



Become a digital inclusion influencer

Your 6-step action plan

So you care about digital inclusion and want to take action. But where do you start? Here are 6-steps and practical tips that will help you accelerate action on digital inclusion.*

1. Set your goal

- ▷ You need a **clear vision** of the change you want to make. What is your **call to action**? How can you make it easy for people to respond to that call to action?

2. Be an expert

- ▷ Use research such as the **Australian Digital Inclusion Index** and **Census** data to help you understand gaps in digital inclusion and use this evidence to provide solutions. When the evidence is there, people will listen.
- ▷ Tell your story – but also present research, statistics and facts so it's clear that it's not just an individual issue, and show evidence of the benefits of your suggested approach.
- ▷ Be mindful of the experience of people experiencing digital disadvantage and the different reasons why they are excluded.

3. Know who you're talking to

- ▷ Tap into the motivation of **key decision makers** and develop your strategy and communication accordingly. Sometimes they are politically driven, sometimes they are driven by data, and sometimes by personal stories.
- ▷ If you're targeting a political party, make sure you understand the **parties' demographics and preferences**. For example, regional MPs will likely respond to connection and cost issues, MPs in low income electorates will likely respond to affordability issues for low income households.

4. Know how to talk to people

- ▷ **Communication and language matters.** Separate your message from your policy/ program ask. The message is the importance of

the issue and why they need to act, the policy is what you want done about it. The message gets people's attention, the policy is the action.

- ▷ Develop your messaging according to your **target audience**. If you are targeting the public and the media, it might work best to frame digital inclusion in terms of social disadvantage, for example, "digital exclusion as the next frontier of inequality". If you are talking to government, you might want to focus more on the strategy and economic side of digital inclusion.
- ▷ Many people don't understand what digital inclusion means. Talk about telecommunications affordability, or access to the internet, or skills and capability to use technology. Use simple comparisons to **make the topic relatable**. For example, you could compare digital inclusion with energy: "Households spend more on telecommunications than energy, and there are the same poverty premiums for people experiencing disadvantage".

5. Know when to talk to people

- ▷ If you're trying to influence government, use natural political cycles as leverage points. There is no more dominant cycle than the election cycle. You could also time your efforts around commissions and reviews.

6. Build the relationship, conversation and commitment

- ▷ Influence grows with building trust and strengthening relationships. Build the alliance of digital inclusion influencers by continuing to come together and caring about the issue.