

A multi-layered PR and comms approach that uses all available channels within your organisation is the most effective way of promoting the programme far and wide and recruiting Digital Champions. It is well worth making a plan to help manage lead times and opportunities. Be consistent and promote your network all year round rather than just set periods.

## **A dedicated web area that's easy to find**

It goes without saying that having a dedicated web or intranet area with engaging copy and a clear call to action is a key part of your recruitment drive.

## **Leaflets and posters**

Available within the Network itself is an editable leaflet and poster calling for people to become Digital Champions to which you can add your logo, web address and other details. These can then be used at local community centres, communal lounges, libraries, staff rooms etc.

## **Social media**

Those people who are passionate about being online and who would make great Digital Champions are usually also active participants of social media so maximise your Twitter and Facebook channels with regular messages directing people to your sign up page.

- *If you're internet savvy then why not become a Digital Champion volunteer and help others in your area to get online?*
- *Become a local Digital Champion and receive free training and support, plus great skills for your CV too!*

## **Local media**

You can find news hooks for local media stories using ONS regional data, national campaigns like Get Online Week or Internet Safety Day or seasonal occasions like Christmas (shopping online) or summer (booking holidays over the internet) where Digital Champions can help people save money.

## **Case studies**

Case studies help bring the programme to life and all you need is one or two to use as a showcase for being a Digital Champion.

## **Engage staff**

Staff can make great Digital Champions as many are already the go-to person for providing computer help to colleagues etc and being part of the Network can further their career development. Reach them via intranet articles or leaflet desk drops with a chocolate as a sweetener. Ask senior management to look at allowing staff to volunteer within their working hours - other Network members have done this to great effect.

## **Partner up**

Take advantage of other stakeholder or partner channels like websites, newsletters and magazines that already have a good circulation. Often one core article can serve a number of different opportunities making it quicker and easier to do. Or get involved with other community or volunteering events.

## **Existing recruitment activity**

Use existing promotions e.g. volunteering and job fairs and consult with local job centres, work clubs and local education establishments. Why not use job vacancy boards and websites and encourage existing volunteers to get involved to widen their skills and experience?