

Digital Inclusion Ambassador Toolkit

December 2021



What is this toolkit?

Introduction

The Greater Manchester Digital Inclusion Taskforce was established in December 2020 to bring together organisations from across Greater Manchester to collectively work together to fix the digital divide and support residents to get online.

To celebrate one year since the Greater Manchester Digital Inclusion Taskforce launched, we have produced this Digital Inclusion Ambassadors Toolkit to help us strengthen our collective voice, highlight our commitment, and raise awareness of the work being done by the taskforce to tackle digital exclusion across Greater Manchester.

Objectives of this toolkit

- Highlight your commitment to being a Greater Manchester Digital Inclusion Ambassador contributing to regional ambitions by being a proud member of the Greater Manchester Digital Inclusion Taskforce (and tagging us in your work)
- Raise the profile of the Greater Manchester Digital Inclusion Taskforce amongst your networks
- Raise awareness of Greater Manchester's commitment to tackling the digital divide and celebrate the work being done in this space

How can you help?

We are asking organisations to act as Digital Inclusion Ambassadors by:

- **Share your commitment** to fixing the digital divide on social media- using the social media assets available in this toolkit and the #FixTheDigitalDivide hashtag
- **Follow and engage with us on Twitter** and share and like social media content on the GMCA Digital and GMCA channels celebrating the taskforce (Twitter and LinkedIn)
- **Highlight your life-enhancing stories** (and tag us in). We want to know how you're helping Mustafa in Moss-side, Beverley in Bolton and Aderoke in Ashton. Share your digital inclusion case studies with us so we can celebrate the great work of our Ambassadors to empower the people and communities of Greater Manchester- email it to gmcadigital@greatermanchester-ca.gov.uk

Toolkit contents include:

- Suggested social media posts signposting people to the Greater Manchester Digital Inclusion Agenda page on the GMCA website
- Graphics sized for social media (see assets section at bottom of toolkit)

Contact

- Suziee Cassels: suziee.cassels@greatermanchester-ca.gov.uk

Suggested social media posts

- We are proud Ambassadors of the Greater Manchester Digital Inclusion Taskforce, working together to empower residents to get online and #FixTheDigitalDivide

Find out more and join the taskforce

<https://www.greatermanchester-ca.gov.uk/what-we-do/digital/digital-inclusion-agenda-for-change/>

- Did you know that up to 1.2M residents in Greater Manchester could be excluded in some way to access the benefits digital brings?

That's why we are part of the Greater Manchester Digital Inclusion Taskforce, working together to #FixTheDigitalDivide across Greater Manchester.

Find out more and join us: <https://www.greatermanchester-ca.gov.uk/what-we-do/digital/digital-inclusion-agenda-for-change/>

- In Greater Manchester we have come together to address the poverty divide and give everyone a fair chance to access to the digital world to enable them to thrive.

Join the Greater Manchester Digital Inclusion Taskforce to
[#FixtheDigitalDivide](#)

More <https://www.greatermanchester-ca.gov.uk/what-we-do/digital/digital-inclusion-agenda-for-change/>

- This month we join @gmcaDigital to celebrate 1 year of the Greater Manchester Digital Inclusion Taskforce driving the movement to #FixtheDigitalDivide in the city-region! people and communities to thrive.

Find out more and join us: <https://www.greatermanchester-ca.gov.uk/what-we-do/digital/digital-inclusion-agenda-for-change/>

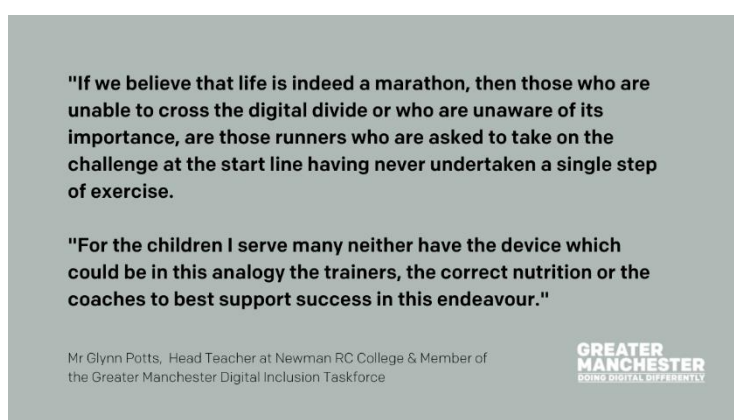
- In Greater Manchester we have committed to becoming a 100% digitally enabled city-region. For the last year we've been working together to help residents get online.

Find out more about our work & join us: <https://www.greatermanchester-ca.gov.uk/what-we-do/digital/digital-inclusion-agenda-for-change/>

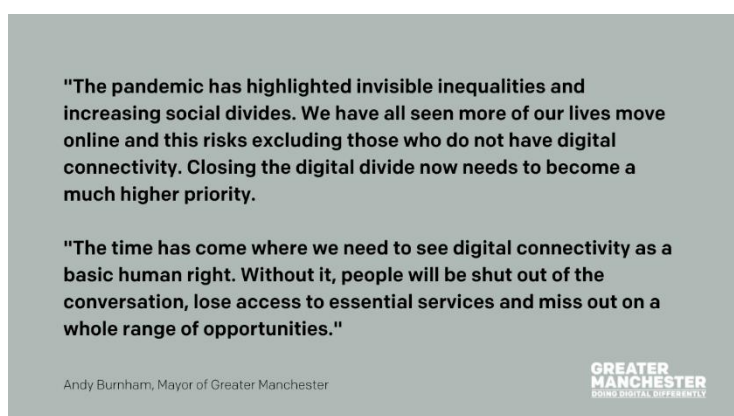
Assets



Asset 1- Greater Manchester Digital Inclusion Ambassador graphic (sized for Twitter, Facebook, LinkedIn and Instagram)



Asset 2- quote from Glyn Potts (sized for Twitter)



Asset 3- quote from Andy Burnham (sized for Twitter)