DOING DIGITAL IN LATER LIFE GUIDE- PARTNER COMMUNICATIONS TOOLKIT

INTRODUCTION

Pack contents include:

- Suggested social media content
- Suggested newsletter content
- Campaign assets- including social media sized graphics

Timescales

The toolkit was launched on Monday 16th May at 12.00pm and is now available to download on the GMCA and Good Things Foundation websites.

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OVERVIEW

Following his re-election in May 2021, Mayor of Greater Manchester, Andy Burnham, announced ambitions for Greater Manchester to become one of the first city-regions in the world to equip all under-25s, over-75s and disabled people with the skills, connectivity, and technology to get online.

Based on ONS figures, GMCA estimates that 93,000 Greater Manchester residents over the age of 75 could be digitally excluded in some way.

In November 2021, GMCA commissioned Good Things Foundation to develop a 'blueprint' for successful digital schemes for over 75s specifically in the Greater Manchester context. The Blueprint will collate and summarise the evidence and present it in an easy-to-use way for the target audience.

Once the initial research for the blueprint was pulled together it was decided that the information would be most valuable if used to create a toolkit for those working closely with older people to help them support residents to get online and build their digital knowledge and skills.

GMCA and Good Things Foundation have worked together to produce the Doing Digital in Later Life toolkit, which is full of helpful guidance and tips.

The new toolkit is now available to download at the following links:

- Good Things Foundation website
- GMCA Website

KEY MESSAGES

- 93,000 over 75s are digital excluded in Greater Manchester with a third never having used the internet. Research shows that the pandemic hasn't led to a big rise in over 75s going online.
- The thought of getting online can be intimidating for many people in later life but having the right support from someone close to them can make the difference.
- That's why GMCA and Good Things Foundation have produced a new practical guide to supporting people to do digital in later life. Whether you are a relative, friend, carer, or front-line worker, this new practical guide will help you get started and support an older person who wants to participate digitally.
- There's no one size fits all when it comes to going digital in later life. You don't need to be a technical whizz to help an older person do things online – being patient and encouraging is what matters most.

SUGGESTED SOCIAL MEDIA CONTENT

- Do you work closely with older people? Would they benefit from your support to get online? @GMCAdigital and @GoodThingsFdn have created a new practical guide: Doing Digital in Later Life to help you do just that

  Find out more and download the guide: https://www.greatermanchester-ca.gov.uk/what-we-do/digital/digital-inclusion-agenda/doing-digital-in-later-life-a-practical-guide/

- The thought of getting online can be intimidating for many people in later life.

  This new guide: Doing Digital In Later Life from @gmcadigital & GoodThingsFdn has been produced to help you help someone you know to do digital in later life.

  Download https://www.greatermanchester-ca.gov.uk/what-we-do/digital/digital-inclusion-agenda/doing-digital-in-later-life-a-practical-guide/

- A new guide has been launched by @gmcadigital & @goodthingsfdn to help you get started and support someone you know to do digital in later life.

  It full of handy tips and steps to start the learning process off. Download the guide here: https://www.greatermanchester-ca.gov.uk/what-we-do/digital/digital-inclusion-agenda/doing-digital-in-later-life-a-practical-guide/

- There's no one size fits all when it comes to going digital in later life. Start by finding out what motivates someone and make it a social experience
  Check out our new toolkit for more tips on how you can support someone to get online in later life.

  Download the toolkit: https://www.greatermanchester-ca.gov.uk/what-we-do/digital/digital-inclusion-agenda/doing-digital-in-later-life-a-practical-guide/

- You don't need to be a technical whizz to help an older person do things online – being patient and encouraging is what matters most.
  Check out our new toolkit for more tips on how you can support someone to get online in later life.
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SUGGESTED WEBSITE/ NEWSLETTER CONTENT

New guide launched to help support those in later life to get online

The Greater Manchester Combined Authority (GMCA) and Good Things Foundation have joined forces to produce a brand-new practical guide to support more people to get online and benefit from doing digital in later life.

Research shows that the thought of getting online can be intimidating for people in later life & they may need support and guidance from someone close to them to do so. 93,000 over 75s are digital excluded in Greater Manchester with a third never having used the internet. Research shows that the pandemic hasn't led to a big rise in over 75s going online.

That is why this new guide has been designed for anyone from relatives and friends to carers and front-line workers to help them get started and support someone they know to do digital in later life. The content has been produced with organisations supporting older people in Greater Manchester and with input from older people. It also recognises the wider digital and technological exclusion many over 75s experience, such as those unable to heat food because their microwave is so complicated, or to use their digital central heating systems so are carrying a portable heater from room to room.

The guide make clear there's no one size fits all when it comes to going digital in later life. You don't need to be a technical whizz to help an older person do things online – being patient and encouraging is what matters most.

A good starting point is to find out what interests the person and what experience they've already had of digital. Older people must feel strongly motivated if they are to give digital a go. It's important to focus on real-life relevance not formal digital training, helping people do the things they want to do and building confidence. The guide recommends one to one support is best, ideally with the same individual.

This guide has been produced as part of the Greater Manchester digital inclusion ambitions. Mayor of Greater Manchester, Andy Burnham is committed to tackling the digital divide in for residents across Greater Manchester.

As part of his Mayoral Manifesto commitments, he set out ambitions for Greater Manchester to become one of the first city-regions in the world to equip all under-25s, over-75s and disabled people with the skills, connectivity, and technology to get online. This guide is one of the ways Greater Manchester is working to support more residents over the age of 75s to participate digitally.

You can download the new practical guide here

You can find further resources on the Good Things Foundation website here

You can find out more about the Greater Manchester Digital Inclusion Agenda here