

Introduction to Digital Campaigning AUKL Workshop Wednesday 7th December 2022

7 DECEMBER 2022

IN PARTNERSHIP WITH



PROGRAMME

10:30	REGISTRATION
11-11:10	INTRODUCTION AND AIMS OF WORKSHOP
11:10-11:20	WHAT IS DIGITAL CAMPAIGNING AND WHY IS IT IMPORTANT?
11:20-11:25	ETHICS AND SAFETY
11:25-11:35	FINDING OUT WHAT'S OUT THERE – TO ENGAGE ONLINE
11:35-11:55	EXERCISE 1 IN GROUPS
11:55-12:05	FEEDBACK EXERCISE 1
12:05-12:15	COMFORT BREAK
12:15-12:25	AUKL DIGITAL CAMPAIGNING, ACTIONS AND EXAMPLES
12:25-12:40	EXERCISE 2 IN GROUPS
12:40-12:55	FEEDBACK EXERCISE 2
12:55-1PM	SUMMARY – NEXT STEPS AND EVALUATION
1PM	LUNCH



AIMS OF WORKSHOP

- ❑ BETTER UNDERSTAND HOW GROUPS AND ORGANISATIONS WORKING WITH, AND FOR, OLDER LONDONERS CAN HAVE THEIR SAY AND CAMPAIGN ONLINE
 - ❑ UNDERSTAND A RANGE OF DIGITAL CAMPAIGNING TOOLS AND HOW TO USE THEM IN LIVE CAMPAIGNS TO IMPROVE THE QUALITY OF LIFE FOR OLDER LONDONERS
 - ❑ TO SHARE GOOD PRACTICE IN DIGITAL CAMPAIGNING FOR OLDER LONDONERS
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WHAT IS DIGITAL CAMPAIGNING AND WHY IS IT IMPORTANT?



USING DIGITAL TOOLS TO UNDERSTAND:

- WHERE LOCAL POWER LIES
 - HOW LOCAL POWER HAS CHANGED AND IS CHANGING
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- HOW LOCAL GOVERNMENT WORKS
 - HOW TO CREATE CHANGE LOCALLY



“The shift towards online services also has the power to transform the relationship between Government and individuals. As Martha Lane Fox’s insightful report shows quality online services can be the default solution for people needing Government services. Not only are services more convenient and cheaper, but they can be better and more personalised.”

Why use Social Media?

- **Reach** a new, local audience ranging from old people, their organisations, councillors, media, funders - they are all on **Social**.
- Raise **awareness** of the vital campaigning work you are doing – it's important to show off!
- **Immerse** yourself in local community chatter. Councils, businesses all part of the conversation, make sure you are too.



Local Influencing



Who do councillors listen to?

Who influences the local economy?

Who delivers local services?

Where do local leaders meet?



- 1) Online consultations
- 2) E petitions

- 3) Survey monkey
- 4) Twitter
- 5) Facebook/Ads
- 6) Insta
- 7) FOI
- 8) Blogs
- 9) Webpages

Examples of Digital Tools

Ethics online



1. Consider the implications on individuals and society as we do for privacy.
2. Be transparent :***do good - avoid harm***
3. Explicability: ***understandable, transparent***
4. Ensure that when you select, analyse or report on data, it is done in a **fair, non-judgemental and promote equality** in accordance with the Equality Act.
5. Be aware of any personal **conflicts of interest** or barriers that may affect your **integrity** or objectivity.



SAFETY



1. GET LATEST ANTI-VIRUS/FIREWALL SOFTWARE.
2. UPDATE YOUR INTERNET BROWSER.
3. CREATE STRONG, PASSWORDS, CHANGE/DON'T SHARE.
4. LEARN TO SPOT FAKE EMAILS AND WEBSITES
5. LOG OUT FROM SERVICES
6. BEWARE PHISHING ATTACKS.
7. TAKE BACK-UP
8. KEEP YOUR PRIVACY SETTINGS ON
9. MAKE SURE YOUR INTERNET CONNECTION IS SECURE

Finding out what's out there to digitally engage?



1. [HTTPS://WWW.GOV.UK/FIND-LOCAL-CONSULTATIONS](https://www.gov.uk/find-local-consultations)

2. [HTTPS://WWW.LONDON.GOV.UK/TAKE-PART](https://www.london.gov.uk/take-part)

PUBLIC MEETINGS CALENDAR, AND HOW TO HAVE YOUR SAY ON BIG ISSUES AND HELP SHAPE LONDON'S PLANS AND POLICIES

3. [HTTPS://WWW.LONDON.GOV.UK/TAKE-PART-WITH-US/MAIL-MAYOR](https://www.london.gov.uk/take-part-with-us/mail-mayor)

SIGN UP TO RECEIVE EMAILS FROM THE MAYOR AND CITY HALL

Engaging online



- Talk London is an active online community
- A place to discuss London's big issues and shape and steer the policy decisions of the future
- The online feedback, along with other research, is used to influence policy for London and so it is a good example of how people can get involved digitally to make a difference

<http://talklondon.london.gov.uk>

Our representatives



WWW.WRITETOTHEM.COM

ENTER A POSTCODE TO GET CONTACT DETAILS
FOR LOCAL COUNCILLORS, MPS, OR LONDON
ASSEMBLY MEMBERS FOR FREE

Blogs and online activists

<http://www.ageuklondonblog.org.uk/>

Age UK London's blog has articles from a variety of people, all blogging about the big issues affecting older Londoners on topics ranging from digital exclusion to vaccine take-up as well as London mayoral elections.

<https://www.onlondon.co.uk/>

On London provides news, analysis and commentary about the capital's politics, development and culture. Contributors share a common desire to improve the quality of reporting and debate about London and to make it a better place for those who live and work here.



- REPORT, VIEW, OR DISCUSS LOCAL PROBLEMS, GRAFFITI, FLY TIPPING, BROKEN PAVING SLABS, STREET LIGHTING
 - ENTER A NEARBY UK POSTCODE, OR STREET NAME AND AREA
-

www.fixmystreet.com

Find contact details

Most councillors are listed on your local council website

Most organisations have one email pattern, if you

have john.doe@council.gov.uk try googling

jane.doe@council.gov.uk or jdoe@council.gov.uk etc

Once you have an email, google again to try and find a number

Council decisions are usually made in public

Members of the public can usually ask to speak at a Council meeting on any issue that is on the agenda and is of concern to them.

Can submit Petitions. Can often watch via **webcast**

On occasions, press and public can be excluded if there is: Confidential information/Exempt information – relating to things like commercial information/legal proceedings.



FREEDOM OF INFORMATION REQUESTS



Under the Freedom of Information Act and Environmental Information Regulations you have the right to request any recorded information held by a public authority.

*When submitting an FOI to your council or other public bodies:
Don't be vague, Don't ask too much at once, Don't be rude
Include your full name and a contact email or postal address*

You can write a request by email, letter or social media, or by using [WhatDoTheyKnow.com](https://www.whatdotheyknow.com). They should respond in 20 working days.

You DO NOT need to tell them why you want the information you're asking for.

EXERCISE 1

1. FIND A CONSULTATION IN YOUR AREA -
BEGIN TO COMPLETE A SURVEY OR
CONSULTATION

2. FIND YOUR STREET AND A PROBLEM IN
THE AREA

FEEDBACK EXERCISE 1

Short Break

Putting into Practice - Campaigning for an Age-friendly London - Live Campaigns



- ***MIND THE DIGITAL GAP*** – DIGITAL TOOL OF ONLINE FREEDOM OF INFORMATION (FOI) REQUESTS
- ***OUT AND ABOUT*** – AFFORDABLE TRANSPORT- DIGITAL TOOL OF 40K+ E PETITION TO TRANSPORT SECRETARY
- ***LONDON LOOS*** – DIGITAL TOOL OF EXTENSIVE SOCIAL MEDIA
- ***AUTUMN BOOSTERS*** - DIGITAL TOOL OF BLOG BY DR OGE ILUZOE,
[HTTP://WWW.AGEUKLONDONBLOG.ORG.UK/2022/11/07/STAYING-HEALTHY-WINTER/](http://www.ageuklondonblog.org.uk/2022/11/07/staying-healthy-winter/)



EXERCISE 2

1. CONSIDER WHAT YOU WOULD LIKE TO CAMPAIGN ON
2. CONSIDER WHAT DIGITAL TOOLS YOU CAN USE FOR THIS CAMPAIGN
3. LOOK AT AUKL'S WEBSITE FOR IDEAS IF HELPFUL

4. ARE THERE ANY ISSUES YOU NEED TO CONSIDER – FOR EACH DIGITAL TOOL YOU HAVE IDENTIFIED?

FEEDBACK EXERCISE 2

SUMMARY

1. RANGE OF SPECIFIC RESOURCES AVAILABLE ON DIGITAL TOOLS FOR CAMPAIGNING – SEE AUKL WEBSITE
2. DON'T BE AFRAID TO ASK HOW TO USE A TOOL
3. ~~SHARE YOUR SUCCESSES AND LEARNING – LET US KNOW~~
4. EVALUATION FORM & EQUALITIES MONITORING FORM