



Tips for promoting your Tech Savvy Seniors program

Promoting your Tech Savvy Seniors program is really important to ensure those in your community who are most in need of digital skills training know there is support available.

It's also a great way to raise awareness of the valuable role of public libraries and recognise the commitment the NSW Government and Telstra have made to building the digital skills and confidence of all Australians. Ultimately we want to inspire as many people as possible to get online so everyone can enjoy the benefits of the digital world.

For further assistance please contact:

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For general program information and content seniors can work through at their own pace, direct them to www.telstra.com/seniors or even link to this site from your own website.



Downloads

To help you promote your program, the following resources are available at www.sl.nsw.gov.au/tss for you to download and use:

- **Flyer template** (available in English)
- **Poster template** (available in English and community languages)
- **Program template** (available in English)
- **Logos** – the Tech Savvy Seniors NSW brand block includes the logos of Telstra and the NSW Government and helps you use the partner marks correctly.
- **Media release template** – a helpful template if you want to approach local media
- **Key program messages** – good for briefing spokespeople ahead of events and interviews
- **Graduation certificate template**
- **Photo and quote permission form**

Logos

Tech Savvy Seniors

A NSW Government initiative
in partnership with Telstra



Poster template



Tech Savvy Seniors
Free, fun digital skills sessions for seniors

Register for a session at:

For more information visit:

Or call:



We also have easy to follow, educational videos to help you learn more about how to use technology at www.telstra.com/seniors

Graduation certificate template



Tech Savvy Seniors
Certificate of achievement


has successfully completed

Telstra | NSW GOVERNMENT


Tech Savvy Seniors trainer _____

Date _____

Flyer template



Tech Savvy Seniors
Free, fun digital skills sessions for seniors



Here are our tips for promoting your program!

① Display your collateral

Print the Tech Savvy Seniors flyers and posters and display them throughout your library, other local council services, on community billboards and at your shopping centre.

To reach people who don't already visit the library, consider approaching coffee shops, corner stores, public transport providers, medical centres, retirement villages and social hubs to ask if they will display your flyers and posters.

If your library is offering sessions in languages other than English, find out where the seniors from those cultural communities meet, such as the local place of worship or community centre. Tell them about your program and ask them to display your posters. Contact your council or local community worker.

Find out if there are any relevant community events or festivals, for example a Seniors Festival.



② Engage the local media in your program

Fill out the media release template and send it to local media outlets (newspaper, radio and television networks). It can be beneficial to follow up with a phone call to ask if they have received it. Invite them to a session and offer photograph and interview opportunities. Email them a great photo with your media release to pique their interest.

Another way to engage the media could be to invite them to profile a particular participant. Can you identify someone whose learning journey has been particularly interesting? Have they gone from having minimal or no digital skills to tracing their ancestry online, developing a website for a local club or creating their own You Tube channel? Would their learning journey inspire other senior to get online?

! Top tip

Consider creating some 'unique' photo opportunities.

Is there a creative way you could show seniors putting their new, digital skills into action in conjunction with a local landmark or popular activity?

- Think seniors streaming country music in front of the Golden Guitar or looking up banana bread recipes at the Big Banana in Coffs Harbour!
- Host a graduation ceremony complete with certificates and a cake. Invite your Mayor or MP to hand out certificates.
- Could you show your CALD participants engaging with their country or culture of origin?



Most media outlets have free community listings and this is a great place to promote your Tech Savvy Seniors sessions.

You can also send information to relevant organisations like seniors groups, bowls clubs, RSL, CWA, Multicultural Associations and local Not for Profits which interact with seniors. Ask them to mention the program in their communication to members and clients via newsletters or on their websites.

Before speaking to the media be sure to review the approved messaging so you can speak clearly and confidently about the program.

Left: Mayor's Message, Inner West Courier
10 April 2018

3 Get Social

Promote your sessions on your social media channels. Even though the program is designed for those who are less tech savvy, you can still use social media to tell the friends and family members of seniors about your sessions. They may be just the ones to give the seniors in their lives the encouragement they need to get started online!

Using **#TechSavvySeniors** enables us to report on the state-wide conversation and engagement about the program on social media and provides evidence for seeking future funding.

Include a great photo or two along with text on social channels.

Video posts on Facebook work well. Capture some footage during your training sessions that demonstrate the digital and social inclusion benefits participants are gaining from the program.

Keep an eye out for social media about Tech Savvy Seniors from the State Library NSW or Telstra and feel free to share across your social channels, adding local information where relevant.



! Top tip

Use **#TechSavvySeniors** and tag **@statelibrarynsw** and **@telstra** plus your council tags!

Here are some sample messages to encourage your creativity:

Are you keen to improve your digital skills or know someone who is? Come along to our free Tech Savvy Seniors workshops at (insert library name) in (insert month) where we'll show you how to (insert digital skill). Call us on (insert number) or visit (insert library website) for more info or to book your spot.

Today we helped (insert participant name) reconnect with (insert name) after 50 years apart! Thanks to Tech Savvy Seniors these two shall never lose contact again. (Insert Library name) - proud to be helping seniors engage with the digital world.

Earlier today (name) took part in a Tech Savvy Seniors workshop at (library name) where (he/she) learnt how to (video call a friend / use social media / shop online). This is just one of the many skills we teach during these sessions, and we're holding more over the coming weeks. To find out how you can join in call us on (number) or visit (website link).

Meet our newest Tech Savvy Seniors program graduates! Today, Mayor (name) and Telstra Area General Manager (name) visited the library to present (number) (suburb) seniors with their certificates and joined us for a morning tea afterwards. Since completing their training, our Tech Savvy Seniors have been doing all sorts of things online – shopping, video calling friends, banking and using social media. If you'd like to attend a future session, contact us on (number) or visit (website link).

(Newspaper name) attended our Tech Savvy Seniors workshop yesterday where we showed (number) local residents how to (video call / get online / use social media / bank safely online.) Follow the link to read the full article: (copy and paste the link to the article here).

4 Leverage important dates

Consider planning promotional activity around the following initiatives for seniors and CALD communities.

February NSW Seniors Festival	March 21 Harmony Day	
May/June 27 May - 3 June National Reconciliation Week	July 5 - 12 NAIDOC Week	September 1 - 8 Adult Learners Week
October 19 - 25 Get Online Week	December 3 UN International Day of People with Disability	

5 Program and partner acknowledgement

Tech Savvy Seniors NSW is a partnership between the NSW Government, the State Library of NSW and Telstra.

This acknowledgment must be included on all marketing, advertising and communications except social media where you will add the relevant tags instead.

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6 Don't go it alone

Get in touch with your council's marketing and communications team.

We're excited by the strong digital inclusion and social inclusion outcomes the program delivers for the community as well as the awareness it raises for libraries and local government. We're sure that your council will also see the value and want to get behind this program.

7 Get permission

If you want to mention people by name or use their photo **always get their advance written approval** and let them know how the photo is going to be used (e.g. on social media sites like Facebook, in emails or in newsletters)



8

Share your good news stories

When your hard work pays off and your program generates some local media, be sure to send a copy of the story to: shauna.miller@sl.nsw.gov.au and Heather.Rea@team.telstra.com so the funding partners can celebrate with you!