

## **Digital Ambassador – Guidance**

This document provides prompts to help you create a great entry for the Digital Inclusion category in the 2025 Digital Culture Awards.

At the end of this document is a word version of the online submission form. You can use this to practice your answers.

### **Entry Form**

This information relates to the 'Entry Form' tab of the online submission form.

#### **Question 1 - Tell us about your project**

If someone were only to read this paragraph, they should immediately understand why your project was impactful, unique or innovative.

What to include in your answer:

- Include your name and job title
- If relevant, include the name(s) of organisations you worked with.
- Summarise your project.
- Explain the outcome of the project.

*Example: I'm Joe, a Communications Officer at The British Soap Opera Museum. I led a social media campaign to boost community engagement, using targeted content and interactive polls to encourage local participation in community events. The project increased social media engagement by 50% and saw a 25% rise in event attendance, strengthening community connections.*

#### **Question 2 - Tell us what your approach was, and why you took the lead to affect change.**

What to consider in your answer:

- Did you have a specific goal or aim?
- Was there a problem or opportunity you wanted to solve or explore?

#### **Question 3 - Tell us how you used digital technology to enable change.**

What to consider in your answer:

- What digital tools or technology did you use or encourage use of?
- What strategies or tactics did you use to make change?

#### **Questions 4 - Tell us about the impact of your work.**

What to consider in your answer:

- Who was your target audience?
- What was the impact? What metrics did you use to measure it?
- What did you learn? What's next?

#### **Offline copy of the submission form**

You can use this table to prepare your answers for the online submission form.

<b>Question</b>	<b>Answer</b>
Summarise your project using no more than 50 words.	
Tell us what your approach was, and why you took the lead to affect change.	
Tell us how you used digital technology to enable change.	
Tell us about the impact of your work.	