

FOR IMMEDIATE RELEASE

Can You Hear Me?

A song and film putting the human side of digital exclusion centre stage.

Birmingham, UK | 13 September 2026

Get Families Talking has released the official music video for Can You Hear Me?, using music and human storytelling to explore what it can feel like when everyday life moves online - and the difference patience, support and human connection can make.

When “just click” is not that simple

Appointments, job applications, education, family connections and essential services increasingly depend on being able to navigate a digital world. For many people, however, instructions such as “just click” or “just log in” can hide a much bigger challenge.

Can You Hear Me? turns that experience into music and film. Rather than making technology the hero, the project focuses on the human side of digital exclusion: confidence, independence, opportunity, connection and the people who take the time to help.

The film uses recurring images of an open door, a ladder and light. The open door represents opportunity, access and inclusion; the ladder represents the people and organisations that help somebody take their next step; and light represents connection, possibility, independence and a more inclusive future.

“Working directly with communities, we see that digital exclusion is rarely just about whether somebody has a device or knows which button to press. It can affect confidence, independence, opportunity and connection. Sometimes what changes things isn’t another piece of technology. It’s somebody sitting beside you, listening and showing you.”

Hafsha Dadabhai-Shaikh MBE | Director, Smartlyte

A creative contribution to a wider conversation

The campaign recognises the work already taking place across communities by charities, community organisations, libraries, businesses, educators, public services, health organisations, volunteers, families and individuals. Can You Hear Me? is intended as a creative contribution to that wider conversation around digital inclusion.

Its central message is simple: digital inclusion is not really about technology. It is about people - and no one should be left behind.

The story behind the song

The lyrics give voice to familiar barriers: missed appointments, confusing passwords, services moving online and the frustration of being expected to know where to begin. They also move deliberately towards hope - showing how one small lesson, one friendly smile or one act of support can open a door.

The repeated question “Can you hear me?” works both literally and metaphorically: it is about being seen, heard, supported, included and connected.

“We wanted to tell this story differently. Reports and statistics matter, but music can reach people in another way. Can You Hear Me? asks us to think about the person on the other side of the screen - and whether we are making it easier for them to participate, or quietly leaving them behind.”

Salim Shaikh | Director, Smartlyte & Creative Director of the project

Human-led storytelling, supported by technology

The project combines human-led storytelling with AI-assisted creative production, reflecting Smartlyte’s wider interest in how technology can be used responsibly while keeping people at the centre.

Watch. Listen. Explore.



Explore Can You Hear Me?

Watch the film · Listen to the song · Discover the story

getfamielstalking.co.uk/can-you-hear-me/

Media enquiries

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Notes to editors

About Get Families Talking: Get Families Talking uses conversation, creativity and practical action to explore issues affecting how people connect, participate and feel included.

About Smartlyte: Smartlyte works with communities and partners to address digital exclusion, develop digital confidence and explore responsible approaches to technology and innovation.

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

Creative approach: Human-led storytelling with AI-assisted creative production.

Location: Birmingham / West Midlands, United Kingdom

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