

Digital Skills Hub Marketing Toolkit

Welcome to the Digital Skills Hub Marketing Toolkit!

This toolkit is designed to help Implementation Partners effectively promote Digital Skills Hub courses. Inside, you'll find key messaging, social media content, flyers, posters, and email templates to help you reach your audience. You are welcome to create collateral of your own, too. To ensure consistent and professional branding, please follow the ConnectUS Logos and Style Guide and Digital Skills Hub Key Messages included below.

Questions or need support? Reach out to Cami Albaugh at ca@smartcolumbus.com.

About the Digital Skills Hub

The Digital Skills Hub offers no-cost, in-person courses for Franklin County, Ohio residents, covering essential topics like cybersecurity, Google applications, internet search skills, and more. These classes are designed to build digital confidence and expand access to opportunity in our community. After completing 10 hours of in person training, qualifying participants take home a high quality, large screen device (like a Chromebook or iPad).

The Digital Skills Hub is offered by 16 community partners across Franklin County:

- Advanced Technology Education Center, ATEC
- Alvis
- Central Community House
- CLC Works
- Columbus Metropolitan Library
- Columbus State Community College
- Directions for Youth and Families
- Educational Services Center of Central Ohio
- Godman Guild Association
- Goodwill
- Guadalupe Center - Catholic Social Services
- Jewish Family Services
- National Center for Urban Solutions, TEC
- National Church Residences
- New Directions
- Triedstone Missionary Baptist Church

How to Promote the Digital Skills Hub

You know your audience best! We encourage you to use these tools to promote the program in whatever way makes the most sense for your organization. This might include:

- Sharing the info with your organization's frontline staff so they can promote it to potential participants
- Putting up posters in high traffic areas and distributing flyers
- Bringing collateral to tabling events
- Posting to social media posts and sending email newsletters

What audience is this kit best used toward? This toolkit is designed to promote the Digital Skills Hub to individuals of all ages, backgrounds, and experience levels—especially those with limited experience using computers or the internet. It is particularly intended for residents of Franklin County who are living at or below 200% of the Federal Poverty Line.

Assets, Links & Resources

Digital Skills Hub Website	ConnectUS Brand Kit	Funder Logos & Tags
<p>Website & Registration: https://www.connectcentralohio.com/digitalskillshub</p> <p>Digital Skills Hub FAQs: https://www.connectcentralohio.com/digitalskillshub#dsh-faq</p>	<p>ConnectUS logos, colors, fonts and messaging guidelines: https://www.connectcentralohio.com/connectus-brand-hub</p>	<p>If you create your own marketing collateral, please include logos and tag the City of Columbus (@columbusgov), Franklin County (@franklincountybc), Smart Columbus (@smartcbus).</p> <p>Logo Files</p> <p><i>Note: Please do not alter logos from their original form.</i></p>
Editable Marketing Assets (Canva)	Ready to Use Marketing Assets	Physical Marketing Assets
<p>Copy these files, update your info, and use how you need!</p> <ul style="list-style-type: none"> • Social Media Post 1 • Social Media Post 2 • Social Media Post - Story • Confirmation Card • Flyer • Poster - 11x17 	<p>Utilize these on your own, as you need:</p> <ul style="list-style-type: none"> • Social Media Post 1 • Social Media Post 2 • Social Media Post 3 • Social Media Post - Carousel • Social Media Post - Story • Poster - 18x24 • DSH In-Class Photos 	<p>Smart Columbus will print posters and rack cards. Need more? Reach out to Cami (ca@smartcolumbus.com)</p> <p>Rack Cards Large Posters</p>

Key Messages

Copy and paste what you need for your website, email newsletter, or other outreach materials.

What is the Digital Skills Hub?

The Digital Skills Hub is a no-cost, in-person course for Franklin County, Ohio residents covering cybersecurity, Google applications, internet search, and more.

What is the goal of the Digital Skills Hub?

Digital skills are life skills. We aim to empower community members with essential digital skills to increase access to work, education, social connections, resources, and information.

Who can participate in the Digital Skills Hub?

Whether you're a beginner or looking to improve your computer and internet skills, The Digital Skills Hub is for you. Everyone is welcome, regardless of age, background, or prior experience.

Who is eligible for a no-cost device?

Participants who complete the full course, live in Franklin County, and are at or below 200% of the Federal Poverty Line will receive a no-cost large-screen device.

NOTE: Research shows that the term "no-cost" is generally better received by residents than "free," as "free" can imply hidden conditions or obligations, while "no-cost" is perceived as having no strings attached.

Where can I learn?

There are multiple locations throughout Columbus. Courses are offered in the morning, afternoon, and evening to fit busy schedules. [Click here](#) to find a location near you.

What will I learn?

Short form: Get hands-on experience on how to access job opportunities, health and transportation services, banking, and social media online.

Paragraph form: The Digital Skills Hub is your place to get hands-on experience to improve your digital skills—for no-cost!

You'll learn how to apply to jobs online, how to identify scams and cyberbullying, online privacy best practices, how to use social media, and more in a supportive and encouraging

environment. The full course is split over multiple days and offered across the city. If you complete the full course and are eligible, you could receive a large-screen new device at no cost!

Digital Skills Hub is a program by the Franklin County Digital Equity Coalition and backed by the City of Columbus and Franklin County.

If you're a beginner wanting to improve your computer and internet skills—we're here for you.

Register today!

List form:

- What you'll learn:
 - WiFi, email, and internet search
 - Online bill payment and scheduling appointments
 - Applying for jobs and working online
 - How to identify scams and cyberbullying
 - Online privacy and security
 - Social media and photo editing
- How you'll learn:
 - In-person
 - Small class sizes
 - Hands-on activities with a workbook
 - Friendly and supportive learning environment
- Where you'll learn
 - Multiple locations spread throughout the city
 - Morning, afternoon, and evening class times to fit busy schedules

Who is behind the Digital Skills Hub?

The Digital Skills Hub is a pilot program by the Franklin County Digital Equity Coalition and backed by the City of Columbus and Franklin County.

Email Templates

Two template options are provided with consistent core messaging

- Highlight no-cost aspect
- Describe course benefits
- Emphasize inclusivity

Email Option 1:

Subject: Improve your digital skills

Preview: No-cost in-person course now open for registration

Body:

Are you looking to improve your digital skills?

Registration is now open for the Digital Skills Hub.

Get hands-on experience on how to access job opportunities, health and transportation services, banking, and social media online — for no cost!

[Register today!](#)

In a supportive, friendly learning environment, you'll learn how to:

-  apply to jobs online
-  identify scams & cyberbullying
-  follow internet privacy best practices
-  use social media
-  and more

The course is split over multiple days and includes a workbook.

If you complete the entire course and are eligible, you could receive a new large-screen device!

We have multiple course time options for you to choose from.

[Register yourself, a friend, or a family member here.](#)

Please reply with any questions!

[sign off]

Email Option 2:

Subject: Registration for the Digital Skills Hub is now open!

Preview: A no-cost in-person computer course

Body:

Registration for the Digital Skills Hub is now open!

The Digital Skills Hub is a no-cost, in-person computer course designed for everyone – regardless of age, background, or prior experience.

If you want to improve your computer skills—or know of a friend or family member who does—[register today](#).

In a friendly learning environment and small class sizes, you'll learn:

- WiFi, email, and internet search
- Paying bills and making appointments
- Applying for jobs and working online
- How to identify scams and cyberbullying
- Online privacy and security
- Social media and photo editing

Morning, afternoon, and evening class times are available to fit your busy schedule, with course locations throughout the city. All classes are in-person with hands-on activities.

Eligible participants will receive a no-cost large screen device upon completion of the course!

[See if you qualify for a device.](#)

Please reply to this email with questions!

Social Media Messaging

NOTE: This is all formatted for Instagram.

Hashtag: #digitalskillshub #connectus

Always tag:

- Smart Columbus - @smartcbus
- City of Columbus - @columbusgov

Make sure you update your Instagram bio to include this link:

<https://www.connectcentralohio.com/digitalskillshub>

Suggested Copy:

Instagram

Simple

Get hands-on digital experience at no-cost to you. Learn how to access job opportunities, health and transportation services, banking, and use social media.

If you're eligible, you could leave with a device after graduation!

👉 Register for the course with the link in our bio, or DM us for more information.

#connectus #connectcentralohio #digitalskillshub

Longer form

The Digital Skills Hub is your place to get hands-on experience to improve your digital skills at no cost to you.

You'll learn how to —

 apply to jobs online

 identify scams and cyberbullying

 follow internet privacy best practices

 use social media

 all in a supportive, encouraging environment

The full course is split over multiple days and offered across the city.

 If you complete the entire course and are eligible, you could receive a new large-screen device!

If you're a beginner wanting to improve your computer and internet skills—we're here for you.

 Register today with the link in our bio, or send us a DM!

#connectus #connectcentralohio #digitalskillshub

Facebook

Simple

Get hands-on experience on how to access job opportunities, health and transportation services, banking, and social media online — for no-cost!

If you're eligible, you could leave with a device after graduation!

 Register for the course by clicking the link.

 Share this post with someone who would be a great fit!

#connectus #connectcentralohio #digitalskillshub

Link:

https://forms.zohopublic.com/infosmartc1/form/DigitalSkillsHubRegistration/formperma/U-Uwjab8e_SMWVUoIGVSL607E7vnwl_4PIPOF3qqI2s

Longer form

The Digital Skills Hub is your place to get hands-on experience to improve your digital skills – for no-cost!

You'll learn how to –

 apply to jobs online

 identify scams & cyberbullying

 follow internet privacy best practices

 use social media

 all in a supportive, encouraging environment

The full course is split over multiple days and offered across the city.

 If you complete the entire course and are eligible, you could receive a large-screen new device!

If you're a beginner wanting to improve your computer and internet skills—we're here for you.

 Register today for Digital Skills Hub by clicking the link.

 Share this post with someone who would be a great fit!

#connectus #connectcentralohio #digitalskillshub

Link:

https://forms.zohopublic.com/infosmartc1/form/DigitalSkillsHubRegistration/formperma/U-Uwjab8e_SMWVUoIGVSL607E7vnwl_4PIPOF3qqI2s

X (Twitter)

Simple

Get hands-on digital experience on how to access job opportunities, transportation services, banking, and social media at no-cost.

If you're eligible, you could leave with a device after graduation!

👉 Register for the Digital Skills Hub

Link:

https://forms.zohopublic.com/infosmartc1/form/DigitalSkillsHubRegistration/formperma/U-Uwjab8e_SMWVUoIGVSL607E7vnwI_4PIPOF3qql2s

#connectus #connectcentralohio #digitalskillshub

What you'll learn

The Digital Skills Hub: Get hands-on experience to improve your digital skills!

Learn how to

👜 apply to jobs online

⚠️ identify scams & cyberbullying

🔒 follow internet privacy best practices

👏 use social media

👏 all in a supportive environment

[Register here](#)

#connectus #digitalskillshub

LinkedIn

General

Looking to improve your digital skills?

Register for the Digital Skills Hub, an in-person course covering how to access job opportunities, health and transportation services, banking, and social media online – for no cost!

If you're eligible, you could leave with a device after graduation.

Register for the course by clicking the link in the comments below.

Link:

https://forms.zohopublic.com/infosmartcl/form/DigitalSkillsHubRegistration/formperma/U-Uwjab8e_SMWVUoIGVSL607E7vnwl_4PIPOF3qqI2s

Job opportunities

Ready to increase your digital skills for a new job opportunity?

Register for the Digital Skills Hub, an in-person course covering basic digital skills, like how to access job opportunities, health and transportation services, banking, and use social media – for no cost!

If you're eligible, you could leave with a device after graduation.

Register for the course by clicking the link in the comments below.

Link:

https://forms.zohopublic.com/infosmartcl/form/DigitalSkillsHubRegistration/formperma/U-Uwjab8e_SMWVUoIGVSL607E7vnwl_4PIPOF3qqI2s