

Key Messages

Approved campaign language for journalists, broadcasters, partners and organisations sharing *Can You Hear Me?*.

CAMPAIGN IN ONE SENTENCE

Can You Hear Me? uses music and human storytelling to explore the experience of digital exclusion - and the difference that patience, support and human connection can make.

NO.	APPROVED KEY MESSAGE
01	Technology should connect people, not leave them behind.
02	Digital inclusion isn't really about technology. It's about people.
03	Every digital journey begins with someone caring enough to help.
04	One small lesson, one friendly smile or one act of support can open a door.
05	People should not be told to climb if no one has provided the ladder.
06	Created in recognition of everyone working to build stronger, more connected communities.
07	No one should be left behind.

Campaign imagery and meaning

Open door	Opportunity, access and inclusion.
Ladder	The people, organisations and support that help somebody take their next step.
Light	Connection, possibility, independence and a more inclusive future.
"Can you hear me?"	Both literal and metaphorical: being seen, heard, supported, included and connected.

Positioning

USE	AVOID
Describe the song and film as a creative contribution to the wider conversation around digital inclusion .	Do not describe Get Families Talking as having invented digital inclusion or as owning a new movement.
Recognise the work already taking place across communities by charities, community organisations, libraries, businesses, educators, public services, health organisations, volunteers, families and individuals.	Do not frame the campaign only around health or the NHS. Health is one example among many.
Keep the emphasis human-first: confidence, independence, opportunity, connection and people helping people.	Avoid making technology itself the hero of the campaign.

Suggested closing: Listen. Connect. Share the conversation.

Campaign: Can You Hear Me? | Project: Get Families Talking | Powered by: Smartlyte