

Tips for promoting your Tech Savvy Seniors program

Why promoting Tech Savvy Seniors matters

Promoting your Tech Savvy Seniors program is essential to ensure that older Australians, particularly those most at risk of digital exclusion, know that free, accessible support is available to help them build confidence and skills online.

It's also a powerful opportunity to:

- Highlight the role of public libraries and community colleges as trusted hubs for digital learning.
- Showcase NSW Government and Telstra's partnership, recognising their commitment to building the digital skills and confidence of all Australians.

How to share the program

- Direct seniors to the official website [Telstra - Tech Savvy Seniors](#)
- If you manage a local library or community organisation site, **consider linking directly** to the Tech Savvy Seniors page to increase visibility and access
- Use the promotional assets
- Leverage community networks
- Tap into free community listings

Materials

To help you promote your program, the following resources are available for you to use:

- **Flyer template** (available in English)
- **Poster template** (available in English and community languages)
- **Logos** – the Tech Savvy Seniors NSW brand block includes the logos of Telstra and the NSW Government and helps you use the partner marks correctly.
- **Graduation certificate template**
- **Web Banner**
- **Social Media tile**

Tips for promoting your Tech Savvy Seniors program

Here are our tips!

1 Print and Display Materials

Print flyers and posters and display them:

- Throughout your venue and other council services
- On community billboards and at shopping centres
- In coffee shops, corner stores, medical centres, retirement villages, and social hubs

If offering sessions in languages other than English, connect with cultural community centres or places of worship and ask them to display your materials.

2 Craft a Human-Interest Story

Create a narrative that shows how the program improves seniors' lives—helping them stay connected, navigate digital services, or protect themselves from scams. Emphasise community impact and digital empowerment.

Build a media kit with:

- A clear press release
- Participant quotes
- Photos of sessions
- Program details (dates, locations, registration info)
- Messaging aligned with the Key Messaging document

Pitch to local media:

- Newspapers, radio, and TV
- Focus on relevance to the local community

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3 Get Social

Even though the program targets less tech-savvy individuals, social media is a great way to reach their families and friends who can encourage participation.

Use #techsavvyseniors and tag @statelibrarynsw and @telstra plus your council tags!

Here are some sample messages to encourage your creativity:

Are you keen to improve your digital skills or know someone who is? Come along to our free Tech Savvy Seniors workshops at (insert venue name) in (insert month) where we'll show you how to (insert digital skill). Call us on (insert number) or visit (insert venue website) for more info or to book your spot.

Today we helped (insert participant name) reconnect with (insert name) after 50 years apart! Thanks to Tech Savvy Seniors these two shall never lose contact again. (Insert venue name) - proud to be helping seniors engage with the digital world.

Earlier today (name) took part in a Tech Savvy Seniors workshop at (venue name) where (he/she) learnt how to (video call a friend / use social media / shop online). This is just one of the many skills we teach during these sessions, and we're holding more over the coming weeks. To find out how you can join in call us on (number) or visit (website link).

Meet our newest Tech Savvy Seniors program graduates! Today, Mayor (name) and Telstra Area General Manager (name) visited the venue to present (number) (suburb) seniors with their certificates and joined us for a morning tea afterwards. Since completing their training, our Tech Savvy Seniors have been doing all sorts of things online – shopping, video calling friends, banking and using social media. If you'd like to attend a future session, contact us on (number) or visit (website link).

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4 Leverage important dates

Plan promotional activity around key initiatives:

March/April	Harmony Day, NSW Seniors Festival
May/June	National Reconciliation Week
July	NAIDOC Week
September	Adult Learners Week
October	Get Online Week
December	UN International Day of People with Disability

5 Don't go it alone

Engage your council's marketing and communications team. The program delivers strong digital and social inclusion outcomes and raises awareness of libraries and local government. Councils are likely to support and amplify your efforts.

6 Program and partner acknowledgement

Include the following on all marketing, advertising, and communications (except social media):

Tech Savvy Seniors NSW is a partnership between the NSW Government, the State Library of NSW and Telstra.

7 Get permission

If you want to mention people by name or use their photo, always get their advance written approval and let them know how the photo is going to be used (e.g. on social media sites like Facebook, in emails or in newsletters)

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8 Share your good news stories

When your hard work pays off and your program generates some local media, be sure to send a copy of the story to: shauna.miller@sl.nsw.gov.au and [Contact.Seniorscard@dcj.nsw.gov.au](mailto>Contact.Seniorscard@dcj.nsw.gov.au) so the funding partners can celebrate with you!

Sample materials



Multicultural poster

Certificate



Web banner

