

Better ConNEcted Campaign Strategy.

1. Culture Change.



Better ConNEcted is a North East campaign for digital inclusion.



Digital inclusion means being able to use the internet to make your life better and easier.



A campaign strategy is a plan to get things done.

Our strategy has 4 parts to it.

This is part 1. It is about culture change.



Culture change means changing the way people think and the way things are done to make life better for people.



More and more things that we need for daily life like shopping, getting medicine and managing our money are done on the internet.



If you can't use the internet it can be harder to do important things like get a job, sort your benefits and find the information you need.



This has become a big problem for some people during Covid lockdown because lots of places have had to close.



We need people to stop thinking that having the internet is a luxury.

It is not just for fun.



People need the internet so they can be safe, well and connected to other people.

The internet is essential for everyday life.



If you want to share your story about how important the internet is to your life or your experience of not having access to the internet, get in touch.



You can email us at this address

betterconnectedne@gmail.com



Or you can ring or text us on this number

07471 850 186