

This short self-assessment will help us understand where we are on our digital journey across eight key areas. It's not a test, we're interested in honest reflections so we can identify strengths, challenges, and opportunities.

Each section includes a simple scale with examples to guide your answers. It should take no more than 5-10 minutes to complete.

Explanation of the rating system:

- 1 - Strongly Disagree. This is not true for our organisation
- 2 - Disagree. Mostly not true
- 3 - Neutral. Somewhat true / inconsistent
- 4 - Agree. Mostly true across the organisation
- 5 - Strongly Agree. Fully true and embedded across the organisation

This survey is focused on the following eight key areas, with a section for open reflection at the end.

Leadership & strategy

People & skills

Infrastructure & systems

Digital audience engagement

Content & storytelling

Data & insight

Innovation & experimentation

Governance & risk

About you

- What is your role in the organisation?
- Which team/department are you part of (if applicable)?

(all questions in the following sections have a 1-5 score option as explained in the introductory text)

Leadership & strategy

- We have a shared digital vision that aligns with our organisational purpose and values.
- Leadership understands how digital supports strategic outcomes and impact.
- Our digital strategy is iterative, inclusive, and responsive to internal and external change.
- There is a shared understanding of what success looks like for our digital work, with clear outcomes that guide priorities and progress.
- There is a clear owner or champion responsible for driving digital strategy forward and making it real in day-to-day decisions.

People & skills

- Digital confidence and skills are developed across the organisation, not just in specialist roles.
- We actively support learning and experimentation with digital tools and practices.
- Our approach to digital skills development reflects different needs and learning styles.

- We have the right mix of internal digital skills and capacity to meet our current and future needs.
- We have identified specific digital skills gaps and have a plan in place to address them.

Infrastructure & systems

- Our digital systems are fit-for-purpose, effective, accessible, and support inclusive ways of working.
- Systems and tools are selected and maintained with sustainability, ethics, and usability in mind.
- Staff know how to use the systems available to them and feel supported in doing so.
- We regularly review our digital tools and systems to identify what's working, what's outdated, and where improvements are needed.

Digital audience engagement

- Our digital activity is shaped by audience insight, needs, and lived experience.
- We use digital tools to build relationships, listen, and respond to diverse communities.
- Digital inclusion and accessibility are active priorities in our engagement work.
- We can identify and prioritise the digital channels and formats that are most effective for reaching and engaging our audiences.

Content & storytelling

- We use digital content to express our organisational voice and share meaningful stories.
- Content is designed with purpose, relevance, and inclusion in mind - not just output-driven.
- We adapt our content formats to suit different audiences, platforms, and access needs.
- We have a coordinated content plan or calendar that helps us deliver consistent, meaningful digital content.

Data & insight

- We use data to ask better questions and understand what matters to our audiences and teams.
- Data collection and analysis is ethical, proportionate, and supports learning rather than surveillance.
- We use insight from data to inform planning, storytelling, and decision-making.
- We know which data points are most valuable to track, and we have a clear process for acting on those insights.

Innovation & experimentation

- We actively test and learn from new digital approaches in line with our values and goals.
- Risk-taking and reflection are encouraged - learning from failure is seen as valuable.
- Innovation is inclusive and informed by a wide range of voices, not just technical experts.

- We have a safe and supported space (e.g., process, budget, time) for teams to test and iterate digital ideas.

Governance & risk

- We have clear processes in place to manage digital responsibilities, data, and ethical risks.
- Digital decisions consider long-term impact, environmental sustainability, and organisational resilience.
- Governance structures support accountable, inclusive and transparent digital practice.
- We regularly review digital risks (e.g. cybersecurity, data protection, platform dependency) and update our plans accordingly.

Reflection

- What aspects of our digital practice are you most proud of?
- Where do you think we are stuck or unsure about our next step?
- What kinds of support, resources, or partnerships would help us grow?