

Take part in Digital For All: Good Things' awareness raising campaign

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National Digital Inclusion Network



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What is Digital For All?

Digital For All is Good Things Foundation's latest campaign. It's shining a spotlight on the impact of digital inclusion through real, authentic stories of people supported by the National Digital Inclusion Network.

The campaign goals are to:

- Draw attention to digital exclusion, and the incredible outcomes people achieve when they become digitally included
- Increase awareness of Good Things Foundation, Learn My Way, National Databank and National Digital Inclusion Network
- Increase Device Bank enquiries from potential device donors
- Influence policy change

Digital For All will run for one month in March 2024. It's an omnichannel campaign, meaning Good Things are launching content and stories across multiple channels including social media, website, email and press. We've also built new partnerships to launch articles, magazine features and excitedly... digital **billboard** advertisements! Good Things Foundation will be featured on over 400 billboards nationally.

Can you find a billboard near you?

[Check out this map to see where the billboards will be!](#)

How to get involved

To make digital a reality for all, we must first raise awareness of digital exclusion: that it is a real problem in our society, and that there's help out there for people who are experiencing it.

We invite you to:

- Share stories of digital inclusion with your peers in the [National Digital Inclusion Network Facebook group](#)
- Display posters and hand out flyers to increase awareness of the digital inclusion services that you deliver
- Share Good Things' social media posts, found later in this toolkit
- Take part in our social media competition #MakingDigitalForAll !

Downloadable posters and flyers

Download, print and display these new posters and a flyer to promote your digital services – all available in your members' area resources:

- [Digital For All campaign posters](#)
- [Learn My Way poster](#)
- [National Databank poster](#)
- [Generic digital services flyer](#)



Social media competition: #MakingDigitalForAll

Without the National Digital Inclusion Network, there would be no stories of digital inclusion to share. You're a very important part of the movement, and we want you to share the impact of your digital inclusion services on social media.

How the competition works

Throughout March, Good Things are holding a weekly social media competition for National Digital Inclusion Network members!

To enter the competition, all you need to do is:

1. Use **X (Twitter), Facebook or Instagram** to share your story. This may be how you're making digital inclusive for all, what digital inclusion means to you and your community, a specific inspirational story and/or a photo of your digital inclusion services in action
2. Tag Good Things Foundation:
 - a. On X and Instagram: @goodthingsfdn
 - b. On Facebook: @Good Things Foundation
3. Use the hashtag **#MakingDigitalForAll** – this is important, as it's your virtual competition entry ticket!

Every Friday, on **March 8th, 15th, 22nd and 29th**, we'll randomly generate one winner who posted their story and used the hashtag **#MakingDigitalForAll** during that week.

What's up for grabs?



If you win, you'll receive a £50 Amazon voucher!

Any posts using the hashtag **#MakingDigitalForAll** will also be displayed on Good Things' [campaign webpage](#), and winners will be announced on Good Things' social channels!

If you don't use social media, we'd love for you to still participate by emailing us your photos and stories!

- Email press@goodthingsfoundation.org.
- Add the subject line **#MakingDigitalForAll**
- Tell us your story and let us know if we have consent to use your story on Good Things' channels.

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

You can use these templates and images to help raise awareness of digital exclusion, your services and the stories Good Things will be sharing throughout March. Please note you shouldn't use these templates to enter the social media competition. We encourage you to use your own stories and content for the competition!

X Templates for Twitter/X

1

🌐 Millions in the UK struggle to access the internet.

That's why we're supporting @GoodThingsFdn's campaign, #DigitalForAll, promoting digital inclusion. You can too!

Join us in the National Digital Inclusion Network to help everyone access digital 🙌
<https://bit.ly/3I8iFW3>

2

We're proudly helping @GoodThingsFdn make #DigitalForAll!

Previously, Julie was scared of using the internet and felt left behind in our digital world. With support, she now has "a new lease of life."

Help us connect more people like Julie:
<https://bit.ly/3wpTrjc>

Templates for Facebook & LinkedIn

1

🌐 Millions of people in the UK struggle to access the internet.

That's why we're supporting @Good Things Foundation's campaign, #DigitalForAll, promoting digital inclusion nationally. As members of the National Digital Inclusion Network, we're all for digital, and we believe digital should be for all.

Through the Network, we're able to help our community connect to the internet, get a device, and learn digital skills, all for free!

You can help your community too ✨

Join us in the Network to make digital a reality for all 🙌

<https://bit.ly/3I8iFW3>

2

👉 We're proudly helping Good Things Foundation make #DigitalForAll.

Everything is digital, but digital is not accessible for everyone. Whether it's money, skills or fear, there are many barriers keeping people isolated from technology.

Julie was one of these people. Without help to get online, she would've remained scared of using the internet and been left behind in our digital world. With digital support and access from the National Digital Inclusion Network, she now has "a new lease of life."

You too can help us in connecting more people like Julie. Make digital a reality for all 🙌

<https://bit.ly/3wpTrjc>

Templates for Instagram

1

🌐 Millions of people in the UK struggle to access the internet.

That's why we're supporting @GoodThingsFdn's campaign, #DigitalForAll, promoting digital inclusion nationally. As members of the National Digital Inclusion Network, we're all for digital, and we believe digital should be for all.

Through the Network, we're able to help our community connect to the internet, get a device, and learn digital skills, all for free!

You can help your community too ✨

Join us in the Network to make digital a reality for all. Head over to @GoodThingsFdn to find out how!

2

💪 We're proudly helping Good Things Foundation make #DigitalForAll.

Everything is digital, but digital is not accessible for everyone. Whether it's money, skills or fear, there are many barriers keeping people isolated from technology.

Julie was one of these people. Without help to get online, she would've remained scared of using the internet and been left behind in our digital world. With digital support and access from the National Digital Inclusion Network, she now has "a new lease of life."

You too can help us in connecting more people like Julie to the digital world. Head to @GoodThingsFdn to learn more!

Downloadable graphics



Good Things Foundation

**Join us in the
National Digital
Inclusion Network!**

"The data, devices and skills support has given me a new lease of life. I'm living on my own terms."



– Julie, supported by the National Digital Inclusion Network

Good Things Foundation

[Download all social media graphics](#)



Email template

You can use this email templates to reach out to other organisations and help raise awareness of the Digital For All campaign, digital exclusion, and the ways the National Digital Inclusion Network helps to tackle the issue.

Subject line: Join us in driving change by making Digital For All

Hello **[insert name]**,

I'm getting in touch from **[insert your organisation name]**. We're part of the National Digital Inclusion Network, a UK-wide partnership powered by Good Things Foundation.

As a community organisation working hard to support your community, we thought you might be interested in Good Things Foundation's upcoming campaign, Digital For All, running throughout the month of March. This campaign shines a spotlight on the impact of digital inclusion through authentic stories of people supported by the National Digital Inclusion Network. You can learn more about the campaign here.

Why is this important? Because 1 in 14 households in the UK have no internet access at home. Good Things and organisations like us working with Good Things want to change that. We want everyone to be able to access the internet and technology, so no one is left behind. Without organisations like us helping them, 6.9 million people in the UK will remain digitally excluded and isolated.

You can join us in making a positive impact on communities around the UK! It's easy, simple and free – just join the National Digital Inclusion Network and start delivering digital support to your community through free mobile data, free devices, and free digital skills training. Join us in making digital for all and apply to become a member here.

Most sincerely,
[insert your name]



What to say about the campaign

You can use these one-liners in your blogs, newsletters, social media, and more, to explain what digital exclusion is, the goal of the Digital For All campaign, and the impact of what we do.

About digital exclusion and Digital For All

Digital exclusion is a lack of equal access to the internet and technology, preventing people from participating fully in modern society.

1 in 14 UK households have no access to the internet at home (Ofcom 2023).

2.5m UK households struggle to afford fixed broadband services (Ofcom 2023).

Digital For All is Good Things Foundation's campaign that's drawing attention to digital exclusion, and the incredible outcomes people achieve when they become digitally included.

The goal of **Digital For All** is to increase awareness of Good Things Foundation, Learn My Way, National Databank and National Digital Inclusion Network.

Case studies and impact

“I can finally send emails and use the internet”

– **Julie**, supported by the National Digital Inclusion Network

“It brought me out of a dark state of mind: you can go on Instagram and Tik Tok and laugh at funny videos and stuff. Takes your mind off it.”

– **Victoria**, supported by the National Digital Inclusion Network

“The support has transformed my life in every way”

– **Sam**, supported by the National Digital Inclusion Network

“The support has given me a new lease of life and freedom”

– **Julie**, supported by the National Digital Inclusion Network

“The support has brought the light back into my life. It means everything”

– **Victoria**, supported by the National Digital Inclusion Network

“I’ve gained a sense of belonging, confidence and respect for myself”

– **Sam**, supported by the National Digital Inclusion Network

Connect with us

 @NDI_Network

 @National Digital Inclusion Network

 @goodthingsfdn

 @Good Things Foundation



**We're all for digital.
Shouldn't digital be for all?**