



Blueprint for a 100% digitally included UK

For a post-COVID-19 economy

Comms Toolkit

Background

In late 2018 Good Things Foundation launched its first '**Blueprint for a 100% Digitally Included Nation**', outlining our vision for a world where everyone has the opportunity to benefit from digital.

In the light of the COVID-19 pandemic, lockdown, and its huge impact on the UK, not to mention other big changes in the external environment, we have launched our updated Blueprint, which sets out our updated plan for how we can work together to **Fix the Digital Divide**. The report can be found at; <https://www.goodthingsfoundation.org/fix-the-digital-divide>

Launch plans

The report formally launches on **Thursday 17 September** and our campaign will continue over the next few months, with the aim of ensuring Digital Inclusion features prominently in the new Digital Strategy and the Comprehensive Spending Review, and that it influences policy across government and wider society.

Our campaign will consist of;

- Media and PR
- Internal comms
- Organic social media and digital

- Political advocacy and public affairs
- Partner and community network engagement
- Event participation
- Consultation responses and evidence submissions
- Case studies and content from across our projects

Hashtag

Our primary social media channel for this campaign will be on Twitter, using the hashtag **#FixTheDigitalDivide**. We'll also be posting content on LinkedIn.

Key messages

These are the key messages from our Blueprint that we will use in our communications, **with a particular focus on the first two**.

- The UK is leading the world as a digital nation. Yet **9 million** people who struggle to use the internet independently are being left out; it's time to work together to **Fix the Digital Divide**.
- Investing **£130m over 4 years** in a **Great Digital Catch Up** scheme - just **2%** of superfast broadband infrastructure budget - will allow **4.5 million more people** to be happier, healthier and better off.
- To level-up opportunity, we need to **recognise internet access as an essential utility**, like electricity. A new **Data Poverty Lab** should pilot a **Gigabit-Giveabit** scheme, to channel public generosity through gifting unused data.
- We need a **Digital Strategy that works for everyone, everywhere** - to **fire up the post-COVID economy, level up opportunity** and **Fix the Digital Divide** - so nobody is left behind.

How you can help?

As someone who already works with us to help more people lead better lives through digital, your support is crucial and will make all the difference.

Here are a few ways you can help support our campaign to **Fix the Digital Divide**;

- *Read our new Blueprint and share it with other people you know*
- *Spread the word via personal and organisational social media accounts*
- *Mention the Blueprint and our shared ambition to **Fix the Digital Divide** in your conversations with your contacts/stakeholders/partners, and at events.*

Suggested Tweet (or use the key messages above to craft your own)

We're supporting @goodthingsfdn's call for a 100% digitally included UK and join them in asking for @10DowningStreet and other organisations to work together to #FixTheDigitalDivide.

Read the full Blueprint -

<https://www.goodthingsfoundation.org/fix-the-digital-divide>

Our launch Tweet with a video from Chief Executive Helen Milner for you to ReTweet

<https://twitter.com/goodthingsfdn/status/1306502416993579008>

Assets

We have created the following assets for you to use;

- [Twitter-friendly image for posts](#)
- [Twitter header image](#)
- [LinkedIn header image](#)

Questions?

If you have any questions or need any further information or assets, please do contact our Communications Team at press@goodthingsfoundation.org.

Thank you for your support!