

Helping Go

Driving the Community

DIGITAL GOOD PRACTICE GUIDE

Volunteer Car Schemes

Welcome

Welcome to the Helping Go Digital Good Practice Guide

This guide is to help Volunteer Car Schemes with using digital technologies.

We understand that some administrators, drivers and users can find using computers and the internet a challenge. Others may wish to improve the effectiveness of their current use.

Helping Go offers guidance and support with this.

► What do we offer?

We offer support through training, technical advice, data reviews and system recommendations.

► What is 'Good Practice'?

Our good practice provides recommendations for managing and communicating with drivers and users.

► How can Schemes benefit?

Following good practice should make your scheme more efficient, reduce costs, improve compliance and open communication channels.

► Who are Helping Go?

Helping Go was established in 2018 to help volunteer car schemes using digital technologies. We are funded by the Scottish Government through NESTA.

How do we Help

Typical issues Helping Go address:

- ▶ I need help working with a computer, tablet or smartphone.
- ▶ We are using a paper based system. How do we move to digital?
- ▶ How do we upgrade our spreadsheet based system?
- ▶ How do we choose which system to use?
- ▶ How can we communicate using email and text messaging?
- ▶ Are we GDPR compliant?
- ▶ How do we engage online with our community?
- ▶ We don't have a website, how do we set one up?
- ▶ Our website needs updating, what should we have on it?
- ▶ What social media channels should we use?
- ▶ We have a Facebook page, but not sure how to use it?
- ▶ How do drivers use smartphones to communicate with us?

Our Approach

Background

- ▶ Helping Go works with volunteer car schemes (VCSs) nationally.
- ▶ We can help you to engage with your community via online communication.
- ▶ We have an established framework for what works well for VCSs.
- ▶ We can help with sharing data with other community transport and public transport providers.

Services

Our Digital Good Practice areas are:

1. Training
2. Planning
3. Websites
4. Social media
5. VCS management
6. Sharing data with third parties

1. Training

Tailored to your Needs

- ▶ Helping Go offers training from simple tasks through to advanced issues.
- ▶ Topics covered include:
 - ▶ Computers, Tablets & Smartphones
 - ▶ Websites
 - ▶ Social media
 - ▶ Car scheme management systems

Individuals or Groups

- ▶ Training can be for individuals or groups and could help:
 - ▶ Scheme co-ordinators
 - ▶ Wider teams
 - ▶ Volunteer drivers
 - ▶ Service users
 - ▶ Individuals or groups linked to your car scheme.

2. Planning

Technology Review

- ▶ Helping Go offers a face-to-face meeting to discuss the challenges that your scheme is facing.
- ▶ A chance to explore your current processes and systems.
- ▶ An opportunity to discuss how digital technologies could offer improvements
- ▶ A summary review document is provided with recommendations.
- ▶ Option to develop a supported Action Plan.

Action Plan

- ▶ Roadmap for improving use of digital technology.
- ▶ Broken down by key areas.
- ▶ Allocation of tasks.
- ▶ Definition of where Helping Go can provide support
- ▶ Outline of any services that Helping Go can supply.

3. Website

Professional Digital Presence

- ▶ Helping Go can develop a website or upgrade an existing website.
- ▶ Recommended pages and actions to include.
- ▶ Work on computers, tablets & smartphones.
- ▶ Social media integration.
- ▶ Search engine optimised to attract more online traffic.
- ▶ Ongoing technical support.

Good Practice

Ensure that your website has:

- ▶ A content management platform for easy updating.
- ▶ Clear design & easy navigation across smartphones & tablets.
- ▶ Concise and informative content that explains who you are what you do.
- ▶ Well structured and formatted pages.
- ▶ Google My Business registration.
- ▶ Links from wider volunteer networks.
- ▶ News update linked to social media.

4. Social Media

Digital Communities

- ▶ Helping Go can help develop a social media strategy for your scheme;
- ▶ We can set up or provide advice on using:
 - ▶ Facebook
 - ▶ Twitter
 - ▶ LinkedIn
 - ▶ Instagram
- ▶ We offer social media training and support.

Good Practice

- ▶ Understand how many people you can connect with on-line.
- ▶ Engage with relevant content.
- ▶ Show how your scheme can add value as a user and a volunteer.
- ▶ Be part of the wider Helping Go and Scottish VCS online network.
- ▶ Feature in Helping Go posts as our social media partner.
- ▶ Reach a wider audience and new demographics to attract more volunteer drivers.

5. Scheme Management

User Management

- ▶ Helping Go can optimise your data records for users and drivers.
- ▶ We offer an online booking system allowing VCSs to match drivers and users with journeys.
- ▶ Provides online booking requests and journey confirmation.
- ▶ Access to Helping Go's corporate user database (in development).
- ▶ Option of third party systems with advanced functionality.

Communications

- ▶ Options to communicate with:
 - ▶ Email
 - ▶ SMS Text messages
 - ▶ Facebook Messenger
 - ▶ WhatsApp
 - ▶ Voice messaging
- ▶ CRM management through Salesforce Non-Profit App



6. Sharing Data with Third Parties

Community Transport

- ▶ Helping Go is looking at how we can integrate VCS into the wider transport community.
- ▶ Having well structured and well formatted ('Clean') data provides the foundation for wider community engagement.
- ▶ MaaS is the integration of transport services into a single mobility service accessible on demand.

Mobility as a Service (MaaS)

- ▶ Improved user services may be achieved by linking with:
 - ▶ Neighbouring Car Schemes
 - ▶ Other Car Scheme provision in your area.
 - ▶ Community Transport
- ▶ Helping Go is a member of MaaS Scotland.



Digital Good Practice Summary

Data, Systems & Processes

Good practice starts with ensuring your scheme has:

1. Well structured and formatted data. Accessible information about your users, drivers and journeys.
2. A system or software appropriate for the number of users and journeys that you are managing.
3. Business processes in place that provide efficient and robust management and reporting.

Communications

- ▶ Use digital channels to complement telephone calls.
- ▶ Communicate with email and messaging for updates and confirmations.
- ▶ Use technology to engage your users and attract a younger demographic.
- ▶ Allow users access to their data: Personal information, journeys (planned and past).

Get in Touch

Support

- ▶ If Helping Go can support you with one or more of the topics covered, please get in touch.
- ▶ We are always happy to chat if you are not sure about things.
- ▶ There is no commitment and Helping Go services are free of charge.

Contacts

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