

LLOYDS  
BANKING  
GROUP



# DIGITAL KNOWHOW **RESOURCES**

## **Small Businesses and Charities Edition**

Developed by the SME & Charity Digital Skills Taskforce

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# SME & Charity Digital Skills Taskforce Members



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## SMALL BUSINESSES & CHARITIES DIGITAL SKILLS RESOURCES

Links to all resources can be found at [www.lloydsbank.com/digitalknowhow](http://www.lloydsbank.com/digitalknowhow)

### For Both Small Businesses & Charities

Channel	Resource	Link	Cost
<b>GENERAL DIGITAL SKILLS - ONLINE</b>			
Online	<b>Community Organisers</b> - repository of resources including under the topic 'digital'	<a href="http://www.corganisers.org.uk">www.corganisers.org.uk</a>	Free
Online	<b>Coursera</b> - online courses, including digital, developed in partnership with top universities and organisations	<a href="https://www.coursera.org/courses?query=digital">https://www.coursera.org/courses?query=digital</a>	Varied
Online	<b>Digital Skills Advice from EE</b>	<a href="http://ee.co.uk/business/small/tech/digital-skills">http://ee.co.uk/business/small/tech/digital-skills</a>	Free
Online	<b>Digital Unite</b> - free online guides, resources and digital skills training targeted at individuals but with guidance available for organisations via forums/chat	<a href="https://www.digitalunite.com/">https://www.digitalunite.com/</a>	Free
Online	<b>EDX.org</b> - free online courses from Microsoft to help people and organisations develop the core skills to be successful in a cloud-first and mobile-first world	<a href="https://www.edx.org/school/microsoft">https://www.edx.org/school/microsoft</a>	Free
Online	<b>Future Learn</b> - online and digital training with a number of courses for organisations specifically	<a href="https://www.futurelearn.com/courses/categories/online-and-digital">https://www.futurelearn.com/courses/categories/online-and-digital</a>	Free
Online	<b>Google Digital Garage</b> - free online digital skills training resources for organisations	<a href="https://digitalgarage.withgoogle.com/">https://digitalgarage.withgoogle.com/</a>	Free

## For Both Small Businesses & Charities

Channel	Resource	Link	Cost
<b>GENERAL DIGITAL SKILLS - ONLINE CONT'D.</b>			
Online	<b>Lloyds Bank Digital Know How</b> - useful information for SMEs/Charities	<a href="http://resources.lloydsbank.com/business-guides/digital-know-how/">http://resources.lloydsbank.com/business-guides/digital-know-how/</a>	Free
Online	<b>Lloyds Bank Business Digital Index</b> - Annual Index showing digital capability of SMEs and charities, including recommendations for how to address gaps	<a href="http://www.lloydsbank.com/businessdigitalindex">www.lloydsbank.com/businessdigitalindex</a>	Free
Online	<b>Microsoft Digital Literacy Curriculum</b> - online digital skills courses with certification	<a href="https://www.microsoft.com/en-us/digitalliteracy/overview.aspx">https://www.microsoft.com/en-us/digitalliteracy/overview.aspx</a>	Free
Online	<b>Microsoft Trust Center</b> - includes self-assessment and a wealth of information on security, privacy and compliance for individuals and organisations	<a href="https://www.microsoft.com/en-us/TrustCenter/default.aspx">https://www.microsoft.com/en-us/TrustCenter/default.aspx</a>	Free
Online	<b>MIT Open Courseware</b> - online access to materials used in MIT's teaching e.g. lectures, resources etc.	<a href="https://ocw.mit.edu/index.htm">https://ocw.mit.edu/index.htm</a>	Free
Online	<b>Nominet</b> - Expert Guides (downloadable) on digital skills including website building, SEO, staying safe online, managing domain names	<a href="https://www.theukdomain.uk/advice/guides/">https://www.theukdomain.uk/advice/guides/</a>	Free
Online	<b>Oxford Learning Lab</b> - Digital essentials online training modules	<a href="http://www.oxlearn.com/courses.php">http://www.oxlearn.com/courses.php</a>	Free-£100
Online	<b>Tech Guides for organisations from BT</b>	<a href="https://business.bt.com/help/guides/">https://business.bt.com/help/guides/</a>	Free

## For Both Small Businesses & Charities

Channel	Resource	Link	Cost
<b>GENERAL DIGITAL SKILLS - ONLINE CONT'D.</b>			
Online	<b>Udacity</b> - online tech-related courses	<a href="https://www.udacity.com/">https://www.udacity.com/</a>	Free-£500+
Online	<b>Udemy</b> - online learning and teaching marketplace with over 45,000 courses	<a href="https://www.udemy.com/courses/search/?q=digital&amp;src=ukw&amp;p=1">https://www.udemy.com/courses/search/?q=digital&amp;src=ukw&amp;p=1</a> and <a href="https://business.udemy.com/?ref=ufb_header">https://business.udemy.com/?ref=ufb_header</a>	£10-£200
<b>CYBER SECURITY - ONLINE</b>			
Online	<b>Future Learn</b> - online Cyber Security Training for organisations	<a href="https://www.futurelearn.com/courses/cyber-security-business">https://www.futurelearn.com/courses/cyber-security-business</a>	Free
Online	<b>Get Safe Online</b> - free online advice for organisations	<a href="https://www.getsafeonline.org/business/">https://www.getsafeonline.org/business/</a>	Free
Online	<b>Nominet</b> - Expert Guide (downloadable) on Keeping Your Business Safe Online for small organisations	<a href="https://www.theukdomain.uk/advice/guides/">https://www.theukdomain.uk/advice/guides/</a>	
<b>DIGITAL MARKETING &amp; SOCIAL MEDIA ONLY - ONLINE</b>			
Online	<b>Hugo Fox</b> - an easy to use, professional platform for creating and managing websites for both SMEs and charities	<a href="http://www.hugofox.com">www.hugofox.com</a>	Free for charities/£6-£14 plus VAT/mth for SME
Online	<b>Media Trust</b> - digital media training courses	<a href="http://www.mediatrust.org">www.mediatrust.org</a>	£50+

## For Both Small Businesses & Charities

Channel	Resource	Link	Cost
<b>GENERAL DIGITAL SKILLS - FACE-TO-FACE</b>			
<b>Face-to-face</b>	<b>Digital Leaders</b> - community of over 100,000 senior leaders who come together at events, webinars and who benefit from thought leadership initiatives e.g. whitepapers	<a href="http://www.digileaders.com">www.digileaders.com</a>	Free
<b>Face-to-face</b>	<b>Digital Workshops</b> - half-day workshops run by LBG in partnership with Google and Reason Digital to deliver digital skills training to SMEs and charities	<a href="http://www.lloydsbank.com/business/digitalworkshops.asp">www.lloydsbank.com/business/digitalworkshops.asp</a>	Free
<b>Face-to-face</b>	<b>Google Digital Garages</b> - F2F training sessions across the UK, run by Google for SMEs and charities	<a href="https://digitalgarage.withgoogle.com/f2f#!/Training%20sessions">https://digitalgarage.withgoogle.com/f2f#!/Training%20sessions</a>	Free
<b>Face-to-face</b>	<b>LearnDirect Digital Skills Qualification</b> - course on basic digital skills which can be completed F2F in a LearnDirect Centre only	<a href="http://www.learnirect.com/digital-skills-qualification">http://www.learnirect.com/digital-skills-qualification</a>	Free
<b>Face-to-face</b>	<b>Clockwork City</b> - Digital Business Skills Foundation and Implementation workshops, and follow-on individual business support and mentoring sessions	<a href="http://clockworkcity.co.uk/what-we-do/skills-and-training/">http://clockworkcity.co.uk/what-we-do/skills-and-training/</a>	£99 per business per workshop

## For Small Businesses Only

Channel	Resource	Link	Cost
<b>GENERAL DIGITAL SKILLS - ONLINE</b>			
Online	<b>Digital Business Academy</b> - Tech City-developed online digital skills training for business	<a href="http://www.digitalbusinessacademyuk.com">http://www.digitalbusinessacademyuk.com</a>	Free
Online	<b>Enterprise Nation</b> - online resources, directory of digital advisers, masterclasses	<a href="https://www.enterprisenation.com/member_resources">https://www.enterprisenation.com/member_resources</a>	Some free plus members fee required for core resources (from £4/mth)
Online	<b>Google for Entrepreneurs</b> - site focused on Google specific products for entrepreneurs e.g. AdWords, Google+, Analytics	<a href="https://www.googleforentrepreneurs.com/google-products/">https://www.googleforentrepreneurs.com/google-products/</a>	Free
Online	<b>Lloyds Bank Business Toolbox</b> - useful online tools for businesses (free for 30 days)	<a href="https://toolbox.lloydsbank.com/marketing">https://toolbox.lloydsbank.com/marketing</a>	Free for 30 days
Online	<b>Lloyds Bank International Trade Portal</b> - Online tool to help businesses grow their customer base through trading internationally	<a href="https://resources.lloydsbank.com/international-trade-portal/">https://resources.lloydsbank.com/international-trade-portal/</a>	Free to Lloyds Bank business customers/Free 30 day trial for others
Online	<b>Business is Great website</b> - The Do More Online campaign helps microbusinesses and sole traders find customers, spread word of mouth, be more efficient, and sell their goods and services online	<a href="http://www.greatbusiness.gov.uk/domoreonline/">http://www.greatbusiness.gov.uk/domoreonline/</a>	Free
<b>DIGITAL MARKETING &amp; SOCIAL MEDIA ONLY - ONLINE</b>			
Online	<b>Digital Mums</b> - train mums with in-demand digital skills to help them create stimulating, flexible careers that fit around family life. For businesses they provide high quality, flexible social media support to help them grow	<a href="https://digitalmums.com/">https://digitalmums.com/</a>	Social media manager in training, from £99-£299/mth



## For Charities Only

Channel	Resource	Link	Cost
<b>GENERAL DIGITAL SKILLS</b>			
Online	<b>BT Mydonate</b> - online donations platform	<a href="http://www.btplc.com/mydonate/Forcharities/index.aspx">http://www.btplc.com/mydonate/Forcharities/index.aspx</a>	Free
Online	<b>Charity Digital Toolkit</b> - helping charities identify how to take their use of digital up to the next level	<a href="http://micro.skillsplatform.org/charitydigitaltoolkit/">http://micro.skillsplatform.org/charitydigitaltoolkit/</a>	Free
Online	<b>Digital Maturity Assessment Tool</b> - free tool developed by the Digital Team at Breast Cancer Care to assess the current maturity of a not-for-profit organisation's digital capability, compared with its desired target state	<a href="http://www.digitalmaturity.co.uk">www.digitalmaturity.co.uk</a>	Free
Online	<b>Directory for Social Change</b> - offer a number of resources and paid-for courses, including digital topics such as marketing and communications	<a href="http://www.dsc.org.uk">www.dsc.org.uk</a>	Free-£400+
Online	<b>Google for Nonprofits</b> - free online training resources for charities	<a href="https://www.google.com/intl/en-GB/nonprofits">https://www.google.com/intl/en-GB/nonprofits</a>	Free
Online	<b>Making Digital Work</b> - guidelines from Charity Commission	<a href="https://www.gov.uk/government/publications/making-digital-work-12-questions-for-trustees-to-consider">https://www.gov.uk/government/publications/making-digital-work-12-questions-for-trustees-to-consider</a>	Free
Online	<b>Microsoft's Starter Kit</b> - help charities understand how to set up Azure, BI, Office 365 and Enterprise Mobility subscriptions	<a href="https://aka.ms/nonprofitstarterkits">https://aka.ms/nonprofitstarterkits</a>	Free

## For Charities Only

Channel	Resource	Link	Cost
<b>GENERAL DIGITAL SKILLS - ONLINE CONT'D.</b>			
Online	<b>NCVO Knowhow Nonprofit</b> - 'StudyZone' - digital skills training courses for charities	<a href="https://knowhownonprofit.org/studyzone/@@search?search=digital">https://knowhownonprofit.org/studyzone/@@search?search=digital</a>	Free to NCVO members/ small charge for non-members
Online	<b>NCVO Knowhow Nonprofit</b> - toolkits and resources to help charities increase their digital skills	<a href="https://knowhownonprofit.org/tools-resources/building-a-digital-workforce">https://knowhownonprofit.org/tools-resources/building-a-digital-workforce</a>	Free
Online	<b>NCVO Knowhow Nonprofit</b> - measuring your digital skills - Free tool developed by NCVO and Breast Cancer Care to assess the current digital skills of a charity, compared with its desired target state	<a href="https://knowhownonprofit.org/tools-resources/measuring-your-digital-skills">https://knowhownonprofit.org/tools-resources/measuring-your-digital-skills</a>	Free
Online	<b>Skills Platform</b> - digital resources and training courses including charity social media toolkit and a charity digital toolkit (launched 7 <sup>th</sup> April)	<a href="http://www.skillsplatform.org">www.skillsplatform.org</a>	Free-£400+
Online	<b>Small Charities Coalition</b> - online resources and F2F courses for charities to access the skills and tools they need	<a href="http://www.smallcharities.org.uk/upcoming-events/">http://www.smallcharities.org.uk/upcoming-events/</a>	Free-£30+

## For Charities Only

Channel	Resource	Link	Cost
<b>DIGITAL MARKETING &amp; SOCIAL MEDIA ONLY - ONLINE</b>			
Online	<b>Community Web Kit</b> - a free service that allows charities or non-profit organisation to build and maintain a website that will really make an impact	<a href="http://www.btck.co.uk/">http://www.btck.co.uk/</a>	Free
Online	<b>Non-Profit TechforGood</b> - leading social and mobile media resource for not-for-profit professionals. Includes toolkits, webinars etc.	<a href="http://www.nptechforgood.com">www.nptechforgood.com</a>	Free
Online	<b>NCVO Knowhow Nonprofit</b> - an introduction to managing technology in a charity, including links to a range of online information	<a href="https://knowhownonprofit.org/organisation/operations/digital-technology">https://knowhownonprofit.org/organisation/operations/digital-technology</a>	Free
Online	<b>NCVO Knowhow Nonprofit</b> - over 50 wiki how-to guides on a range of digital topics	<a href="https://knowhownonprofit.org/how-to/@@search?search=digital">https://knowhownonprofit.org/how-to/@@search?search=digital</a>	Free
Online	<b>NCVO Knowhow Nonprofit</b> - measuring your digital skills. Free tool developed by NCVO and Breast Cancer Care to assess the current digital skills of a charity, compared with its desired target state	<a href="https://knowhownonprofit.org/tools-resources/measuring-your-digital-skills">https://knowhownonprofit.org/tools-resources/measuring-your-digital-skills</a>	Free
Online	<b>Facebook for Business</b> - Manage advert accounts, Pages and the people who work on them - all in one place	<a href="http://www.facebook.com/business">www.facebook.com/business</a>	Free
Online	<b>Twitter for Business</b> - Understand and unlock the power of Twitter for your business or project	<a href="http://www.business.twitter.com/en.html">www.business.twitter.com/en.html</a>	Free

## For Charities Only

Channel	Resource	Link	Cost
<b>GENERAL DIGITAL SKILLS - FACE-TO-FACE</b>			
Face-to-face	<b>Charity IT Association (CITA)</b> - a free and independent consultation which will help you start to identify where IT could be used to improve your charity's performance	<a href="https://charityithelp.org.uk">https://charityithelp.org.uk</a>	Free
Face-to-face	<b>Digital Champions</b> - e.g. Lloyds Banking Group's volunteer Digital Champions	Charities can register via Good Things Foundation for LBG Digital Champions support	Free
Face-to-face	<b>Pilotlight</b> - Pilotlight is a unique, capacity building charity offering free, tailored strategic planning support to charities and social enterprises that are tackling disadvantage in the UK	<a href="http://www.pilotlight.org.uk/">http://www.pilotlight.org.uk/</a>	Free
Face-to-face	<b>Small Charities Coalition</b> - online resources and F2F courses for charities to access the skills and tools they need	<a href="http://www.smallcharities.org.uk/upcoming-events/">http://www.smallcharities.org.uk/upcoming-events/</a>	Free-£30+

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The information supplied is for general guidance only, and should not be relied upon as specific advice. We have taken care to check the information but cannot guarantee it's accuracy.