



Digital Unite



# Connecting Communities

Recruiting your Digital Champions



# Housekeeping

- Session timings
- We are recording the webinar and will share only with those involved in this project
- We will share the slides after the session plus some extra resources
- You can activate the closed captions 
- Q & A – do ask questions along the way and my colleagues will be watching the 'chat' function too.



# Today's aims

## This session will help you to:

- Understand what Digital Championing can look like for your organisation
- Identify who could carry out Digital Championing at your organisation/with your beneficiaries
- What makes a good Digital Champion
- Learn from others about what their support looks like
- Discuss your next steps
- Gain CPD accreditation



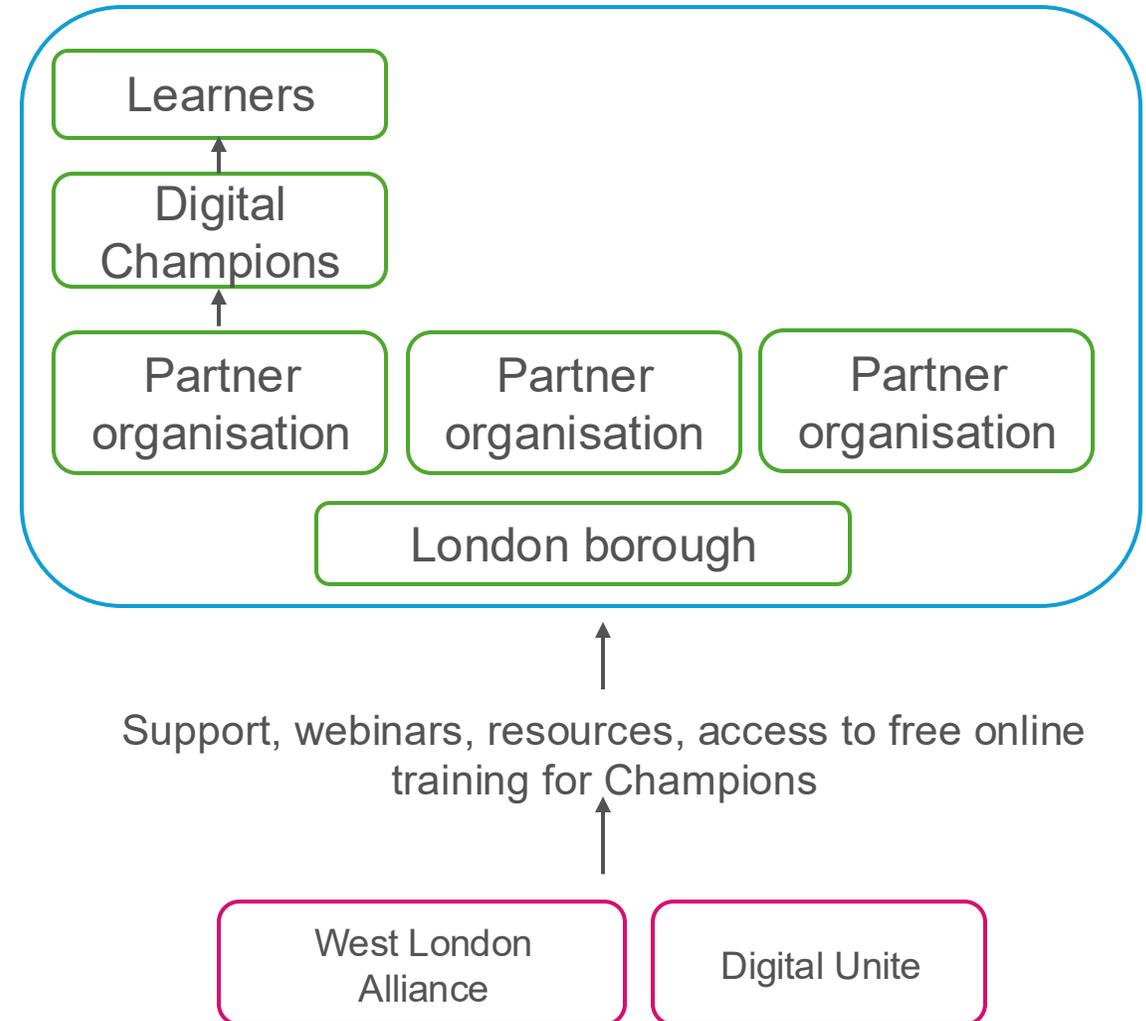
# Introductions

- Digital Unite
- West London Alliance



# Recap: Planning your support

- What do you want to do/achieve?
- How do you plan to do this?
- How can you gather some basic data & stories to demonstrate/evaluate the work
- Keep it simple – only gather what you need
- Start small, pilot something, especially if this is new to you.



# What is a Champion approach?

- We train people in your organisation to become Digital Champions.
- They get confidence, skills and the resources they need to help others with digital skills.
- Your Champions then help other people learn new digital skills, so they can thrive in a digital world.
- They might help colleagues, clients, customers, patients or residents – anyone who needs help with digital skills.

Your staff and volunteers get new skills and confidence. They help people learn to access digital services.

*“The Champ programme has helped us equip staff as well as volunteers to make every contact count for digital inclusion and support as part of other roles.”*

Project Manager, Library Project

# Digital Championing – Today's Session



## What could your Digital Champion support look like?

In person

Virtual

Group –  
themed

Booked  
one to one

Drop-in

Embedded

# Examples



# What sort of skills do Digital Champions need?

Not an IT  
expert

Good listener

Problem  
solver

Can access  
solutions/seek  
help

Able to build  
trust



*“Some people were concerned they have to be IT experts and run technical sessions and this stopped them being Digital Champions.*

*So we stripped the role right back and introduced our Digital Companions as a starting point. All they have to do is have a coffee and a chat with someone who would like to know a little more about the internet and how it might help them. This works really well as an introduction to Digital Championing. It’s low commitment and builds volunteers’ confidence, showing them that digital skills support is so much about people, rather than technology.”*

**Laura Phillips**  
**Programme Manager at Digital Communities Wales**



# Who could your Champions be?

Upskill current staff/volunteers/trustees

Add Digital Championing to new staff roles

Work with partner organisations

Recruit new volunteers

Corporate staff volunteers

Student volunteers



## 5 minute break

Next up: some guest  
projects



# Katherine Low Settlement, Battersea

## Digital Champion- Tech Beginners

Elders Programme

Support older people as they take their first steps with tech. This

structured beginner **Digital Champion- Tech-Together**

sending messages  
the group follow

Elders Programme

encouragement. Support older people

helping others learn to build their confidence

**Digital Champion- Tech-Your-Time**

Deadline: Ongoing

Elders Programme

Hours: Thursday

email confidently

Location: 108 Battersea

solving common

Min Commitment

they follow along

at their own pace

comfortable with

become more independent

Help older people feel more confident using tech in a relaxed, one-to-one setting. In this weekly drop-in, you'll support members as they learn at their own pace - whether it's sending a message, using a tablet, or sorting out a phone issue. You'll listen, guide, and help problem-solve together. You don't need to know everything - just be patient, positive, and happy to help someone feel more connected and in control of their digital world.

Deadline: Ongoing

Hours: Tuesday

Deadline: Ongoing

Location: 108 Battersea

Hours: Thursdays 1:30 - 3:00pm

Min Commitment

Location: 108 Battersea High St

Min Commitment: Weekly for Six Months

**APPLY NOW**





**Camden**

Corporate partners  
volunteering as  
Digital  
Champions in  
Brent



# Top tips – corporate/business approach

## Desk research

Find out their  
CSR/Social Value aims

Does your  
organisation/this  
activity align with the  
companies Social value  
&/or customer base?

## Who to contact

Use LinkedIn, the  
companies website,  
staff/volunteers  
personal contacts to  
identify who is the best  
person to approach

## Devise your proposal

A menu of options

List the impact that will  
be made in the  
community

## Invite them

Get the contact and  
some prospective  
volunteers along to see  
your projects/activities  
in action

# How might you integrate Digital Championing?

- Have our guests helped you think about opportunities in your community?
- How might you support Digital Championing in both activities you already hold and potentially setting up new sessions or working with partners?



# Creating a role description

- Role description – enough to give them a feel for the activity/inspire their interest
- What will they get out of it?
- Safeguarding policies, Volunteer Charter
- Flexibility



## Digital Champion- Tech-Your-Time

Elders Programme

Support learners in building confidence with technology by answering questions about their own devices or helping them use our tablets and Chromebooks. As a volunteer, you'll listen to members' needs, identify any difficulties, and work together to explore practical solutions that make technology more accessible.

Deadline: Ongoing

Hours: Thursdays 1:30 - 3:00pm

Location: 108 Battersea High St

Min Commitment: Weekly for Six Months

[APPLY NOW](#)

# Where to promote it?

- Dedicated webpage on your website
- Social media
- Hard press
- Leaflets & posters
- Volunteer Centre/CVS
- Charity jobs [charityjobs.co.uk](http://charityjobs.co.uk) & Do it
- Faith Communities
- Student avenues
- Corporate relationships (existing or new)
- Current volunteers & service users
- Job Centre



# Induction/onboarding

- Light touch application process best
- Meet with them – in person
- Talk them through Digital Exclusion/Inclusion, highlight the value of this role
- Offer a shadowing/mentor opportunity to build their confidence
- Induction – ideally a group one, volunteers & staff
- Give them access to training and resources
- Check-in



# Key takeaways

- Championing can be carried out in different ways
- Embed support within current activities and/or create new opportunities
- Digital Champions are not IT experts
- If recruiting help, look throughout your community
- Keep recruiting and induction process simple
- Be flexible



## Resources to support you...

Digital Champions Network access for:

- Bitesized e-learning
- Resources
- Meetups
  
- Template role description
- Sample recruitment advert
- Value proposition



## Next steps

- Plan how you will be incorporating Digital Championing into your organisations offers, and therefore what additional capacity you'll need. Will this involve recruitment?
- Look at additional resources
- Feedback form – this is how we'll track people so please do complete so you can be awarded CPD accreditation
- Opportunity for reflection and questions at start of next session
- Come to the next session on 11 March at 11am
- Any questions: Contact Lucy [dunnl@ealing.gov.uk](mailto:dunnl@ealing.gov.uk) or Harriet [harriet.hungerford@digitalunite.com](mailto:harriet.hungerford@digitalunite.com)

