Good Things

Guide: Promoting your digital skills sessions

Spreading the word about your Digital Sisters sessions on your website, in newsletters and on social media is a great way to raise awareness about the free digital skills support your organisation will be providing for refugee and migrant women.

We have some tips and resources to help you promote your sessions and events.

Top Tip: More is more. Don't be afraid to use all the resources and platforms available. We want to all know that they can participate in your sessions and get helped.

Share your session details on your website

Your organisation's website is the perfect place to add information about your Digital Sisters program.

Include who this program is for, what you are doing, and which sessions or events you have available for your community. Don't forget to add if people need to register or RSVP, the address, dates and time, and contact details.

Be clear about what people coming to the session can expect and remember to keep your session listings up to date!

Share your session details in email newsletters

Emails are an effective way to let everyone know what you are doing and send reminders about what is coming up.

Use them to spread the word about the sessions or events you have available over the next two months. You can also add a link to book into the session, and details like address, dates, contact information, and topics.

Wording you can use

You can use the wording below on your website and email newsletters.

Top Tip: Tailor the below wording to your organisation/s own style. Make sure to edit the sessions highlighted in black and in [the brackets].

Learn how to stay safer online in our free class

We're excited to be part of this program to support refugee and migrant women to feel more confident when going online and help them try and learn something new.

Our free Digital Sisters **event/session** is a fantastic opportunity to have a go and learn a new digital skill. Come along, meet new people, and take part in **[EVENT**

DESCRIPTION HERE].

Event details

- When: **[START TIME, DATE]**
- Where: **[LOCATION]**
- RSVP: **[LINK TO ONLINE RSVP LINK OR CONTACT INFORMATION]**
- Contact us: **[ADD CONTACTS DETAILS]**

We can't wait to see you there! We're proud to be supporting our community to feel more confident and safe online and create new connections.

See you soon!

Share your session details on your social media

Use all the social media platforms your organisation has. It is never too much, and every platform is used for different audiences and purposes. This is useful to reach new people, your learners or their friends and family may see it on social media and be referred to you for support.

We have made some images that you can [download here](#) and use. Some of them are ready to be posted as they are. On others you can add your organisation logo if you want. We recommend you start posting about your session at least four weeks before. During the last two weeks, you can post two or three times a week if you are looking to increase your registrations.

Don't forget to add #hashtags when posting. They are useful when people are looking for specific topics and location-wise. If the platform allows you, also add your location to the post. Some #hashtags you can use are:

- #DigitalSisters
- #DigitalInclusion
- #**[Your City Name]**
- #**[Your Suburb Name]**
- #MigrantWomen
- #SupportWomen

Top Tip: There are some better times during the day to post on social media. In general, they are during the moments people are moving to and from their jobs or during lunchtime or after work.

wording you can use

You can use the wording below on your social media platforms, Twitter, Instagram, LinkedIn and Facebook.

Twitter/Instagram posts (or short posts for any other social):

Join us at our #DigitalSisters event on **[EVENT DATE]** to learn about **[INSERT TOPIC / BRIEF DESCRIPTION OF EVENT]**!

➡️ Find out more about the support available by visiting: **[LINK TO FURTHER INFORMATION OR REGISTRATION PAGE]**

Facebook/LinkedIn/Instagram post - Option 1:

Have you always wanted to learn about **[INSERT TOPIC]**, but didn't know where to start?

Our #DigitalSisters **event/session** is here to help! At our free event, we'll support you to **[EVENT DESCRIPTION HERE]**.

�� **[DATE, TIME]**

�� **[LOCATION]**

Learn more about our event: **[LINK TO FURTHER INFORMATION OR REGISTRATION PAGE]** #DigitalSisters #SupportWomen#**[Your Suburb Name]** @GoodThingsFoundationAustralia

Facebook/LinkedIn/Instagram post - Option 2:

We want to help you feel more confident and safe when going online. Come to our #DigitalSisters session this **[DATE, TIME]**, and have fun when learning about **[INSERT TOPIC]**.

You have to **register/RSVP** in **[LINK TO FURTHER INFORMATION OR REGISTRATION PAGE]**. The event is free, but you have to get your spot.

See you at **[LOCATION]**

#DigitalSisters #SupportWomen#**[Your Suburb Name]** @GoodThingsFoundationAustralia

Top Tip: Adjust the message to your tone of voice, but also think in your community languages and interests to get their attention. Add emojis and images to make them more fun.

Tag us on social media

Please mention Good Things in your own posts so we can share and like your publications.

- on Twitter, use @goodthingsaus
- on Facebook, use @Good Things Foundation Australia ● on LinkedIn, use @Good Things Foundation Australia

Don't forget to share your experiences, learnings, photos or questions with the Network Partners in our [private Facebook group.](#)