

SDO Digital Ambassadors

A determined push to help all seniors and stallholders go digital

SDO's Digital Ambassadors will play a critical role in providing frontline, personalised one-to-one as well as small group support to seniors and stallholders who require additional assistance to adopt digital solutions and technology. To enable this, SDO will provide the necessary training and support.

SDO will prioritise the recruitment of Digital Ambassadors from the graduating cohorts of Institutes of Higher Learning in Singapore. Applications for Digital Ambassadors started last week. Interested applicants are encouraged to apply via <https://go.gov.sg/imdadigitalambassadors>.

The full-time Digital Ambassadors will be complemented by volunteers from the public, corporations and Silver Infocomm Wellness Ambassadors (SIWA). Details on programmes by SDO to help seniors and stallholders go digital will be available soon.