

# DIGITAL WORLD IS AN INITIATIVE TO PROMOTE CAREERS IN THE DIGITAL TECHNOLOGY INDUSTRY.

IT HAS BEEN DEVELOPED BY SCOTLAND'S DIGITAL TECHNOLOGIES SECTOR AND SKILLS DEVELOPMENT SCOTLAND.

## WE NEED YOUR HELP

We're calling for partners like you to join us, whether you're a tech start-up, a global business, government body or educational institute. By working together, we can be even better at updating, informing and inspiring people about their futures in digital technology. Attracting new talent to support Scotland's digital technology sector, and the wider Scottish economy, is something we will all benefit from. It would be great to see partners like you contribute ideas that help promote the project.

This guide includes information on how to talk about Digital World in your own communications, examples of content you can share on social media, as well as logos and online banner adverts you can use.

## WHY SHOULD YOU GET INVOLVED?

Digital World is not about a specific agency or company - it's about encouraging people in Scotland to go into the tech sector.

The tech sector is an enabler across all parts of the economy. It's something we all have a shared interest in.

It's a campaign that's been specifically designed for partners like you to be able to use with your own audiences - as long as it relates to careers in tech, you can adapt it for your own purposes.

## HOW CAN YOU HELP?

### SHARE THE DIGITAL WORLD ONLINE & TV

We've created an online brand video entitled 'What If'. This short film is designed to inspire people that anyone can be involved in coming up with the next big ideas that will shape the tech industry and people's lives - simply by asking the question 'what if?'

Sharing this online film on your social media channels will help us get our message out there. You can find the video at [www.digitalworld.net](http://www.digitalworld.net) and on our YouTube, Facebook and Twitter channels.



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### SOCIAL MEDIA - #WHATIFTECH

Digital World will be sharing links to the most exciting tech innovations that are shaping people's lives for the better. It would be great if you encouraged people to join in by asking them to share their own 'what if' questions and ideas to solve problems on social media.

If you discover interesting projects you would like to share, why not let us know by tweeting us a link anytime - remember to include our handle @DigitalWorldHQ and #WhatIfTech. This means we can retweet your project link to all our followers and keep up the campaign momentum.

#### A SAMPLE FACEBOOK POST:

What if you could solve a problem in the world with technology? Any ideas? Share them with Digital World.

We will also be posting content on Twitter. Again, it would be great if you were involved, tweeting interesting projects and including the hashtag #DigitalWorld. Remember to also include the Twitter handle of any other organisations involved.

#WhatIfTech

Remember to also include the Twitter handle of the organisation involved where possible.

#### A SAMPLE TWITTER POST

What if you could solve a problem in the world with an app? Any ideas? Share them with #WhatIfTech @DigitalWorldHQ

### SHARE OUR ONLINE CASE STUDIES

Working with the industry, we've created a series of YouTube case studies featuring people who work in digital technology. These are available for you to share on your own social media channels to give your followers an insight into the big 'what if' questions that led to success across the industry, and how they too can get involved.

### DIGITAL WORLD YOUTUBE CHANNEL

### DIGITAL BANNERS

We've also created a bank of digital banners - shown below - that you can use. Adding these to your organisation's website is a powerful way to signpost people to the Digital World campaign resources so we can connect with our audience. These are simple to add and can be downloaded here:

#### DOWNLOAD DIGITAL BANNERS

300x250

Frame 1



Frame 2



Frame 1



728x90

Frame 1



Frame 2



Frame 2



120x600

Frame 1



Frame 2



Frame 3



### HOW TO INTRODUCE DIGITAL WORLD TO OTHER PEOPLE

The below introductions will help you describe the Digital World initiative to other people, for example in newsletters and emails to organisations, students, or staff. We've included varying versions to suit different communications and audiences. Feel free to edit these, using as templates to suit your specific communications.

#### SHORT INTRODUCTORY STATEMENT

Digital World is an initiative to promote careers in the digital technology industry. It has been developed by Scotland's digital technologies sector and Skills Development Scotland.

#### A MORE DETAILED INTRODUCTION

Digital World is an initiative to promote careers in the digital technology industry. It has been developed by Scotland's digital technologies sector and Skills Development Scotland. This includes collaborating with some of Scotland's top tech companies.

It's all about inspiring people to challenge convention and make a difference with tech, whether you're a student, a graduate or looking to switch careers. That's why Digital World highlights the amazing ways digital technology better lives, and showcases Scotland's success stories in the sector. Visit [www.digitalworld.net](http://www.digitalworld.net) and follow Digital World on Facebook and @DigitalWorldHQ on Twitter to be updated, informed and inspired about future digital technology careers.

### BRAND IDENTITY

The Digital World visual identity is rooted in an evolving, ever-changing world. The spherical logo has been designed to challenge convention, with different forms dependent on the campaign audience and channel. Should you wish to include the logo in your communications, you can contact us to request our full brand guideline document and logo files.

If you have any other ideas to help promote Digital World, we'd love to hear from you.

HELLO@DIGITALWORLD.NET

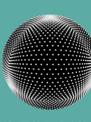
### BRAND IDENTITY



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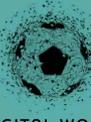
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