

The Charity Digital Code

The Charity Digital Code of Practice has been developed to support charities of all sizes, budgets or causes in progressing with digital, offering a consistent framework for the sector to work towards. It is not a regulatory requirement, so it focuses on the principles and best practice in digital.

It uses the following definition for digital:

"Applying the culture, practices, processes & technologies of the Internet era to respond to people's raised expectations".

It goes on to say that this definition "shows how digital has evolved beyond channels (e.g. social media or websites) to a mindset, reflecting how it is forming people's beliefs, attitudes and behaviours".

There is a large and small charity version of the code at <https://doit.life/charity-digital-code> and there are seven key principles set out below.



Leadership

Charity leaders must lead on digital as a way of helping their charities be relevant and sustainable.

Digital isn't just about channels. It's a strategic and governance issue and charity leaders need to know how digital could help realise their vision for their charity. Equally, digital raises questions about traditional ways of leading, offering opportunities for leaders to build networks and collaborate further.



Skills

Charities should aim for digital skills to be represented at all levels of the organisation.

Digital success is very dependent on the confidence, motivation and attitude of the people who run, work and volunteer for charities. Technical and soft skills, such as questioning, persuading and influencing, are equally important.



User led

Charities should make the needs and behaviours of beneficiaries and other stakeholders the starting point for everything they do digitally.



Managing risk and ethics

Charities need to determine and manage any risks involved in digital.

Charities will also need to consider how some digital issues fit with organisational values and ethics. The latter is a broad area that may include anything from partnerships to the use of data by social networks to content.



Culture

Charities' values, behaviours and ways of working should create the right environment for digital success.



Adaptability

Charities will need to adapt to survive and thrive as digital changes how everyone lives and works.



Strategy

Charities' strategies should be ambitious about how they can use digital to achieve their vision and mission.

This doesn't always mean investing money, but it does mean thinking creatively about how digital can increase impact and sustainability.