



DIGITAL ENGAGEMENT POLICY



Digital Engagement Policy			
Last Reviewed	March 2023	Next Review	March 2026
Responsible Officer	Chief Finance and Technology Officer		

Policy Statement: We shall encourage and empower customers, employees, contractors and suppliers to maximise engagement with us via digital media.

Freebridge considers that digital media channels are a convenient and effective means of customer and employee engagement which delivers cost savings, efficiency gains and business change.

We shall provide public access to digital services where we can do so at minimal additional cost as part of existing service provision and deliver services electronically as appropriate.

Policy Detail:

We shall:

- Seek to increase digital engagement by:
 - Promoting our digital services to our customers and suppliers to make them easy to use.
 - Increasing our digital footprint through the wider use and development of our Intranet, website and social media portals.
 - Embedding digital into service delivery.
 - Helping tenants get online and providing assistance with the completion of online applications following changes to the benefits systems.
 - Partnering with key local agencies to promote digital inclusion initiatives and help to deliver the national “Basic Digital Skills” framework.
 - Promoting low-cost computer hardware, software and broadband deals to tenants and employees.
 - Helping to support our Corporate Strategy by promoting digital communities through Digital Champions.
 - Helping to support our [Financial Inclusion Policy](#) and Energy Champions by enabling or encouraging tenants to access best prices for goods and services online and maintaining an online presence and identity profile.
 - Facilitating digital skills training for employees, Board Members and the Customer Voice Panel and Service Champions to embrace technology to improve productivity and collaboration.
 - Leading digital engagement in the area working with health, education and council bodies.

Access to Digital Services

We shall:

- Provide public access to digital services where we can do so at minimal additional cost as part of existing service provision, and
- Deliver services electronically, as appropriate.

Sign-posting, Information and Educational Initiatives

We shall:

- Provide information to our tenants on hardware, software, access and training that we consider are relevant and good value for money; and
- Provide or host training initiatives, as appropriate.

Champion Digital Services and Infrastructures

We shall:

- Promote our digital services and champion the use of technology to tenants and employees.