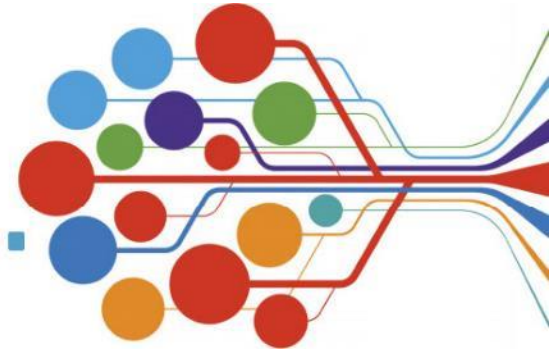




Digital
Scotland

The internet is for
everyone...



Beth Murphy and Lauren Pluss

SCVO

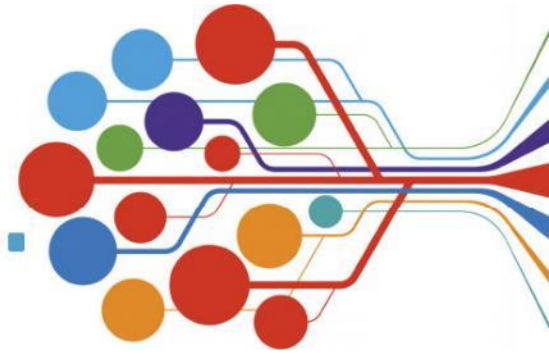
@betty_murphy @laurenpluss



In 1977...



The internet is for
everyone...



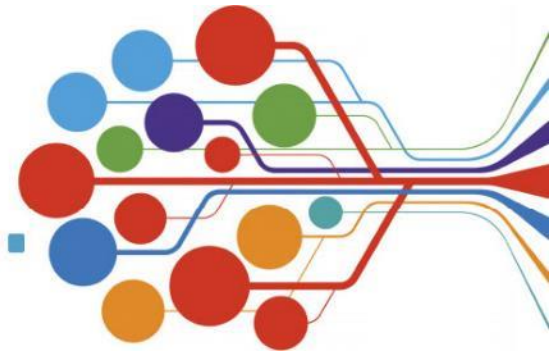
"There is no reason anyone would want a computer in their home."

Ken Olson, president, chairman and founder of Digital Equipment Corp., 1977

In 2016...

The internet is for

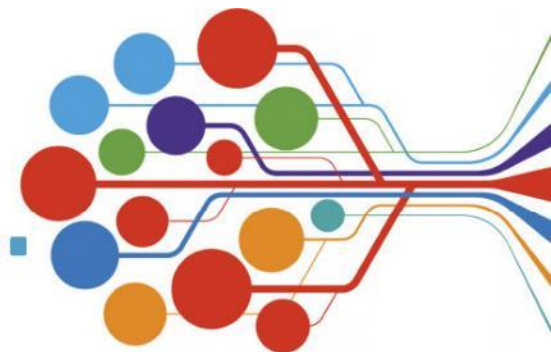
everyone...



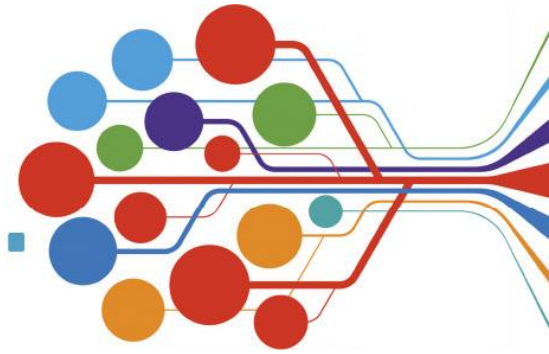
Not just in the home...

The internet is for

everyone...

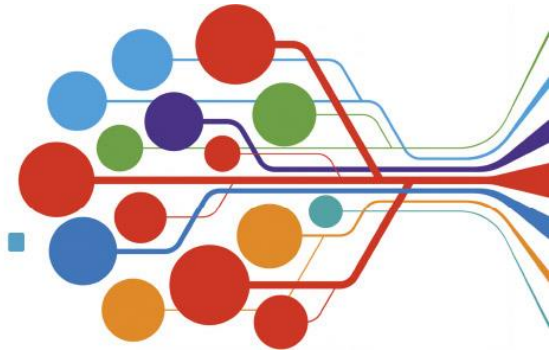


The internet is for
everyone...



**The digital revolution has already happened.
We are living in the aftermath.**

The internet is for
everyone...



Go to: kahoot.it

Enter pin

Enter nickname

Our digital strategy...



PARTICIPATION

Tackle inequality by equipping individuals with basic digital skills



EVOLUTION

Maximise the impact of the third sector by encouraging digital transformation and evolution



INNOVATION

Support digital innovation in the third sector to extend the reach and impact of organisations through the use of tech for good

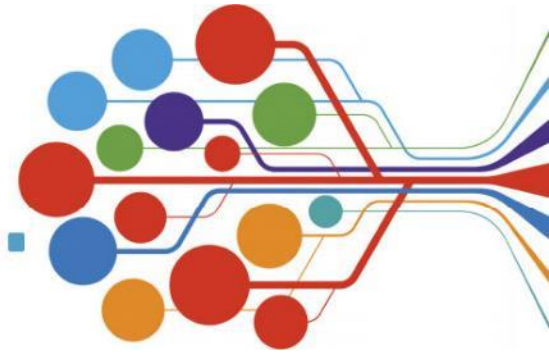
PARTICIPATION



**Tackle inequality by equipping
individuals with basic digital skills**

It's easy to take it for granted...

The internet is for
everyone...



Not everyone is online

Not everyone who is online has **appropriate skills**

Digital exclusion interacts with other forms of **exclusion**

We need to ensure existing inequalities are not exacerbated by a widening **digital divide**

Basic digital skills

Managing information

Communicating

Transacting

Problem solving

Creating

What are we doing to support this?



Digital Participation Charter

84 Challenge Fund Projects

Events, resources & training





Digital Stories

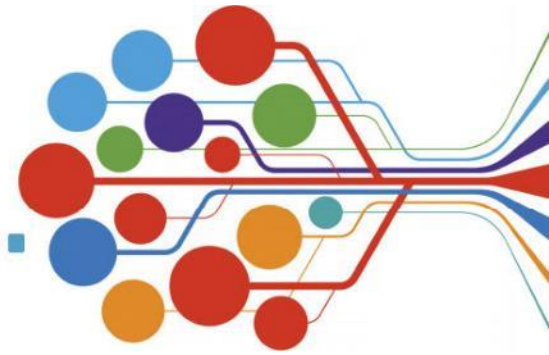
Aberdeen

Table discussion

What successes have you had
running digital skills projects

Some learning...

The internet is for
everyone...



Motivation and skills are bigger issues than access

50% that don't have the skills want to acquire them...

The **key** is finding a 'hook'. Needs to be about individuals.

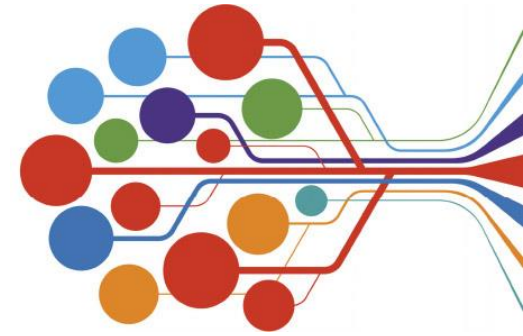
Projects **embedded** in existing service provision most successful



EVOLUTION

Maximise the impact of the third sector by encouraging digital transformation and evolution

The internet is disrupting traditional business models...



Alibaba, the most valuable retailer, has no inventory.



Uber, the world's largest taxi company, owns no fleet.

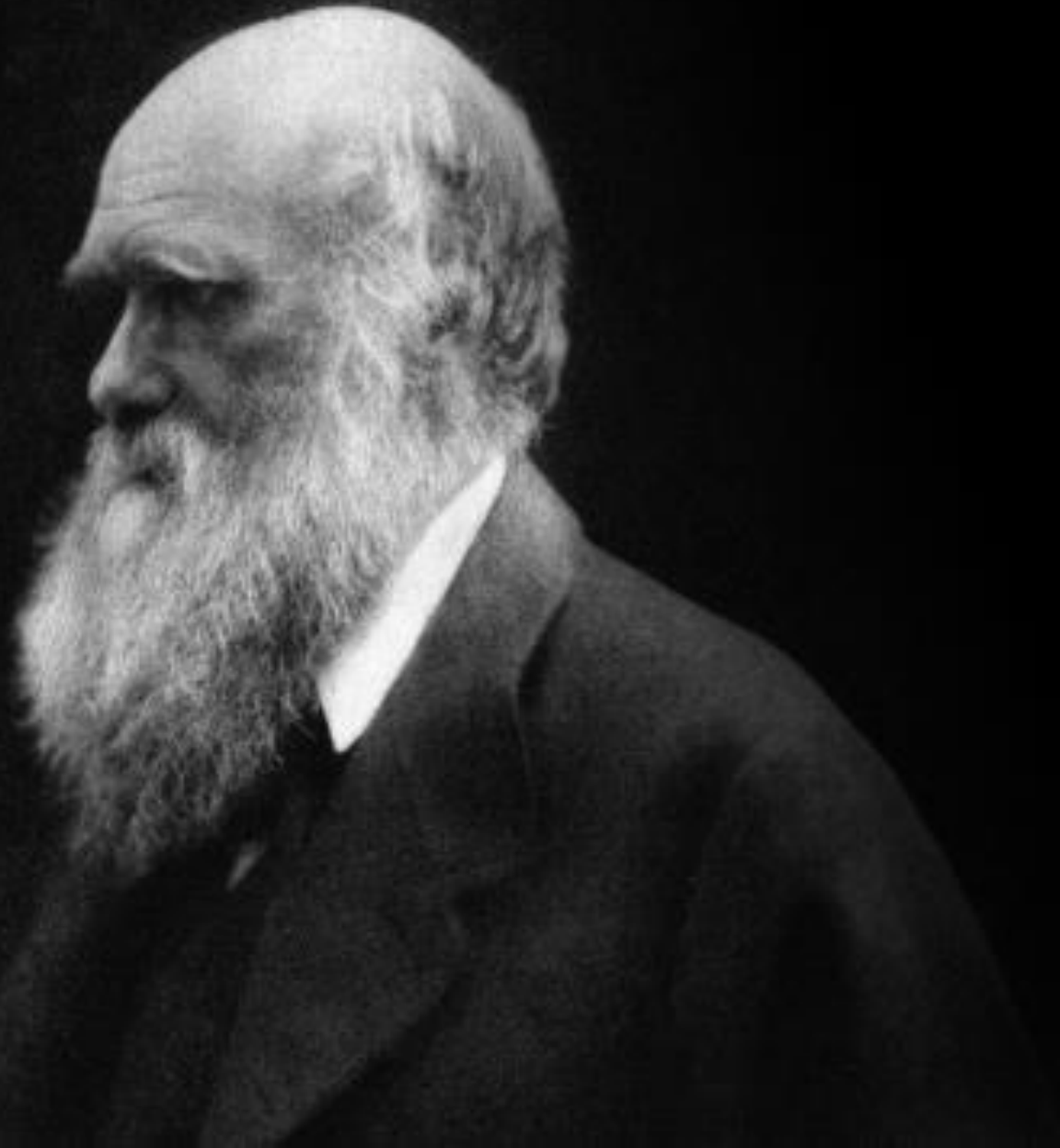
AirBnb, the largest accommodation provider owns no real estate what-so-ever.



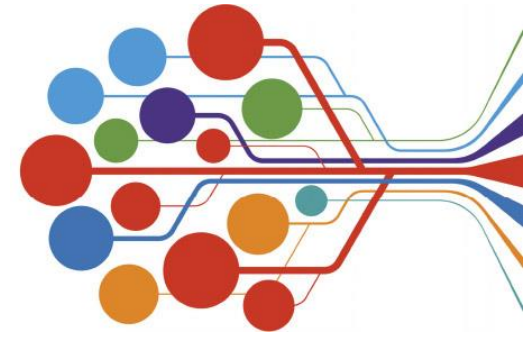
Facebook, the most popular media owner, creates no content.

It's not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

- *Charles Darwin*



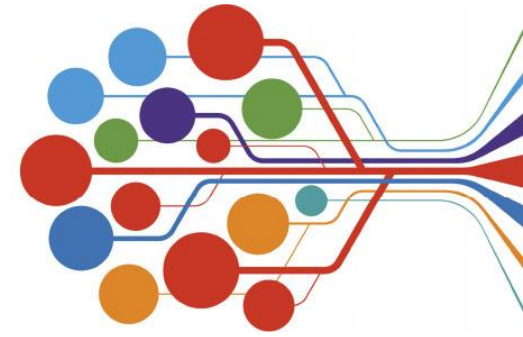
The implications? Digital transformation...



Applying the culture, practices, processes and technologies of the Internet era to respond to **people's** raised expectations

@coop

Using digital in creative ways: Social media

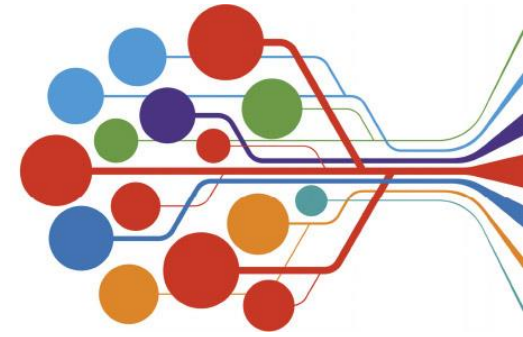


buffer

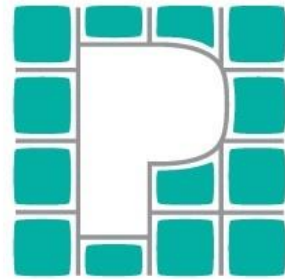
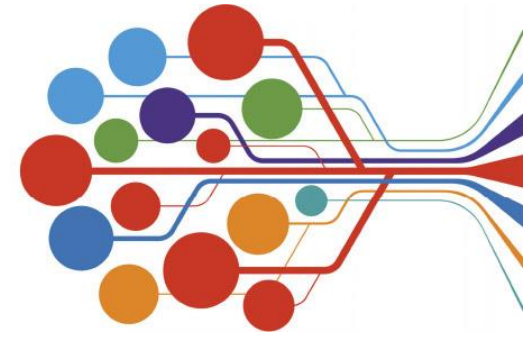


bitly

Using digital in creative ways: Team collaboration



Using digital in creative ways: Creating visual content



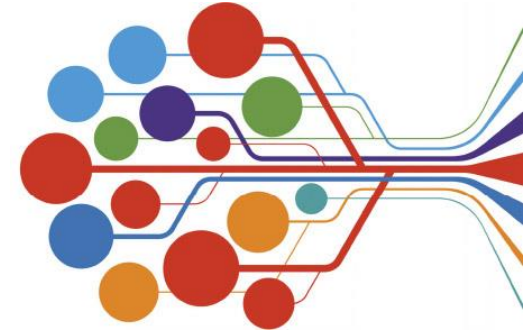
Piktochart
make information beautiful

Unsplash

Free (do whatever you want) high-resolution photos.

A project by Crew.

Using digital in creative ways: Interactive presentation tools



Kahoot!



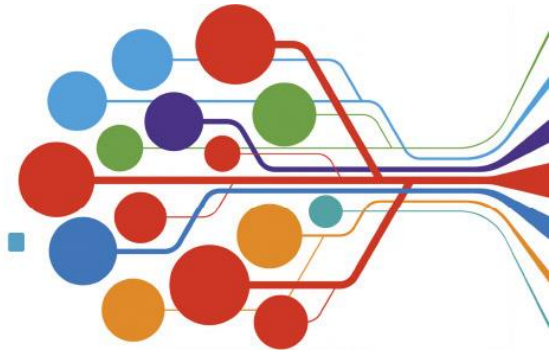
Mentimeter

Table discussion

What tools have you used
In your work?

Key messages...

The internet is for
everyone...



It's not about a digital strategy - digital should be embedded across your strategy

It requires leadership, not simply allocating staff and resources

The potential of digital goes beyond marketing, fundraising and comms



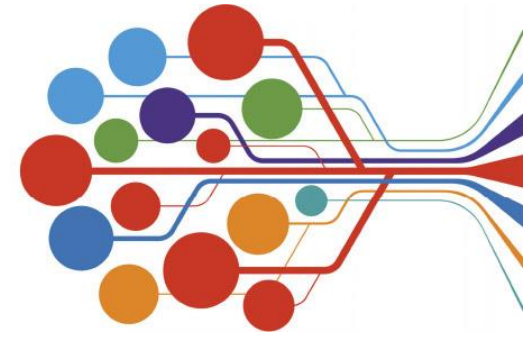
INNOVATION

Support digital innovation in the third sector to extend the reach and impact of organisations through the use of tech for good



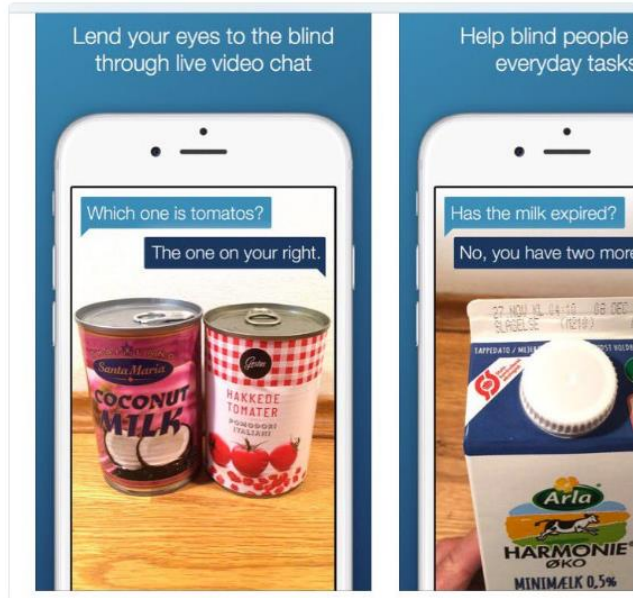
Think different.

Digital potential: connecting individuals to support



David McNeill
@David_McNeill

Be My Eyes helps blind people understand what they are saying through volunteer video chat
#DCS16 #digitalinclusion



RETWEETS 12 LIKES 6

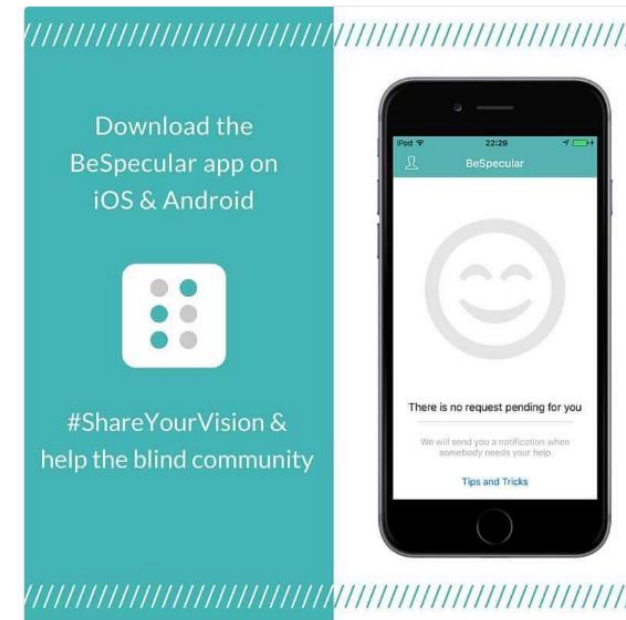
2:03 PM - 9 Sep 2016



BeSpecular
@BeSpecular

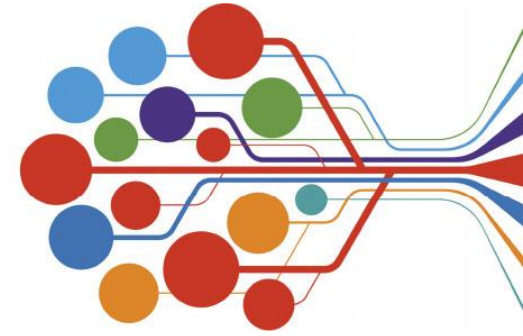


Let a blind person see through your eyes.
Available on iOS and Android.
bespecular.com/download #ShareYourVision

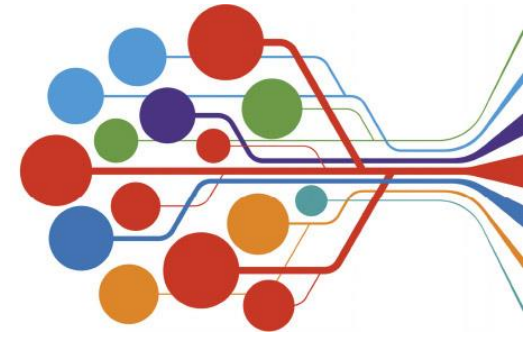


RETWEETS 15 LIKES 12

Digital potential: sharing experiences



Digital potential: efficient engagement



Shelter
Scotland



GOOD 



A new digital platform...

- Good HQ is a place for people to share their stories about the causes they care about and find new ways to get involved.

The screenshot shows the Good HQ website homepage. At the top left is the Good HQ logo. To its right are navigation links: "Sign in", "Sign up", "About", "Explore", and "Search" with a magnifying glass icon. Below the navigation is a purple banner with the text "Make good work even better" and two buttons: "SIGN IN" and "SIGN UP". The main content area has a white background. On the left, there is a section titled "Why is Good HQ good?" with three bullet points: "share your passion for the causes you care about.", "discover opportunities to get involved and causes to support.", and "listen to the first-hand experiences of service users." Below this is a link "Sign-up now, to help make good work even better. Learn more...". On the right, there is a "Latest posts" section. The first post is "Back to SPACE!" written on 12 Sep 2016 by Drake Music Scotland, with a photo of a group of children playing instruments. Below it is a "Report this post" link. The second post is "Scot Gov Funding into MND PhDs Becomes Reality" written on 09 Sep 2016 by MND.

GOOD HQ Sign in Sign up About Explore Search

Make good work even better

SIGN IN

SIGN UP


Why is Good HQ good?

- share your passion for the causes you care about.
- discover opportunities to get involved and causes to support.
- listen to the first-hand experiences of service users.

Sign-up now, to help make good work even better. [Learn more...](#)

Featured reviews


Review of **The Butterfly Trust** @The_Butterfly_Trust

 **Alastair Watson** @digitaly
07 Sep 2016

[Twitter](#) [Facebook](#) [LinkedIn](#)

Latest posts

Back to SPACE!
Written on 12 Sep 2016 by Drake Music Scotland



[Report this post](#)

Scot Gov Funding into MND PhDs Becomes Reality
Written on 09 Sep 2016 by MND



How does it work?

- Organisations have a profile – like many other social media channels.
- You can brand it and add your organisations messaging
- Collect reviews and feedback on the platform
- Advertise volunteering & job opportunities
- Write posts about the work you're doing
- Link to your OSCR profile
- Add a donate link to PayPal

The screenshot shows the Euan's Guide profile page. At the top, there's a navigation bar with 'GOOD' and a search bar. The main header features the text 'DISABLED ACCESS REVIEWS' and 'BY DISABLED PEOPLE AND THEIR FRIENDS AND FAMILIES' over a stylized cityscape illustration. Below this, the profile name 'Euan's Guide' is displayed with the handle '@EuansGuide'. A 'WRITE A REVIEW' button is visible. The profile description states: 'Euan's Guide features disabled access reviews by disabled people and their friends and families.' It also lists 'UK & Worldwide' and 'Registered Charity Details'. A 'Connect' section shows social media icons for Twitter, Facebook, LinkedIn, and Instagram. A review from Alex Thomson (@AlexThomson) dated 29 Jun 2016 is shown, with a 5-star rating and the text: 'As a supporter Euan's Guide should be the first place to go for all of us working in the events industry to gather accessibility information before booking a venue to hold our events in.' The engagement bar at the bottom shows 'Excellent'.



Who's on Good HQ?





What's in it for organisations?

- Make it easier for people to find out what an organisation does
- Allow the people who know you best to share their stories about the impact your organisation has had
- Provide testimonials of the impact of your work for funding applications and bids
- Help people discover new ways to get involved with your organisation
- Receive feedback on what you're doing well and what might need improving



Developments

- Working with organisations across the third sector to get feedback on the platform
- Good HQ is constantly developing
 - Share posts directly to social media
 - Run campaigns
 - Good Moves jobs
- Now we're working on:
 - Location based searches
 - Improving the user experience
- Welcome organisations feedback, ideas and suggestions.

The screenshot shows the Good HQ website interface. At the top, there is a navigation bar with the Good HQ logo, links for 'Sign in', 'Sign up', 'About', 'Explore', and 'Search', and a search icon. The main content area features the 'The Right Approach' logo, which consists of a central black circle with a white checkmark, surrounded by a ring of colorful human figures. Below the logo, the text reads 'For the third sector, for communities, for everyone'. The page title is 'The Right Approach #rightapproach'. The main text describes human rights as basic freedoms and explains the importance of human-rights based approaches in the third sector. It encourages users to share their experiences and reviews on Good HQ. At the bottom right, there are social media icons for Twitter, Facebook, and LinkedIn.

Make

things

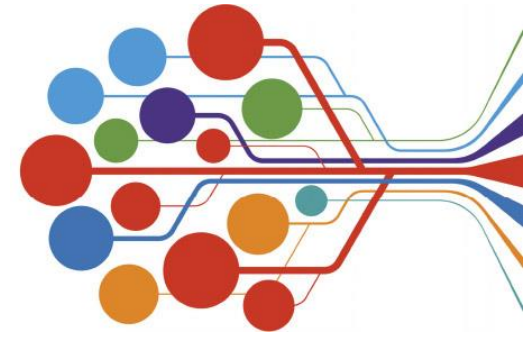
open,

it makes

things

better

Some practical messages around digital...



Listen to user needs

Start small and then scale

Avoid bespoke systems – use what's out there

Technology enables of change, but success is all down to people

Offers & asks...



PARTICIPATION

Digital Participation Charter

Challenge Fund Round 4

Digital champion training



EVOLUTION

#3rdsectordigicamp –
2nd November in Glasgow

One Digital training and
meetups



INNOVATION

Tech for Good Funding

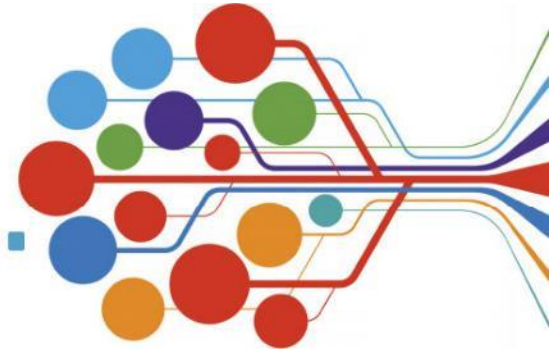
Cast Funding

Collaboration?



**Digital
Scotland**

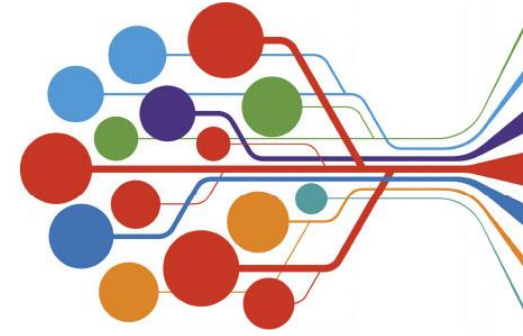
The internet is for
everyone...



Questions?

digital.scvo.org.uk

The tools we've used...



start.io/digi

digital.scvo.org.uk

@betty_murphy @laurenpluss