Activity

Network Mapping

Points: 2

Activity

Network mapping

Research who else is operating in a similar space

Find bloggers, forums, Facebook groups and pages

Also offline networks and communities

Promote cooperation and idea sharing

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Activity Workshops Face to face meetings to demonstrate or discuss Practical in nature, not just talking shops Need to publicise well Good to build relationships Workshops Points: 1 KIND OF DIGITAL www.kindofdigital.com

Activity	
	Great w Poten Uncor
Events	

Activity

Events

Great way to get large numbers of people together

Potentially expensive and time consuming

Unconferencing a middle-way?

Points: 2

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Activity	Activity
	Open Co-Design Interested folk invited to take part in shaping strategy New ideas, fresh insights Can benefit more than just your organisation
Open Co-Design	
Points: 2	KIND OF DIGITAL
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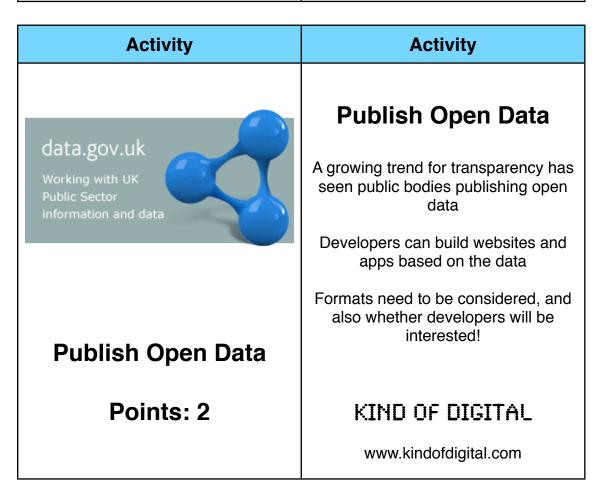
Activity	Activity
	Training Training is needed to bring people up to speed with technology and new ways of working Worldview, roles and platforms need to be explained Skills can be a major blocker to
Training	innovation
Points: 1	KIND OF DIGITAL www.kindofdigital.com

Activity
Surveys On or off-line surveys to identify peoples views and concerns Need to ensure representation of sample Accessibility can be an issue?
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Activity	Activity
socialmedia surgery +	Drop-in training where social media savvy 'surgeons' help people with specific problems A mixture of training, showing and doing Needs local knowledgeable volunteers to be surgeons
Social Media Surgeries	
Points: 2	KIND OF DIGITAL www.kindofdigital.com

Activity	Activity
RepKnight	Listening Online Monitor what people are already saying in their own spaces online
TweetDeck	Follow up and engage as appropriate Be prepared for negative comment but always respond positively!
Listening Online Points: 2	KIND OF DIGITAL www.kindofdigital.com

Activity	Activity
	Evaluation Set specific goals for your project Identify measures - a mixture of quantitative and qualitative Track progress and regularly report
Evaluation	
Points: 2	KIND OF DIGITAL www.kindofdigital.com



You Tube
Broadcast Yourself



Tools

Media Sharing

Points: 1

Media Sharing

Tools

Great way to get a message across, pictures, videos and presentations can tell a thousand words

Records events in a real way

Managers may prefer to talking to cameras than other mediums

Accessibility needs to be considered

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Tools	Tools
yammer ?	Status Updates Quickly access your network Ask Questions, share information Accessible via SMS or smart phones Can be internal to your organisation or public
Status Updates Points: 1	KIND OF DIGITAL www.kindofdigital.com

Tools	Tools
Google ^M	RSS Aggregation
rtoador	Saves time, bringing information and people together
netvibes	Great knowledge sharing
Dashboard Everything	Make use of content published elsewhere
RSS Aggregation	
Points: 1	KIND OF DIGITAL

Tools	Tools
facebook	Social Networks
	Connect people to people through common interests
Linked in	Create new or use existing? Or use both?
phpBB [™]	Encroaching into personal spaces?
Creating Communities	Lots of people present in the major networks
Social Networks	
Dainte 4	KIND OF DIGITAL
Points: 1	www.kindofdigital.com

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Web Conferencing

Points: 2

Web Conferencing

Tools

Cheap way of contacting people when distance may be an issue

Conference calls made easy

Can record for pod/videocast

Great way to provide remote training

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Tools		Tools
WORDP	RESS	Blogs
		Allows you to post content in a variety of media
		Single user or group blogs
posterous	rid	Opportunity for conversation via comments
		Email integration can be a winner
Blogs Points: 1		KIND OF DIGITAL www.kindofdigital.com

MailChimp	b

Tools



Newsletters & Email lists

Points: 1

Newsletters & Email lists

Tools

Postal newsletters or email

Keeps everyone updated directly

Email feels like 'work', discussions can get busy

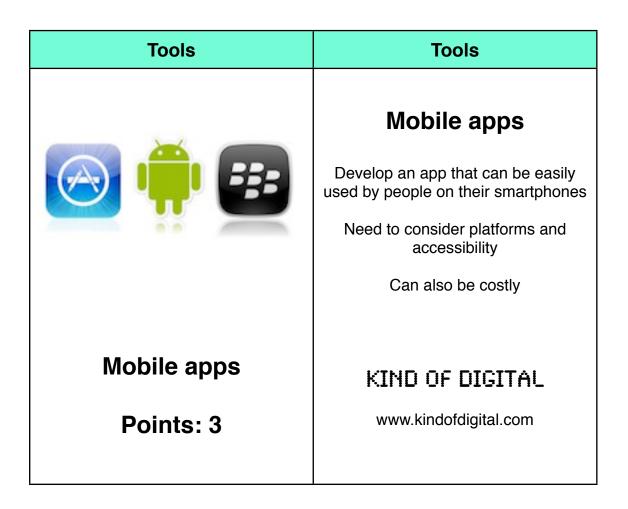
If printing, may be more costly and seen as bad for the environment

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Tools	Tools
Basecamp	Online Collaboration Share documents, have discussions, manage projects through a shared online interface
noot	Can work as an extranet, getting around internal IT issues Great for collaborating between organisations
Online Collaboration	
Points: 2	KIND OF DIGITAL www.kindofdigital.com

Tools	Tools
wikis for everyone Google Docs	Social Authoring Get people working on one version of a document No more emailing lots of versions around!
Social Authoring	KIND OF DIGITAL

Points: 2



Tools



Location Services

Points: 3

Location Services

Tools

Online services that depend on awareness of the user's location.

Can present information local to the user, or ask them to 'check in' to locations to win awards or take part in projects.

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Process	Process
	Project Management Manage New initiatives in a consistent way Develop processes to be shared and improved Need to ensure process doesn't get in the way of innovation
Project Management	
Points: 1	KIND OF DIGITAL www.kindofdigital.com

Process	Process
	Develop Strategy Get a strategy together for the organisation Helps identify objectives and convince internal stakeholders
Develop Strategy Points: 1	KIND OF DIGITAL www.kindofdigital.com
Process	Process
	Write Policy Covers how staff, volunteers and others use the web in their professional lives Should encourage participation, not promote fear

Write Policy

Points: 1

ipation, not

Important to make people aware of the risks

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Process

Process

Campaign Plans

Specific, operational plans around a single campaign or project

Very tactical and can focus in on specific tools and activities

May need to be regularly updated with daily actions

Campaign Plans

Points: 1

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Process	Process
	Identify the keen Find enthusiastic people within your organisation and get them involved Could also be people outside the organisation, eg partners or local activists Vital to get these people on board to help spread the word
Identify the keen	But how to identify them?
Points: 2	KIND OF DIGITAL www.kindofdigital.com

Process

Process

Make a Business Case

Do you need to get access to websites, or hardware?

A business case might be needed to convince internal stakeholders to let you get cracking

Can take time to develop - which might result in a lack of activity

Make a Business Case

Points: 1

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Process	Process
	Get IT Support A key internal stakeholder is the IT department - and they are vital for any technology innovation project! You can take time to work with them and get them onside - or find a way around them?
Get IT Support	
Points: 2	KIND OF DIGITAL
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Process

Get Political Buy-in

Points: 2

Get Political Buy-in

Process

Convince councillors and other politicians that your project is a good idea!

Can really help to get things moving.

Can be tricky though, especially if they are not regular users of technology

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Process Process



Get Senior Managers on Board

Points: 2

Get Senior Managers on Board

A great way of giving a project momentum

Technology can be threatening

Need for understanding and skills

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Process	Process
	Manage Risk
	Excessive risk management can stifle innovation and creativity.
	But it's just as dangerous to assume that digital engagement is risk free
	Having a formal risk management approach will improve governance but must be appropriate
Manage Risk	
Points: 1	KIND OF DIGITAL
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Roles	Roles
	Champion Champions are enthusiastic people who can get others involved. Need a mixture of skills, including training, presenting, and have great digital skills
Champion Points: 1	KIND OF DIGITAL www.kindofdigital.com

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Roles

Community Manager

Roles

Community managers can nurture online communities, getting people to contribute.

They ensure content is regularly added and that questions are answered

Community Manager

Points: 1

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Roles	Roles		
	Digital Mentor Digital mentors are great trainers who can coach individuals or groups to start using new tools Might be out in the community or within your organisation		
Digital Mentor Points: 1	KIND OF DIGITAL www.kindofdigital.com		

moderator kitteh disapproves ur submishinz

Roles

Roles

Moderator

Spends a lot of time online and can check content and responses to ensure it is appropriate

Good understanding of terms and conditions and legal issues, as well as web content

Moderator

Points: 1

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Roles	Roles		
News	People who are on top of online discussions, can bring threads together and use blogs, Twitter and social networks to weave a narrative. Similar to citizen journalist but motivated by community		
Social Reporter Points: 1	KIND OF DIGITAL www.kindofdigital.com		

Roles

Roles

Developer

Techies who love to code, whether apps or websites.

Happy setting up servers, configuring software tools, coding websites and mashing up data.

Sometimes hard to find!

Developer

Points: 1

Roles

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Roles

Strategist

Loves putting together strategies and other corporate documents.

Plotting a course through bureaucracy is a strategist's dream.

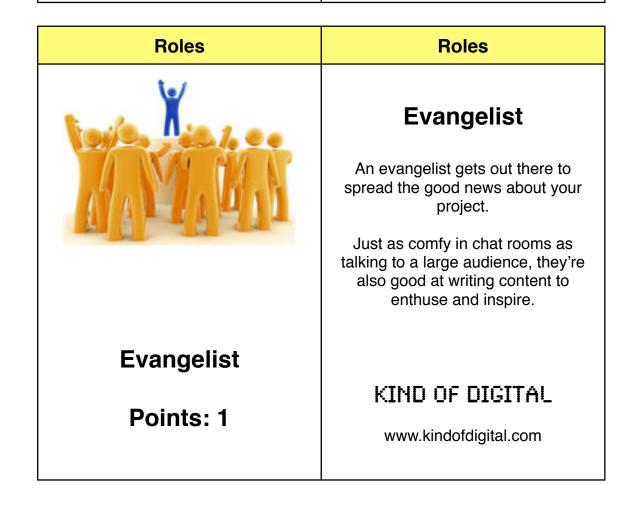
Great for getting plans together but potential for slowing down progress?

Strategist

Points: 1

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Roles	Roles			
	Data Expert If you're running an open data related project, you need someone around who understands this stuff! This is both in terms of the tech, but also formats, publishing models and analysis.			
Data Expert Points: 1	KIND OF DIGITAL www.kindofdigital.com			



Roles	Roles			
	Content Wizard Do you need high quality content for your project? If so, it's good to have a person creating it. Has a background in writing, both for the web and traditional formats.			
Content Wizard Points: 1	KIND OF DIGITAL www.kindofdigital.com			
	Your idea Anything is possible! This card can be a tool, activity, process or role card Remember to assign a realistic point value!			
Your Idea Points: ?	KIND OF DIGITAL www.kindofdigital.com			



Your idea

Anything is possible!

This card can be a tool, activity, process or role card

Remember to assign a **realistic** point value!

Your Idea

Points: ?

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Your idea

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Your Idea

Points: ?

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Your Idea

Points: ?

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