

Support Digital For All: Good Things' awareness raising campaign

Issued February 2024



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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: Good Things are launching content and stories across channels including social media, website, email and press. We've also built new partnerships to launch articles, magazine features and excitingly.. digital **billboard** advertisements! Good Things Foundation will be featured on over 400 national billboards.

Can you find a billboard near you?

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

We need your help

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 need your help to spread the message, and invite you to:

- Use our social media templates and graphics to amplify our campaign message on social media
- Post on social media sharing what digital inclusion means to you, using the hashtag #DigitalForAll.



Social media templates- Raising awareness of digital exclusion

1

👏 We're supporting @GoodThingsFdn and their campaign, #DigitalForAll.

Did you know millions in the UK face barriers to accessing the internet and digital tech?

Curious to learn more? Check out Good Things' website ► <https://bit.ly/3P0dMSJ>.



2

👏 We're supporting @Good Things Foundation's campaign, #DigitalForAll to raise awareness of digital exclusion.

Did you know millions in the UK face barriers to accessing the internet and digital tech? Let's talk about it.

People may experience digital exclusion because of affordability, a lack of device or low digital skills. Someone may experience one or all of these barriers to getting online.

We believe that digital should be for all - and there's something everyone can do to help.

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Curious to learn more? Check out @GoodThingsFdn's page for more info!



Social media templates- Case studies - Julie

1

👏 @GoodThingsFdn's campaign #DigitalForAll is promoting digital inclusion.

Julie felt isolated with no idea how to use the internet. She got help to become digitally included, and has a "new lease of life and freedom."

Make digital a reality for all 🖱️ <https://bit.ly/3P0dMSJ>.



2

👏 @Good Things Foundation's campaign #DigitalForAll is promoting digital inclusion.

The internet has the power to transform lives, but not everyone has the skills to use it.

Previously, Julie felt isolated because she had no idea how to use the internet. But thanks to free support from her local digital inclusion hub, she now enjoys "a new lease of life and freedom."

There's something everyone can do to make digital a reality for all. Find out how: <https://bit.ly/3P0dMSJ>.



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There's something everyone can do to make digital a reality for all. Find out how by visiting @GoodThingsFdn's page.



Social media templates- Case studies - Sam

1

👏 @GoodThingsFdn's campaign #DigitalForAll is promoting digital inclusion.

Before getting online, Sam was depressed & isolated.

Now he's digitally included, on his way to becoming an engineer. "I feel closer to my dreams than ever."

Learn more 🖱️ <https://bit.ly/3P0dMSJ>.



2

👏 @ Good Things Foundation is promoting digital inclusion with their latest campaign #DigitalForAll.

Digital inclusion - having equal and safe access to the internet and digital technology - transforms lives.

Before getting free mobile data and a device, Sam was depressed, and couldn't see a way forward.

Sam got help and became digitally included, saying "I'm on my way to becoming a qualified engineer, I feel closer to my dreams than ever before."

Find out how you can help make digital a reality for all 🖱️ <https://bit.ly/3P0dMSJ>.



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Find out how you can help make digital a reality for all by visiting @GoodThingsFdn's page.



Social media templates- Case studies - Victoria

1

We believe in #DigitalForAll and support @GoodThingsFdn's campaign.

Victoria was digitally excluded. After receiving a free device and data, she's connected with her family.

She says, "It made me want to live again."

Make digital a reality for all: <https://bit.ly/3P0dMSJ>.



2

We believe in #DigitalForAll and are supporting @Good Things Foundation's latest campaign.

Victoria came to the UK for a better life after losing many extended family members to conflict back home. She arrived without a device, and couldn't afford to use the internet. After getting free digital inclusion support, she was able to reconnect with her siblings overseas.

She says, "I'm ambitious about my life now. I'm just so happy these days. It's helped me want to live again."

Find out how you can help make digital a reality for all 🖱️
<https://bit.ly/3P0dMSJ>.



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Find out how you can help make digital a reality for all 🖱️
<https://bit.ly/3T45sDS>



Social media templates- Raising awareness of Good Things Foundation's services (National Databank)

1

👏 @GoodThingsFdn champions #DigitalForAll.

Not everyone can afford internet, but access is life changing. Victoria got free data from the National Databank, saying "I've reconnected with family. I'm smiling for the first time in years."

Read more: <https://bit.ly/3P0dMSJ>.



2

👏 @Good Things Foundation's latest campaign, #DigitalForAll, is raising awareness of digital exclusion - the cause of our society's digital divide.

Not everyone can afford the internet, leaving them cut off from the online world and all that comes with it: connecting with loved ones, essential services and opportunities.

Powered by Good Things, the National Databank gives people access to free mobile data so that they can get online.

Victoria got free mobile data through the National Databank, using it to reconnect with her siblings overseas. She says "I've been able to smile and laugh again for the first time in years."

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Find out how you can help make digital a reality for all 📍 Visit
[@GoodThingsFdn](https://bit.ly/3P0dMSJ).



Social media templates- Raising awareness of Good Things Foundation's services (National Device Bank)

1

#DigitalForAll, @GoodThingsFdn's campaign, urges more to join the digital inclusion movement.

There's a crucial need for device donations. Sam, who got a free laptop via the National Device Bank, said "life transformed in every way."

Learn more: <https://bit.ly/3P0dMSJ>.



2

#DigitalForAll, @Good Things Foundation's latest campaign, is calling for more people and organisations to join the digital inclusion movement.

People need access to a device to get online. But if you can't afford one, you're left out of the digital world.

Good Things' National Device Bank urgently needs more device donations to help more people like Sam, who was isolated and depressed before he received a free laptop. Now, he says the laptop has transformed his life in every way.

Help make #DigitalForAll by donating used tech for people in need. Get involved ► <https://bit.ly/3P0dMSJ>.



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Help make #DigitalForAll by donating used tech for people in need. Get involved by visiting @GoodThingsFdn's page.



Social media templates- Raising awareness of Good Things Foundation's services (Learn My Way)

1

#DigitalForAll, @GoodThingsFdn's campaign, shows the transformative power of digital.

Julie's journey is a testament. Before getting online, she felt intimidated. After using Learn My Way, she's "more confident than ever."

Make digital a reality for all: <https://bit.ly/3P0dMSJ>.



2

#DigitalForAll, @ Good Things Foundation's latest campaign, showcases the transformative power of digital.

10.2m people in the UK lack the most basic digital skills. This, paired with confidence to use digital, is one of the biggest barriers people face to being online.

Julie's journey is a testament. Before learning how to use the internet, she felt frightened and intimidated by it. After using Learn My Way, Good Things' beginner digital skills platform, she's more confident than ever. She has a "sense of freedom."

Help someone on their digital skills journey and make digital a reality for all: <https://bit.ly/3P0dMSJ>.



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Help someone on their digital skills journey and make digital a reality for all. Get involved by visiting @GoodThingsFdn's page.



Social media templates- Raising awareness of Good Things Foundation's services (The National Digital Inclusion Network)

1

👏 @GoodThingsFdn is making #DigitalForAll with free community-based support.

Victoria got free data & a device from her local digital inclusion hub. She said "it brought light into my life. It means everything."

Make digital a reality for all: <https://bit.ly/3P0dMSJ>.



2

👏 @Good Things Foundation is making #DigitalForAll by providing community-based support to people in need.

Powered by Good Things, The National Digital Inclusion Network is made up of thousands of organisations all helping people to access digital in their local communities. They're delivering free mobile data, devices and digital skills training to people cut off from the online world.

The Network is helping people like Victoria, who came to the UK in search of a better life after losing family members to conflict back home.

Victoria visited her local digital inclusion hub and received free mobile data and a device, saying "the support has brought the light back into my life. It means everything".

Can you support people to access digital? Join the Network - <https://bit.ly/3P0dMSJ>.



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Can you support people to access digital? Join the Network. Visit @GoodThingsFdn's page to learn more.



Downloadable graphics



[Click here to view and download all social media graphics](#)

Dates for your diary!

We're sharing a series of case study videos across our social media channels throughout the campaign. These videos feature people with lived experience of digital exclusion, sharing their story. We'd love for you to help amplify these videos by resharing them across your channels.

- **Monday 4th March** – campaign video 1
- **Tuesday 12th March** – campaign video 2
- **Tuesday 19th March** – campaign video 3
- **Monday 25th March** – campaign video 4



Connect with us



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Don't forget to
use the
hashtag
#DigitalForAll!

