

Get Online Week 2020

Campaign report



introduction_



When we started planning Get Online Week 2020, we didn't anticipate just how unlike other years this campaign would be.

As the pandemic hit and lockdown progressed, we realised we couldn't reasonably or responsibly plan a campaign that encouraged our community partners to hold public, in-person events. But if 2020 showed us anything, it's how essential digital skills are for life and work; for health and personal finances; and for staying connected to our loved ones and the world around us. This is especially true for the most isolated and vulnerable in our society.

So we worked to make sure that the campaign could go ahead safely, continuing to play its role in making sure everyone knows where and how they can get free, friendly and local help to make the most of the internet.

I've been so proud to see how hard our community event holders worked, responding with creativity and innovation to such challenging, unprecedented circumstances. Whether it has involved hosting Zoom quizzes or delivering an online masterclass for video call job interviews, they have done everything they can to engage local people and support them to do more online.

Of course, not all our community partners had the time nor resources to safely engage with the campaign this time around, especially with so many demands on community services. When the time is right, we look forward to seeing old friends - and new ones - working together, to champion the benefits of being online.

And we mustn't forget the dozens of other organisations who are committed to helping digitally excluded people, who were involved in making Get Online Week 2020 a success. Special thanks to our key campaign supporters, the Department for Education and BT, as well as the many others who supported, promoted and participated in the campaign, in a year none of us will ever forget.

Many thanks,

Helen Milner
Chief Executive, Good Things Foundation

making_an_impact_



Almost **400 organisations** held Get Online Week events. These organisations ranged from tiny volunteer-led projects, to libraries, housing providers, local authorities and of course, members of the Online Centres Network.



Together, they held **over 2,000 events**. Whether device surgery drop-ins, beginners' classes, informal tasters, or even a 'digital disco', there was no end to the variety of events that helped people to get more out of life online.



A further **250 of our community partners** promoted the campaign locally while delivering community digital skills support, as they do all year round.



These events reached more than
20,000 people



raising_awareness_



Get Online Week helps us connect with people and communities to raise awareness on just how essential digital skills are in modern life.



530 mentions of **@GetOnlineWeek**

87.8K impressions



4,703 use of **#GetOnlineWeek** hashtag

7.3 million accounts reached



72% of event holders said the campaign helped them to reach new people

78% said it raised local awareness of the work they do all year-round

89% said it raised awareness of digital inclusion and the benefits of digital skills

97% of event holders said they will take part in Get Online Week 2021

in_communities_



No one had to adapt more to make this year's Get Online Week a success than the community partners, who used the campaign to reach more of their local people with messaging and support around digital skills.

Here's what just a handful of them had to say about engaging with their community and delivering events during a year unlike any other.



Hackney Co-operative Developments

"Get Online Week was a real success story in face of the existing social distancing measures. We learned lots from the experience, especially how to organise a mix of face-to-face and remote events and contacts with learners."

"One man we helped during Get Online Week was Mr Solomon. A friend connected Mr Solomon to our centre - he couldn't use apps such as WhatsApp on his mobile and couldn't manage his Universal Credit Account. He thought that learning digital skills was not for him, mainly due to a lack of confidence and motivation."

“He has become very excited and is keen to learn more

"But we advised him that many of the team here were just like him before we started learning. We showed him how to do it and helped him with apps on his mobile. We are still helping him remotely and he has become very excited and keen to learn more."

Bekele Teklu, Hackney Co-operative Developments



Meadow Well Connected, North Shields

"We ran an online cooking session on YouTube, did a virtual tour around our 5-acre community garden and hosted online games including bingo so people could join in at home. We also ran a Facebook Live event talking about what it's like to be a volunteer so people could find out more about volunteering opportunities we have on offer, both in the current climate and once the pandemic is over. We want people to know that using the centre or volunteering can provide a stepping stone for people to get out and about in places they feel safe in after the pandemic subsides."

"This year's Get Online Week had better engagement than normal. People were really embracing getting online more and although we can't wait to get back to working with people in person we will still actively host online events for Get Online Week."

“We would like to continue doing online events in future years

"People who wouldn't usually want to come into the centre joined in and events made us feel more connected to our clients and them to us. There was a lot more of a buzz around engagement this year because it was so different. We've had good feedback and it definitely piqued everyone's interest in learning digital skills. They learned that IT isn't just about typing on a screen but doing activities that can be engaging and educational."

Lynn Elcoat, Meadow Well Connected



Access to Business, Wolverhampton

"Get Online Week coincided with a new project we are running to support those within the community that have no access to the internet. We have been able to support people by providing tablets and 4G connectivity as well as the IT skills that they need to use the device. In addition to the distribution of these devices, we also ran some open workshops like 'Health & Wellbeing' and 'An Introduction To Canva'.

"Our new Life-On-Line project is supporting those in the community who have been disproportionately affected by the COVID-19 crisis. Large sections of the community are suffering from social and digital isolation, poor mental health, loneliness, depression and other problems as a result of being trapped in their homes and unable to engage with other people.

**“ We arranged for
a local councillor to
attend our centre**

"To launch the Get Online Week we arranged for a local Wolverhampton Councillor to attend our centre to see first hand the services and support we are able to offer."

Jim Brennan, Access to Business



supporters_



Get Online Week wouldn't have had the scope and reach it has without the support of organisations across the public, private and third sectors.

Department for Education

Get Online Week 2020 was delivered as part of the Future Digital Inclusion programme, which Good Things Foundation has overseen for the Department for Education since 2015.

The programme has seen our community partners provide essential digital skills support in some of the most in-need communities across England.

Get Online Week provides an annual opportunity to work together to raise the profile of digital exclusion as an issue of national importance.

It also allows the Online Centres Network and other event holders to take part in a national campaign that raises their profile locally, helping them reach new people and build new, local partnerships.



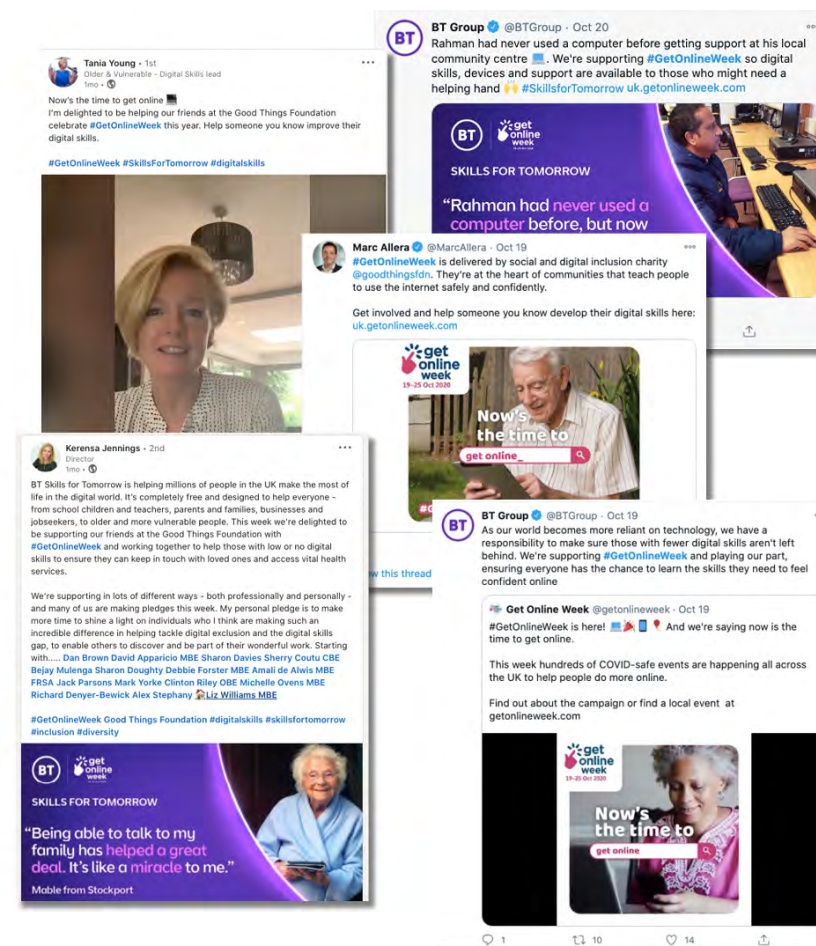


BT

For the first time this year, BT joined Get Online Week as a key campaign supporter.

The commitment to and enthusiasm for the campaign from BT staff allowed us to benefit from the company's phenomenal reach and significantly amplify Get Online Week messages.

- Get Online Week stories were also seen by **colleagues and customers** in both EE/BT stores and on their **websites**.
- Joint press activity resulted in both **local and national press**.
- Brand channels and BT colleagues at all levels supported and promoted the campaign on **social media**, inspiring each other and their customers. These messages, blogs, vlogs and pledges were seen by hundreds of thousands of people.

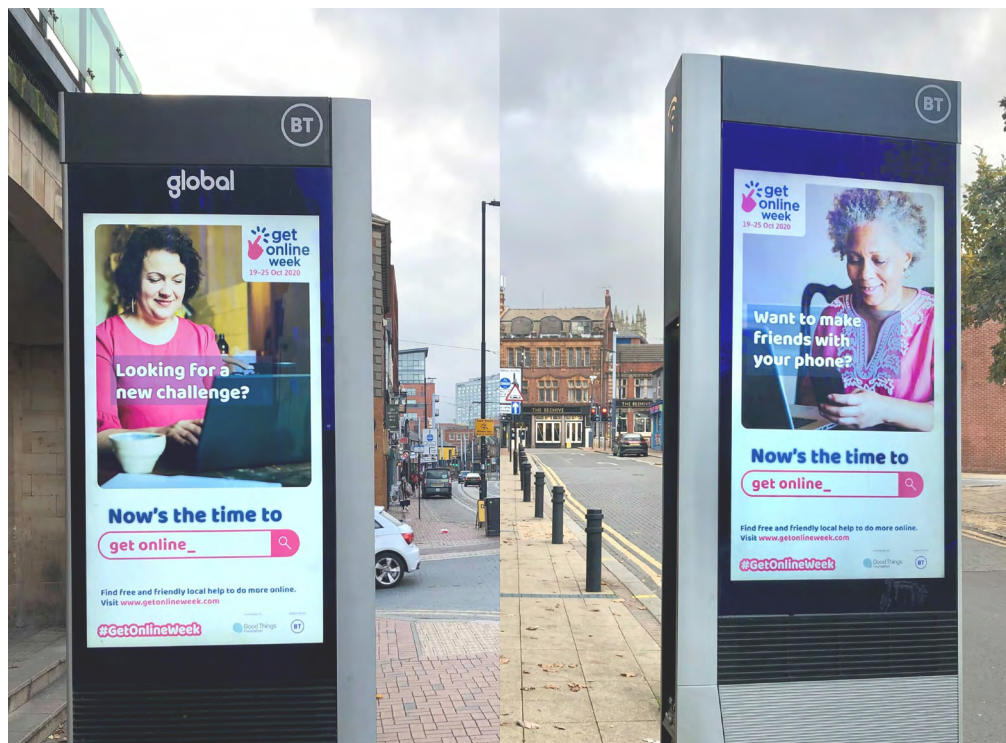


support_



BT

Get Online Week was featured on digital billboards in more than **500** high street locations across the UK.



Throughout Get Online Week, the website address and campaign call to action were beamed across London from the BT Tower!



support_



Other partners

Dozens of other organisations also supported the campaign, helping to raise the profile of Get Online Week and further our mission of fixing the digital divide.

Large and small companies, local authorities, national charities, and other third-sector organisations shared news of the campaign on social media, and encouraged their customers, colleagues and partners to do the same – helping us to reach more people with our core message: Now's the time to get online!

To everyone who supported Get Online Week 2020, in whatever way you could, thank you.



HM Revenue
& Customs



Logos pictured: Age UK, Digital Communities Wales, Mastercard, Capgemini, Lloyds Bank

about_



Get Online Week and Good Things Foundation

In 2007, a date in October was first marked out to bring digital inclusion to national attention in the UK - and Get Online Day was born. In 2010, the campaign became a week-long celebration, with thousands of events taking place in communities across the UK, giving everyone the chance to find the help they need to improve their digital skills.

Good Things Foundation is a social change charity, helping people to improve their lives through digital. Through thousands of community partners across the UK, Good Things Foundation helps people gain the support and skills they need to change their lives. We believe that everyone in the UK should have the confidence, skills, support and access to use digital technology, participate in society and benefit from the digital world.

In 2018 Good Things Foundation Australia joined the Get Online Week family and has delivered the campaign each year since.

As well as Get Online Week, Good Things Foundation is the charity behind the Online Centres Network and Learn My Way.

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