




Activity	Activity
 <p data-bbox="236 786 639 837">Network Mapping</p> <p data-bbox="336 902 539 954">Points: 2</p>	<p data-bbox="804 311 1209 362">Network mapping</p> <p data-bbox="751 409 1265 479">Research who else is operating in a similar space</p> <p data-bbox="772 519 1246 591">Find bloggers, forums, Facebook groups and pages</p> <p data-bbox="828 631 1189 701">Also offline networks and communities</p> <p data-bbox="791 741 1225 813">Promote cooperation and idea sharing</p> <p data-bbox="828 902 1187 954">KIND OF DIGITAL</p> <p data-bbox="847 992 1166 1025">www.kindofdigital.com</p>


Activity	Activity
 <p data-bbox="304 1771 571 1823">Workshops</p> <p data-bbox="336 1888 539 1939">Points: 1</p>	<p data-bbox="876 1301 1139 1352">Workshops</p> <p data-bbox="737 1400 1278 1469">Face to face meetings to demonstrate or discuss</p> <p data-bbox="767 1509 1249 1581">Practical in nature, not just talking shops</p> <p data-bbox="850 1621 1166 1655">Need to publicise well</p> <p data-bbox="815 1695 1201 1729">Good to build relationships</p> <p data-bbox="828 1892 1187 1944">KIND OF DIGITAL</p> <p data-bbox="847 1982 1166 2016">www.kindofdigital.com</p>



Activity	Activity
 <p data-bbox="359 779 518 824">Events</p> <p data-bbox="335 896 542 940">Points: 2</p>	<p data-bbox="933 309 1093 353">Events</p> <p data-bbox="766 409 1252 481">Great way to get large numbers of people together</p> <p data-bbox="790 521 1228 593">Potentially expensive and time consuming</p> <p data-bbox="790 633 1228 667">Unconferencing a middle-way?</p> <p data-bbox="829 902 1189 947">KIND OF DIGITAL</p> <p data-bbox="845 992 1173 1025">www.kindofdigital.com</p>


Activity	Activity
 <p data-bbox="247 1776 630 1821">Open Co-Design</p> <p data-bbox="335 1892 542 1937">Points: 2</p>	<p data-bbox="821 1299 1197 1344">Open Co-Design</p> <p data-bbox="758 1411 1260 1482">Interested folk invited to take part in shaping strategy</p> <p data-bbox="829 1523 1189 1556">New ideas, fresh insights</p> <p data-bbox="782 1597 1236 1668">Can benefit more than just your organisation</p> <p data-bbox="829 1892 1189 1937">KIND OF DIGITAL</p> <p data-bbox="845 1982 1173 2016">www.kindofdigital.com</p>


Activity	Activity
 <p data-bbox="341 790 531 842">Training</p> <p data-bbox="336 909 536 960">Points: 1</p>	<p data-bbox="911 311 1099 362">Training</p> <p data-bbox="743 423 1273 533">Training is needed to bring people up to speed with technology and new ways of working</p> <p data-bbox="748 571 1268 645">Worldview, roles and platforms need to be explained</p> <p data-bbox="785 683 1232 757">Skills can be a major blocker to innovation</p> <p data-bbox="828 904 1187 956">KIND OF DIGITAL</p> <p data-bbox="847 992 1166 1028">www.kindofdigital.com</p>



Activity	Activity
 <p data-bbox="341 1792 531 1843">Surveys</p> <p data-bbox="336 1910 536 1962">Points: 1</p>	<p data-bbox="911 1301 1099 1352">Surveys</p> <p data-bbox="780 1413 1235 1487">On or off-line surveys to identify peoples views and concerns</p> <p data-bbox="772 1525 1243 1599">Need to ensure representation of sample</p> <p data-bbox="793 1637 1222 1673">Accessibility can be an issue?</p> <p data-bbox="828 1895 1187 1946">KIND OF DIGITAL</p> <p data-bbox="847 1982 1166 2018">www.kindofdigital.com</p>



Activity	Activity
 <p>Social Media Surgeries</p> <p>Points: 2</p>	<p>Social Media Surgeries</p> <p>Drop-in training where social media savvy 'surgeons' help people with specific problems</p> <p>A mixture of training, showing and doing</p> <p>Needs local knowledgeable volunteers to be surgeons</p> <p>KIND OF DIGITAL</p> <p>www.kindofdigital.com</p>



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




Activity	Activity
 <p data-bbox="316 779 560 824">Evaluation</p> <p data-bbox="336 898 539 943">Points: 2</p>	<p data-bbox="887 309 1129 353">Evaluation</p> <p data-bbox="770 421 1246 454">Set specific goals for your project</p> <p data-bbox="783 495 1233 566">Identify measures - a mixture of quantitative and qualitative</p> <p data-bbox="759 607 1259 640">Track progress and regularly report</p> <p data-bbox="828 902 1187 947">KIND OF DIGITAL</p> <p data-bbox="847 987 1166 1021">www.kindofdigital.com</p>



Activity	Activity
 <p data-bbox="225 1733 651 1778">Publish Open Data</p> <p data-bbox="336 1852 539 1897">Points: 2</p>	<p data-bbox="794 1261 1220 1305">Publish Open Data</p> <p data-bbox="746 1373 1272 1480">A growing trend for transparency has seen public bodies publishing open data</p> <p data-bbox="759 1525 1259 1597">Developers can build websites and apps based on the data</p> <p data-bbox="751 1637 1267 1744">Formats need to be considered, and also whether developers will be interested!</p> <p data-bbox="828 1852 1187 1897">KIND OF DIGITAL</p> <p data-bbox="847 1937 1166 1971">www.kindofdigital.com</p>



Tools	Tools
  <p>Media Sharing</p> <p>Points: 1</p>	<p>Media Sharing</p> <p>Great way to get a message across, pictures, videos and presentations can tell a thousand words</p> <p>Records events in a real way</p> <p>Managers may prefer to talking to cameras than other mediums</p> <p>Accessibility needs to be considered</p> <p>KIND OF DIGITAL</p> <p>www.kindofdigital.com</p>



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



Tools	Tools
  <p>RSS Aggregation</p> <p>Points: 1</p>	<p>RSS Aggregation</p> <p>Saves time, bringing information and people together</p> <p>Great knowledge sharing</p> <p>Make use of content published elsewhere</p> <p>KIND OF DIGITAL</p> <p>www.kindofdigital.com</p>

Tools	Tools
   <p>Social Networks</p> <p>Points: 1</p>	<p>Social Networks</p> <p>Connect people to people through common interests</p> <p>Create new or use existing? Or use both?</p> <p>Encroaching into personal spaces?</p> <p>Lots of people present in the major networks</p> <p>KIND OF DIGITAL</p> <p>www.kindofdigital.com</p>


Tools	Tools
  <p>Web Conferencing</p> <p>Points: 2</p>	<p>Web Conferencing</p> <p>Cheap way of contacting people when distance may be an issue</p> <p>Conference calls made easy</p> <p>Can record for pod/videocast</p> <p>Great way to provide remote training</p> <p>KIND OF DIGITAL</p> <p>www.kindofdigital.com</p>


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


Tools	Tools
  <p>Newsletters & Email lists</p> <p>Points: 1</p>	<p>Newsletters & Email lists</p> <p>Postal newsletters or email</p> <p>Keeps everyone updated directly</p> <p>Email feels like 'work', discussions can get busy</p> <p>If printing, may be more costly and seen as bad for the environment</p> <p>KIND OF DIGITAL</p> <p>www.kindofdigital.com</p>

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

Tools	Tools
   <p style="text-align: center;">Social Authoring</p> <p style="text-align: center;">Points: 2</p>	<p style="text-align: center;">Social Authoring</p> <p>Get people working on one version of a document</p> <p>No more emailing lots of versions around!</p> <p style="text-align: center;">KIND OF DIGITAL</p> <p style="text-align: center;">www.kindofdigital.com</p>

Tools	Tools
 <p style="text-align: center;">Mobile apps</p> <p style="text-align: center;">Points: 3</p>	<p style="text-align: center;">Mobile apps</p> <p>Develop an app that can be easily used by people on their smartphones</p> <p>Need to consider platforms and accessibility</p> <p>Can also be costly</p> <p style="text-align: center;">KIND OF DIGITAL</p> <p style="text-align: center;">www.kindofdigital.com</p>

Tools	Tools
<p data-bbox="252 315 619 416">foursquare</p>  <p data-bbox="240 891 651 936">Location Services</p> <p data-bbox="336 1003 544 1048">Points: 3</p>	<p data-bbox="799 349 1214 394">Location Services</p> <p data-bbox="775 461 1241 528">Online services that depend on awareness of the user's location.</p> <p data-bbox="740 573 1278 719">Can present information local to the user, or ask them to 'check in' to locations to win awards or take part in projects.</p> <p data-bbox="826 902 1187 947">KIND OF DIGITAL</p> <p data-bbox="847 992 1166 1025">www.kindofdigital.com</p>

Process	Process
 <p data-bbox="204 1771 676 1816">Project Management</p> <p data-bbox="336 1883 544 1928">Points: 1</p>	<p data-bbox="772 1301 1244 1346">Project Management</p> <p data-bbox="810 1413 1206 1480">Manage New initiatives in a consistent way</p> <p data-bbox="746 1525 1270 1592">Develop processes to be shared and improved</p> <p data-bbox="754 1637 1262 1704">Need to ensure process doesn't get in the way of innovation</p> <p data-bbox="826 1895 1187 1939">KIND OF DIGITAL</p> <p data-bbox="847 1984 1166 2018">www.kindofdigital.com</p>

Process



Develop Strategy

Points: 1

Process

Develop Strategy

Get a strategy together for the organisation

Helps identify objectives and convince internal stakeholders

KIND OF DIGITAL

www.kindofdigital.com

Process



Write Policy

Points: 1

Process

Write Policy

Covers how staff, volunteers and others use the web in their professional lives


Should encourage participation, not promote fear

Important to make people aware of the risks

KIND OF DIGITAL

www.kindofdigital.com

Process	Process
 <p data-bbox="248 835 627 887">Campaign Plans</p> <p data-bbox="336 949 536 1001">Points: 1</p>	<p data-bbox="818 349 1197 403">Campaign Plans</p> <p data-bbox="751 461 1265 535">Specific, operational plans around a single campaign or project</p> <p data-bbox="775 573 1240 647">Very tactical and can focus in on specific tools and activities</p> <p data-bbox="767 685 1248 759">May need to be regularly updated with daily actions</p> <p data-bbox="826 893 1187 938">KIND OF DIGITAL</p> <p data-bbox="847 981 1166 1014">www.kindofdigital.com</p>

Process	Process
 <p data-bbox="248 1794 627 1845">Identify the keen</p> <p data-bbox="336 1908 536 1960">Points: 2</p>	<p data-bbox="818 1301 1197 1355">Identify the keen</p> <p data-bbox="751 1413 1265 1487">Find enthusiastic people within your organisation and get them involved</p> <p data-bbox="775 1525 1240 1637">Could also be people outside the organisation, eg partners or local activists</p> <p data-bbox="751 1675 1265 1749">Vital to get these people on board to help spread the word</p> <p data-bbox="826 1787 1187 1821">But how to identify them?</p> <p data-bbox="826 1899 1187 1944">KIND OF DIGITAL</p> <p data-bbox="847 1986 1166 2020">www.kindofdigital.com</p>

Process	Process
 <p data-bbox="178 833 699 878">Make a Business Case</p> <p data-bbox="335 949 542 994">Points: 1</p>	<p data-bbox="746 349 1267 394">Make a Business Case</p> <p data-bbox="798 461 1219 528">Do you need to get access to websites, or hardware?</p> <p data-bbox="746 573 1267 685">A business case might be needed to convince internal stakeholders to let you get cracking</p> <p data-bbox="772 721 1241 788">Can take time to develop - which might result in a lack of activity</p> <p data-bbox="826 927 1187 972">KIND OF DIGITAL</p> <p data-bbox="845 1016 1168 1052">www.kindofdigital.com</p>

Process	Process
 <p data-bbox="268 1792 609 1836">Get IT Support</p> <p data-bbox="335 1908 542 1953">Points: 2</p>	<p data-bbox="836 1303 1177 1348">Get IT Support</p> <p data-bbox="759 1415 1254 1527">A key internal stakeholder is the IT department - and they are vital for any technology innovation project!</p> <p data-bbox="746 1563 1267 1675">You can take time to work with them and get them onside - or find a way around them?</p> <p data-bbox="826 1881 1187 1926">KIND OF DIGITAL</p> <p data-bbox="845 1971 1168 2007">www.kindofdigital.com</p>

Process



Get Political Buy-in

Points: 2

Process

Get Political Buy-in

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

KIND OF DIGITAL

www.kindofdigital.com

Process



Get Senior Managers on Board

Points: 2

Process

Get Senior Managers on Board

A great way of giving a project momentum

Technology can be threatening

Need for understanding and skills


KIND OF DIGITAL


www.kindofdigital.com


Process	Process
 <p data-bbox="287 828 590 884">Manage Risk</p> <p data-bbox="335 940 542 996">Points: 1</p>	<p data-bbox="853 347 1157 403">Manage Risk</p> <p data-bbox="742 459 1276 526">Excessive risk management can stifle innovation and creativity.</p> <p data-bbox="742 571 1268 638">But it's just as dangerous to assume that digital engagement is risk free</p> <p data-bbox="758 683 1252 795">Having a formal risk management approach will improve governance but must be appropriate</p> <p data-bbox="821 929 1189 974">KIND OF DIGITAL</p> <p data-bbox="845 1019 1165 1052">www.kindofdigital.com</p>


Roles	Roles
 <p data-bbox="319 1803 558 1859">Champion</p> <p data-bbox="335 1915 542 1971">Points: 1</p>	<p data-bbox="885 1299 1125 1355">Champion</p> <p data-bbox="750 1411 1260 1489">Champions are enthusiastic people who can get others involved.</p> <p data-bbox="750 1523 1268 1635">Need a mixture of skills, including training, presenting, and have great digital skills</p> <p data-bbox="821 1859 1189 1904">KIND OF DIGITAL</p> <p data-bbox="845 1948 1165 1982">www.kindofdigital.com</p>


Roles	Roles
 <p data-bbox="199 817 678 873">Community Manager</p> <p data-bbox="335 929 542 985">Points: 1</p>	<p data-bbox="766 347 1252 403">Community Manager</p> <p data-bbox="742 459 1276 571">Community managers can nurture online communities, getting people to contribute.</p> <p data-bbox="774 604 1244 716">They ensure content is regularly added and that questions are answered</p> <p data-bbox="821 896 1189 952">KIND OF DIGITAL</p> <p data-bbox="845 985 1165 1030">www.kindofdigital.com</p>


Roles	Roles
 <p data-bbox="279 1769 598 1825">Digital Mentor</p> <p data-bbox="335 1881 542 1937">Points: 1</p>	<p data-bbox="845 1299 1173 1355">Digital Mentor</p> <p data-bbox="742 1411 1276 1523">Digital mentors are great trainers who can coach individuals or groups to start using new tools</p> <p data-bbox="774 1556 1244 1635">Might be out in the community or within your organisation</p> <p data-bbox="821 1814 1189 1870">KIND OF DIGITAL</p> <p data-bbox="845 1904 1165 1948">www.kindofdigital.com</p>


Roles	Roles
 <p data-bbox="320 880 555 925">Moderator</p> <p data-bbox="336 996 536 1041">Points: 1</p>	<p data-bbox="890 349 1125 394">Moderator</p> <p data-bbox="756 461 1260 573">Spends a lot of time online and can check content and responses to ensure it is appropriate</p> <p data-bbox="756 611 1260 723">Good understanding of terms and conditions and legal issues, as well as web content</p> <p data-bbox="828 904 1187 949">KIND OF DIGITAL</p> <p data-bbox="847 994 1166 1028">www.kindofdigital.com</p>

Roles	Roles
 <p data-bbox="260 1816 619 1861">Social Reporter</p> <p data-bbox="336 1933 536 1977">Points: 1</p>	<p data-bbox="839 1294 1177 1339">Social Reporter</p> <p data-bbox="751 1429 1267 1570">People who are on top of online discussions, can bring threads together and use blogs, Twitter and social networks to weave a narrative.</p> <p data-bbox="743 1603 1273 1671">Similar to citizen journalist but motivated by community</p> <p data-bbox="839 1809 1177 1854">KIND OF DIGITAL</p> <p data-bbox="858 1895 1155 1928">www.kindofdigital.com</p>

Roles	Roles
 <p data-bbox="319 873 558 929">Developer</p> <p data-bbox="335 985 542 1041">Points: 1</p>	<p data-bbox="885 347 1125 403">Developer</p> <p data-bbox="758 459 1260 537">Techies who love to code, whether apps or websites.</p> <p data-bbox="742 571 1276 683">Happy setting up servers, configuring software tools, coding websites and mashing up data.</p> <p data-bbox="837 716 1181 750">Sometimes hard to find!</p> <p data-bbox="821 907 1189 952">KIND OF DIGITAL</p> <p data-bbox="845 996 1165 1030">www.kindofdigital.com</p>

Roles	Roles
 <p data-bbox="327 1825 550 1881">Strategist</p> <p data-bbox="335 1937 542 1993">Points: 1</p>	<p data-bbox="893 1299 1125 1355">Strategist</p> <p data-bbox="742 1411 1276 1489">Loves putting together strategies and other corporate documents.</p> <p data-bbox="750 1523 1268 1601">Plotting a course through bureaucracy is a strategist's dream.</p> <p data-bbox="742 1635 1276 1713">Great for getting plans together but potential for slowing down progress?</p> <p data-bbox="821 1859 1189 1904">KIND OF DIGITAL</p> <p data-bbox="845 1948 1165 1982">www.kindofdigital.com</p>

Roles	Roles
 <p data-bbox="304 840 574 891">Data Expert</p> <p data-bbox="336 958 536 1003">Points: 1</p>	<p data-bbox="874 347 1142 398">Data Expert</p> <p data-bbox="740 461 1275 568">If you're running an open data related project, you need someone around who understands this stuff!</p> <p data-bbox="751 609 1264 716">This is both in terms of the tech, but also formats, publishing models and analysis.</p> <p data-bbox="828 904 1185 947">KIND OF DIGITAL</p> <p data-bbox="847 992 1166 1025">www.kindofdigital.com</p>

Roles	Roles
 <p data-bbox="317 1785 561 1836">Evangelist</p> <p data-bbox="336 1901 536 1946">Points: 1</p>	<p data-bbox="887 1301 1129 1352">Evangelist</p> <p data-bbox="767 1413 1249 1523">An evangelist gets out there to spread the good news about your project.</p> <p data-bbox="761 1561 1256 1709">Just as comfy in chat rooms as talking to a large audience, they're also good at writing content to enthuse and inspire.</p> <p data-bbox="828 1856 1185 1899">KIND OF DIGITAL</p> <p data-bbox="847 1944 1166 1977">www.kindofdigital.com</p>

Roles	Roles
-------	-------



Content Wizard
Points: 1

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.

KIND OF DIGITAL
www.kindofdigital.com

--	--



Your Idea
Points: ?

Your idea

Anything is possible!
This card can be a tool, activity, process or role card
Remember to assign a **realistic** point value!

KIND OF DIGITAL
www.kindofdigital.com



Your Idea

Points: ?

Your idea

Anything is possible!

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

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

KIND OF DIGITAL

www.kindofdigital.com



Your Idea

Points: ?

Your idea

Anything is possible!

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

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

KIND OF DIGITAL

www.kindofdigital.com



Your Idea

Points: ?

Your idea

Anything is possible!

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

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

KIND OF DIGITAL

www.kindofdigital.com

