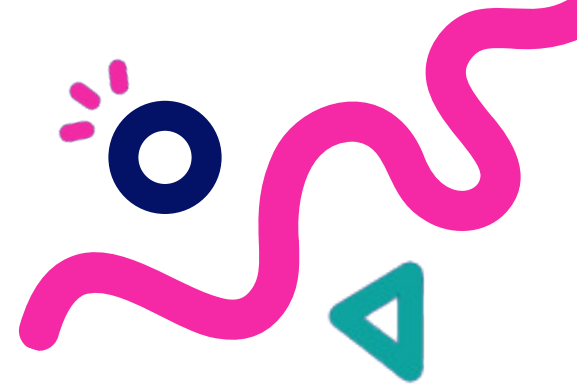
Some things to look out for include trip hazards from cables, injuries from moving event materials or equipment, ensuring catering is stored and served safely, and the event space is accessible. If your event will be held outdoors, plan what you will do in case of rain or extreme weather. Consider any government health advice or venue requirements in your risk assessment.



Promoting your event

It's good to start promoting your event at least 4 weeks in advance, if possible. Spread the word to make sure as many potential attendees in your target audience as possible know about your event. Some useful strategies to consider are:

1. Send postal and email invites to your existing members
2. Telephone your existing members to invite them
3. Letterbox drop leaflets to houses in the local area
4. Post information on social media
5. Put posters up near to the venue and around the areas that your attendees visit (with permission)
6. Organise an article in the local paper
7. Be interviewed on your local radio
8. Ask staff to promote your session



Promoting your event

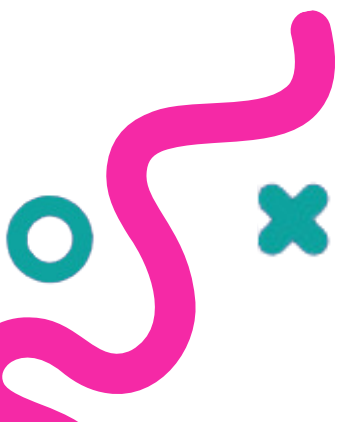
You may also like to invite local VIPs, your organisation's leadership team or Board, or local MPs to come to your event as special guests.

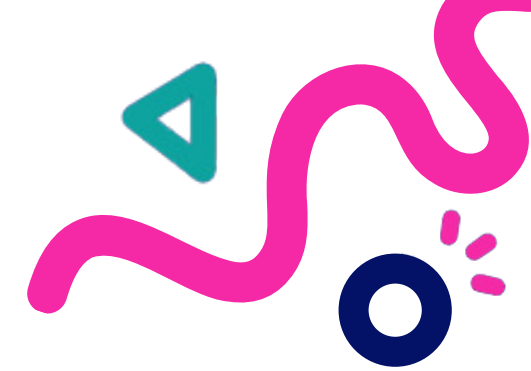
In any promotional activity, it is good to include:

- Event and campaign name -i.e. Tea and Tech, part of Get Online Week
- Event date and time
- Event location
- What people will get from attending (boil it down to one or two sentences)
- How to RSVP to the event
- Contact details for more information (including a phone number)

Promotional resources such as posters and flyers are available for download in this toolkit.

REMEMBER: Once you have your event date and details planned, register it on our website so we can direct event attendees (or potential interested media!) in your area to your organisation.





Get feedback about your event

Asking for feedback for event attendees at the end of your event allows you to see how successful it has been and improve how you run your events for the future.

We will provide you with a simple survey template online to provide your attendees a good way to put their digital skills into practice! This will be available from our website. You may wish to add to this with your own questions.

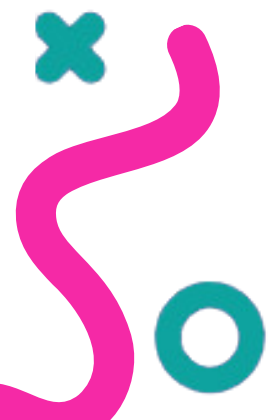
To help you to collect responses, we suggest incorporating filling in the survey online as a key digital skill at the end of your event or printing copies in advance and having a team member ask people to fill them in before they leave the venue.

Keep the conversation going

A Get Online Week event can be a great way to connect new people with your data, device and/or digital skills services.

If you have collected participants' contact details, send them a thank you by email or give them a call to say thanks for coming. This is also a great way to keep them engaged with your organisation.

Make a follow-up appointment with attendees so they can carry on their digital journey with you after the event. You could even run follow-up sessions in the same venue and time, as you know they can get to it easily.



Event checklist

Think about what you will need to organise in advance and check it off as you go. Here is a sample checklist to get you started- you may not require all of them, depending on your event type:

Promotion

- Event details logged with Good Things Foundation
- Poster, flyer and social media templates downloaded and ready to use
- Existing members telephoned to invite to event
- Invitations sent
- Event promoted on social media
- Posters put up in community spaces (with permission)
- VIPs/Management team invited
- Media release sent to your local paper
- Reminders sent to people who have RSVP'd

Event follow-up

- Attendees contacted to book in to further activities
- Event success shared in your organisation's newsletters and on social media (use #GetOnlineWeek and tag our channels above)
- Event success shared with Good Things Foundation!
- Media release sent to your local paper
- Reminders sent to people who have RSVP'd

Logistics

- Event space booked (not required if you're hosting at your organisation)
- Public liability insurance checked to make sure it covers events
- Digital skills activity planned and event run-sheet developed
- Internet connection available in event space
- Catering organised
- A risk assessment completed, and mitigation strategies implemented
- Event materials created and printed
- Volunteer/staff support organised and briefed on the event and what they need to do
- Digital skills activity and tip sheet resources printed and ready to use
- RSVP list created & sign-in sheet available at the event
- Event space set-up and safe for participants (in advance, e.g. day prior if possible)
- Catering picked-up and ready to serve
- Appropriate safety signage and strategies in place in the venue
- Extreme weather plan considered
- Camera organised and photo consent forms printed
- Ensure your event is accessible and any special needs of your participants are met
- Get Online Week social media hashtags, attendee survey and URLs prominently displayed
- Event safety rules created and read out to participants at the start of the event as a reminder
- Plan to gain attendee feedback in place
- Organise your waste management and recycling

Event ideas

Get Online Week doesn't have a specific theme but we encourage you to highlight the benefits of being online.

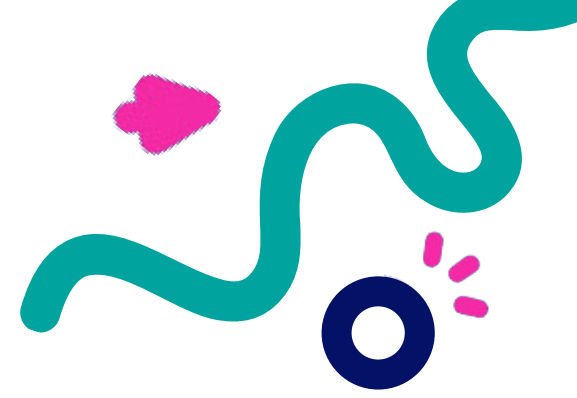
Many people are currently interested in learning how digital access can support them with the cost of living. Your event could focus on outcomes like using cost comparison tools, finding online discounts, getting free mobile data, accessing online guidance, and exploring job vacancies. Addressing these topics can show the tangible benefits of being online, making your event more relevant and helpful for those seeking financial relief and better access to essential services.

In-person event ideas

- **Techy tea party:** A crowd favourite! Hands on chance to learn how to use with tablets and smartphones including an interactive quiz followed by free tea and cake.
- **Digital Disco:** Have attendees load Youtube onto a screen or projector and create a playlist of their favourite songs. Bonus points for learning how to connect the audio to a Bluetooth speaker.
- **Virtual holiday:** Go on a dream destination virtual holiday by exploring different countries on Google Street View - encourage people to take the 'how to browse online' Learn My way topic if they need to first!
- **Digital charades:** Get attendees to download Heads Up, a free charades app, on a tablet or smartphone and play together as a group.

- **Get active:** show attendees how they can use the internet to stay active by finding free yoga or workout classes on Youtube. Get everyone to join in on the class!
- **Lunch and learn:** Ask attendees to use social media or a search engine to look up recipes that remind them of their childhood or hometown. Get people to bring their dishes and recipes to share with others.
- **Photo competition:** Show people how to take a photo on their mobile phone and upload it to your Facebook page, Instagram or to a Google Drive folder. Make it fun by choosing a topic (eg nature or animals) and voting for a favourite photo of the day.
- **Film club:** Try starting off a digital streaming movies club! Gather people to meet, watch interesting movies online and encourage attendees to share their top recommendations.
- **Jump on board:** Rotate through different digital skills 'stations' to learn essential tips and tricks. Stop 1: Update emergency contacts in your phone. Stop 2: Add appointments to digital calendars. Stop 3: Check contact details are up to date in government apps.
- **Digital drawing class:** get creative and host session where people can take turns on a free digital drawing app or website.
- **Translat-a-thon:** Teach your learners how to use free Google Translate to put their favourite website into another language. Ask someone at your event who speaks that language to test out how good it is.
- **Plan your weekend with AI:** Encourage participants to use ChatGPT to plan what to do in their city/area during the weekend. Ask them to open <https://chatgptfree.ai/> and ask: *What should I do on the weekend in (Sheffield/Birmingham/London) if I have £20?* They can all share their plans and then ask for more details if needed.
- **Shoptition:** Who can find the cheapest loaf of sourdough? Who can find the best reviewed vacuum cleaner in the UK? Make it a bingo/competition and give prizes for the best online shopper

Event ideas



Online event ideas

Hosting an event in-person is the most effective way to reach people with low digital skills. However if you think your community would prefer to meet online we have some ideas for you too.

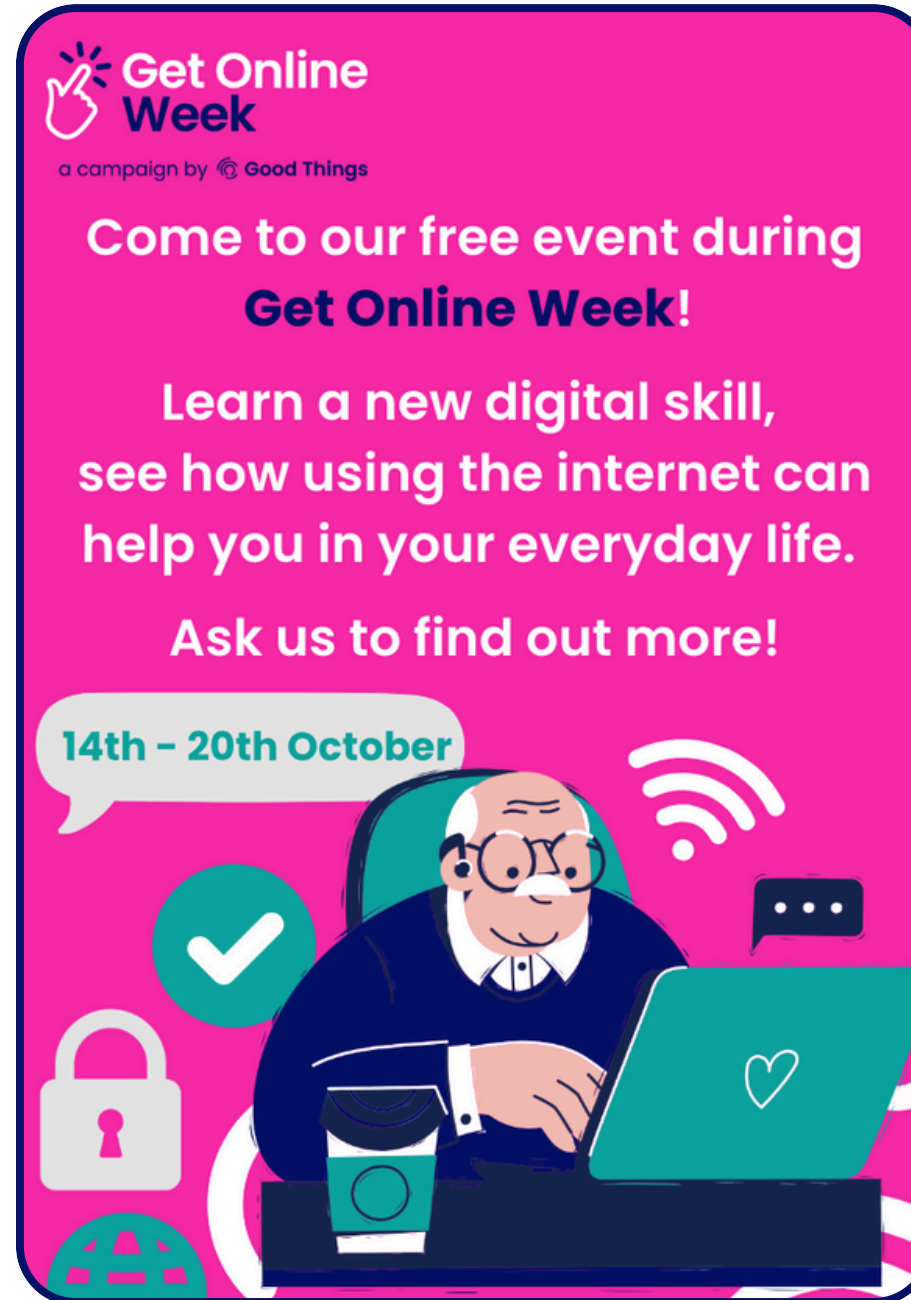
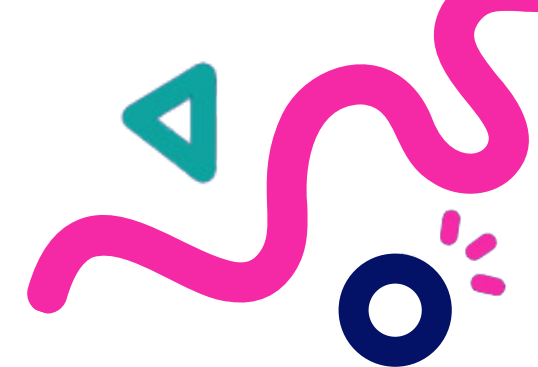
Keep in mind that online events usually take a bit more time and patience, and not everyone will have the means to get online at home. Think about what you can send people in hard copy before the event to help them to get involved. You may need to include supporting your attendees to learn how to join video calls.

- **Online quiz:** Create a quiz and host it on a video call. You can use a platform like Kahoot! or SurveyMonkey to gather the answers online.
- **Online cook along:** Send out an ingredients list before the event and everyone can follow along from home and cook something fun together. Learn to look up recipes online.
- **Guest speaker:** Ask an expert to attend your online video call to give a talk on a topic like online safety or how to research family history online.
- **Where am I?:** Ask participants to have an online photo ready of their favourite place. Show them how to upload it as their Zoom background and everyone can have a chat about their photo.
- **Take a virtual trip:** Ask participants to choose a place they would like to go in the world, then "go" there using street view on Google Maps and encourage attendees to share their own screens. Take it in turns naming new places and all visit at the same time on their own devices. Name interesting things you see in the video call.





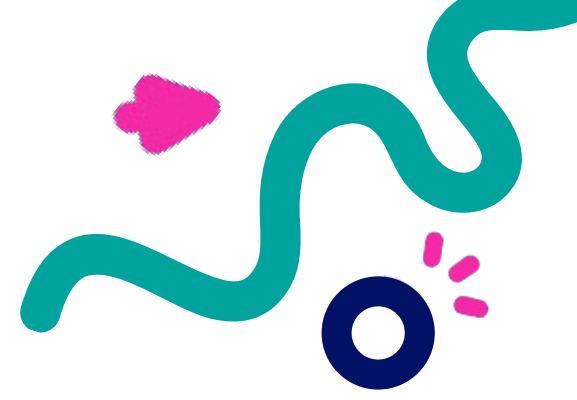
Downloadable flyers



[Download the flyers on Good Things' website](#)



You're doing good things: share them on social media!



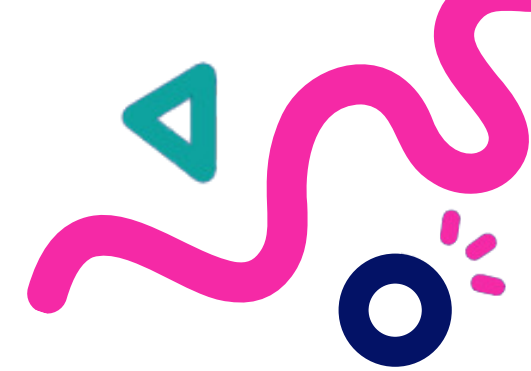
We've provided some social media templates for you to use on your own channels to promote your event and help spread the word about Get Online Week. Over the next pages, you'll find text that you can use to talk about the campaign. You can also use the images and add your own text with the details of your event – just make sure to use the hashtag #GetOnlineWeek!



[Download the graphics on Good Things' website](#)



X Templates for Twitter/x



1

We're hosting an event to help more people get online during #GetOnlineWeek, the UK's largest digital inclusion campaign, run by @GoodThingsFdn.

You too can host an event to help people get online safely & affordably!

Join us and register an event 📍
<http://www.goodthingsfoundation.org/discover/get-online-week>

2

Around 5.8m people will be digitally excluded in 2032 if we don't help them build basic digital skills.

We're hosting an event to help people get online during #GetOnlineWeek, the UK's largest digital inclusion campaign, run by @GoodThingsFdn.

Join us! 📍
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Templates for Facebook & LinkedIn



1

We're hosting an event to help more people get online during #GetOnlineWeek, the UK's largest annual digital inclusion campaign, run by @Good Things Foundation.

As around 5.8m people will be digitally excluded in 2032 if we don't help them, events like ours are imperative to help more people around the UK to become digitally included and get connected.

You can also host an event! Join us and hundreds of community organisations in helping people get to online safely, confidently, and affordably.

Learn more about Get Online Week and register an event 📍

<http://www.goodthingsfoundation.org/discover/get-online-week>

2

Around 8.5 million people lack basic digital skills. In a world where everything is digital, this will keep people isolated from technology 🌐

That's why we're hosting an event this #GetOnlineWeek, the UK's largest annual digital inclusion campaign, run by @Good Things Foundation.

By hosting an event and helping people to build their digital skills and access the internet, we can make sure that no one is left behind in today's society.

Join us in hosting an event and get your community connected! 📍

<http://www.goodthingsfoundation.org/discover/get-online-week>





Templates for Instagram



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Head to @GoodThingsFdn to learn more and register an event!

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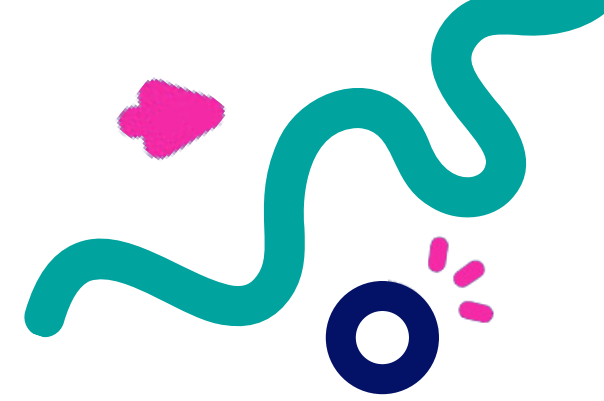
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Head to @GoodThingsFdn to join us in hosting an event and getting your community connected!





Get Online Week testimonials & impact



During Get Online Week 2023, over 16,000 people were supported to get online in just one week

“Get Online Week is a great way of embedding IT in number of our groups, from young to old.” – **Hub staff member**

“We had several new people who used the sessions that benefitted not just from learning new skills, but also from learning that the sessions existed. They increased their confidence on the day and also showed interest in returning to future sessions.” – **Hub staff member**

“Our local councillor attended, we have linked up with our ICB digital lead, and Get Online Week marked the start of our Digital Cafés held monthly in libraries. We have lots of interest from community boards.” – **Hub staff member**

“Thank you so much to Good Things for enabling us to hold such an exciting event that not only brought us more with new people together but also well promoted our organisation.” – **Hub staff member**



Connect with us

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