ERF:
4. Digital Competence

Jordan Youth Innovation Forum

Duration: 6.5 Hours

Project Details

Title: "Joint Development, Piloting, and Validation of Entrepreneurial Mindset and Key Skills Curricula and Training Materials for Third Countries"
Acronym: EMSA (Entrepreneurial Mindset and Skills for All)
Agreement Number: 101092477 – EMSA – ERASMUS-EDU-2022-CB-VET
Programme: Erasmus+ Capacity Building in the Field of Vocational Education and Training (VET)
Call for Proposals: ERASMUS-EDU-2022-CB-VET
Start Date: 01.01.2023
End Date: 31.12.2025

Skills and abilites to access, use, filter, evaluate and share digital content

Training Aim

To provide a comprehensive understanding of the key mechanisms and logic behind evolving digital technologies. This session will introduce participants to the fundamentals of digitalization, data protection, and GDPR, alongside data management skills essential in both personal and professional settings.

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Skills and abilities to access, use, filter, evaluate and share digital content.

Learning Outcomes

All LOs of the Competence

In terms of **knowledge**:
- ✓ *Define digitalization and its core principles.*
- ✓ *Analyze reliable digital sources and retrieve relevant data.*
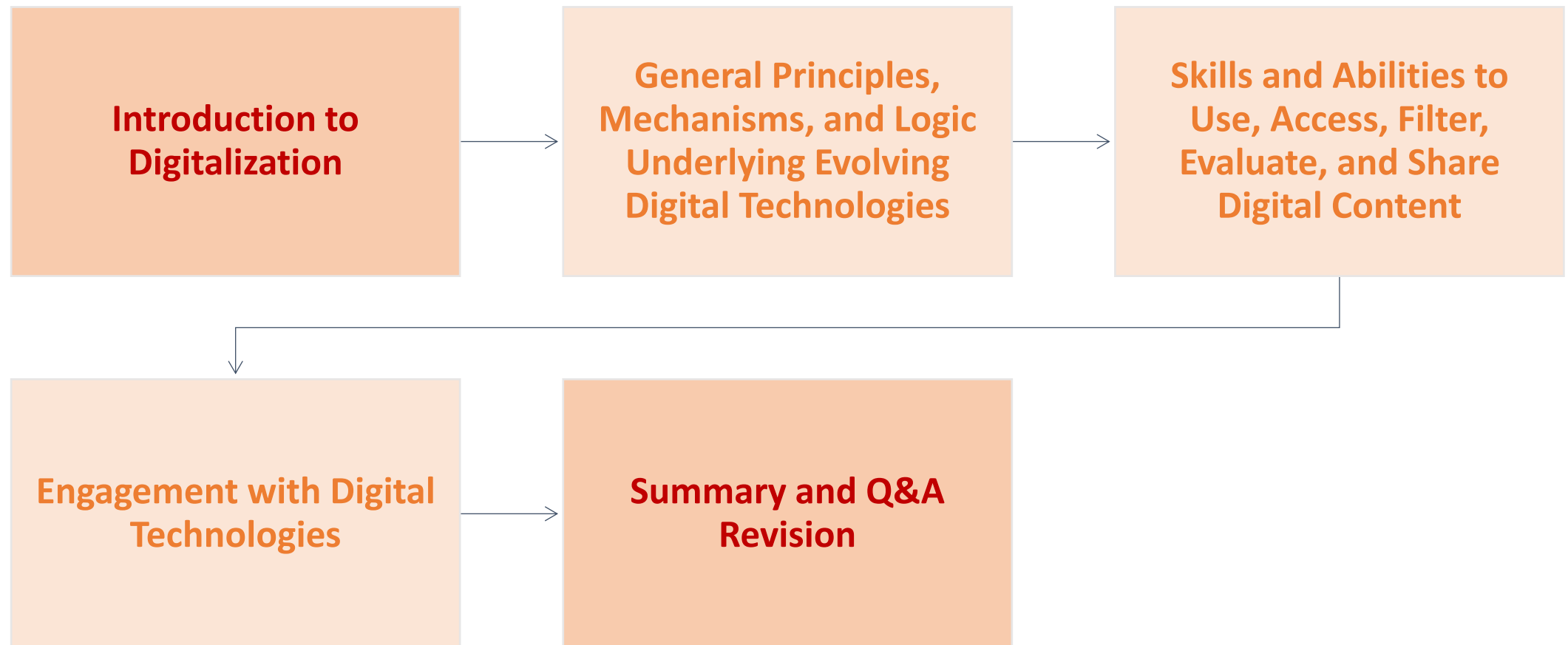- ✓ *Describe GDPR compliance, data protection, and internet safety issues.*

In terms of **skills**:
- ✓ *Demonstrate the ability to use cloud-based platforms for collaboration and digital content creation.*
- ✓ *Develop and share digital content using appropriate media platforms (text, images, audio, video).*
- ✓ *Apply tools like Google Analytics to evaluate the impact of digital content.*

In terms of **attitudes**:
- ✓ Show respect for GDPR, data protection, and ethical standards while using digital technologies.
- ✓ Exhibit confidence in applying online etiquette and netiquette in various digital environments.
- ✓ Implement strategies to protect oneself and others from online dangers and risks.

Training Route Map

Introduction to Digitalization

General Principles, Mechanisms, and Logic Underlying Evolving Digital Technologies

Skills and Abilities to Use, Access, Filter, Evaluate, and Share Digital Content

Engagement with Digital Technologies

Summary and Q&A Revision

Digital Competence refers to the ability to confidently and responsibly use digital technologies in both personal and professional contexts. This course will focus on the mechanisms and principles behind digitalization, including data protection and GDPR compliance. Participants will explore the evolving landscape of digital technologies and learn how to apply digital management skills to ensure data safety, accuracy, and ethical use in today's interconnected world.

What ERF competence
is our training about?

Training Rules

Participation

give respect get respect
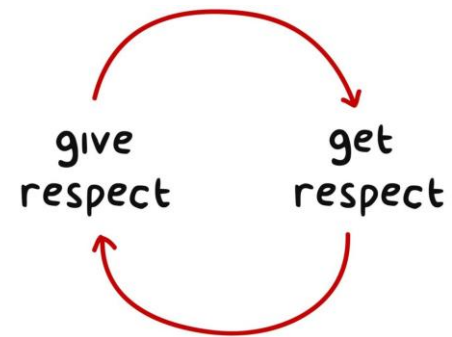
YOUR OPINION MATTERS

"Digital Footprint Bingo" is a 15-minute activity where participants mingle to find others with shared digital experiences, marking Bingo cards with tasks like attending a virtual meeting or using cloud storage. The first to complete a row or column wins, followed by a discussion on participants' unique digital experiences.

Digital Bingo

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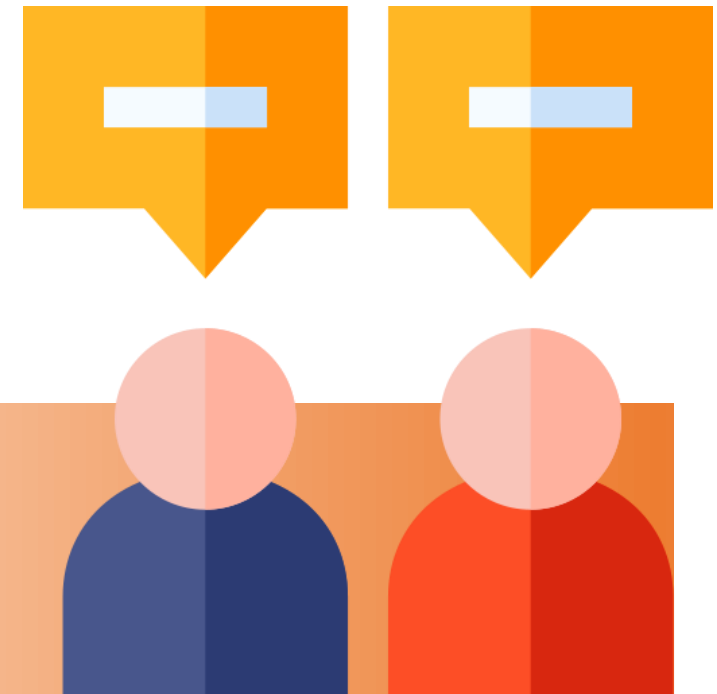
Introductions

Let's get to know each other!

Quote on the Competence

"Technology is best when it brings people together."
Matt Mullenweg, Founder of WordPress

Introduction to Digitalization

Introduction to Digitalization

- **Definition of Digitalization:**

Digitalization refers to the integration of digital technologies into everyday processes and activities, transforming how businesses, governments, and individuals operate. It involves converting information into a digital format, optimizing workflows, and enabling new ways of communication and service delivery. Digitalization extends beyond merely digitizing existing data—it reshapes entire business models, economic sectors, and societal functions by harnessing the power of digital technologies to create value, improve efficiency, and enhance experiences.

Aspects and Examples

- **Key Aspects:**

- **Automation**: Replacing manual tasks with automated digital processes, improving speed and reducing human error.

- **Data-Driven**: Leveraging digital data to make informed decisions, analyze trends, and predict future outcomes.

- **Connectivity**: Enhancing communication through networks and the internet, allowing real-time collaboration across geographic boundaries.

- **Innovation**: Digitalization enables the creation of new products, services, and even industries by utilizing technological advancements.

- **Examples:**

- **Healthcare**: Using digital patient records, telemedicine, and AI-driven diagnostics.

- **Retail**: E-commerce platforms transforming the way customers shop and interact with brands.

- **Education**: Online learning platforms providing access to education for students worldwide.

Topic 2. Skills and Ability to Use, Access, filter, Evaluate, and Share Digital Content

Topic 2 Route Map

Introduction to Digital Content Creation → **Collaborative Platforms and Cloud-based Tools** → **Creating Digital Media Content**

Evaluating Digital Content → **Summary and Q&A Revision**

"Content is king, but context is God."
– Gary Vaynerchuk

Introduction to Digital Content Creation

What is Digital Content Creation?

- The process of developing digital media like text, images, audio, video, and interactive elements.

- Essential for marketing, education, and online engagement.

Types of Digital Content:

- **Text**: Blogs, articles, newsletters.

- **Images**: Infographics, photos.

- **Video**: Tutorials, advertisements.

- **Audio**: Podcasts, interviews.

- **Interactive**: Polls, quizzes.

Importance:

- **Engagement**: Attracts and retains audience attention.

- **Reach**: Expands your online presence.

- **Branding**: Establishes brand identity and voice.

- **SEO**: Improves online visibility.

Introduction to Digital Content Creation

Tools and Trends in Digital Content Creation

- **Popular Tools**:
- **Graphics**: Canva, Adobe Photoshop.
- **Video**: Adobe Premiere Pro, iMovie.
- **Audio**: Audacity, Adobe Audition.
- **Text**: Google Docs, Microsoft Word.
- **Web**: WordPress, Squarespace.

Steps in Content Creation:

1. **Idea Generation**: Brainstorm topics.
2. **Content Planning**: Create a content calendar.
3. **Creation**: Use tools to produce content.
4. **Editing**: Refine and enhance the content.
5. **Publishing**: Distribute content across platforms.

Trends:

- **Video & Live Streaming**: Growing demand for real-time engagement.
- **User-Generated Content**: Brands leverage authenticity.
- **Short-Form Content**: Popular on TikTok, Instagram.

3.2.1: Collaborative Platforms and Cloud

Topic 2.1 Collaborative Platforms and Cloud-based Tools

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What are Collaborative Platforms?

- Tools that enable teams to collaborate in real-time or asynchronously using cloud technology.

- Examples: **Google Drive**, **Dropbox**.

Key Features:

- Real-time collaboration on documents.

- Remote file access and sharing.

- Version control to track changes and updates.

Importance:

- Increases productivity and allows remote work across different locations.
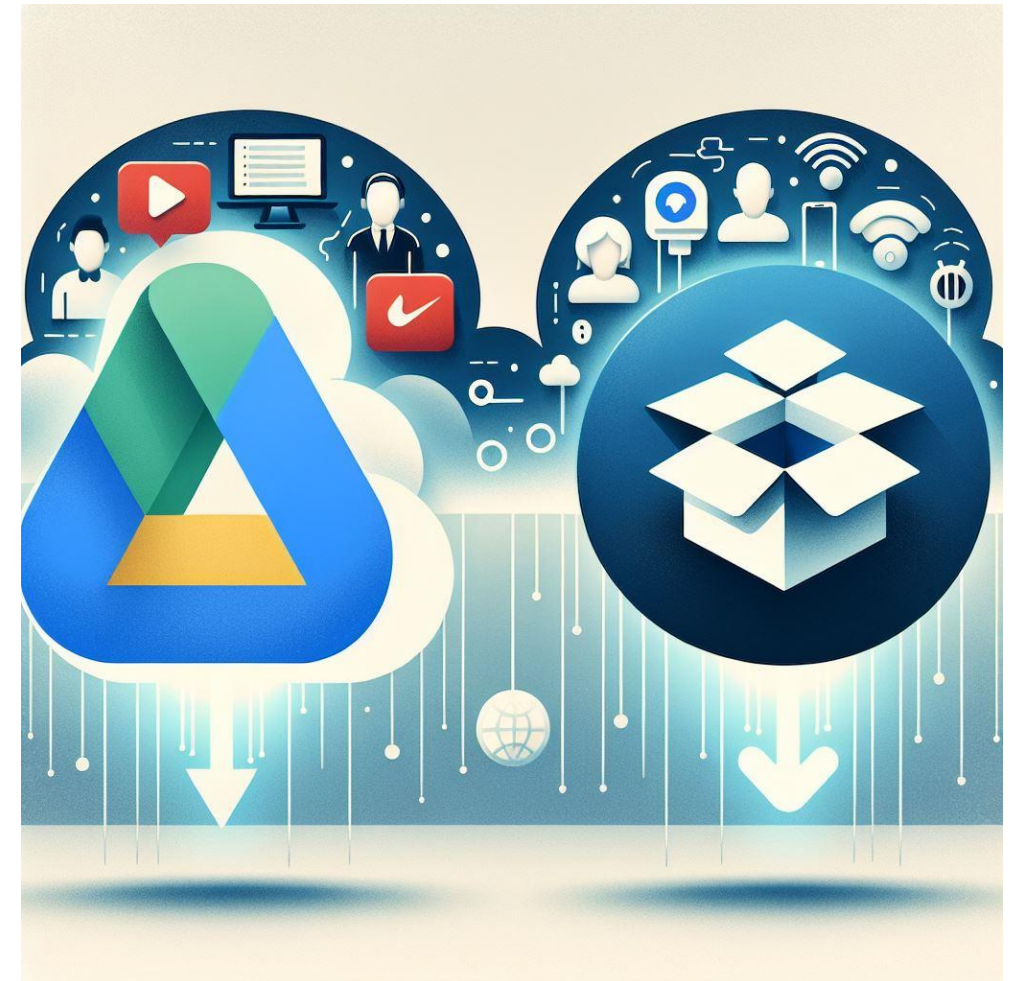
Cloud-Based Collaboration and its Benefits

Google Drive:

- **Sharing Files:** Upload files, adjust sharing permissions (view, edit, comment).

- **Real-Time Collaboration:** Multiple users can edit a document simultaneously.

- **Example:** Teams working on a proposal together.

Dropbox:

- **Sharing Large Files:** Upload, share via links, invite collaborators.

- **File Syncing:** Ensures everyone has the latest version, with access control features.

- **Example:** Collaborative file-sharing for media projects.

Benefits of Cloud-Based Collaboration

- **Real-Time Collaboration**:
  Teams can work on the same file at the same time, speeding up the process and improving accuracy.

- **Remote Access**:
  - Cloud-based platforms allow teams to access files from anywhere, enhancing remote work and flexibility.

- **Version Control**:
  - These tools store previous versions of files, so changes can be tracked and restored if needed.

Collaborative Platforms Using Google Drive or Dropbox

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3.2.2 Creating Digital Media Content

3.2.2 Creating Digital Media Content

Definition:

Digital media content includes any type of media (text, images, video) created and shared online to engage an audience.

Types of Digital Media:

- **Text**: Blogs, articles, social media posts.
- **Images**: Infographics, photos, illustrations.
- **Video**: Explainers, tutorials, promotional videos.

Text Creation Tools:

- Google Docs, Microsoft Word, or content management systems (e.g., WordPress).

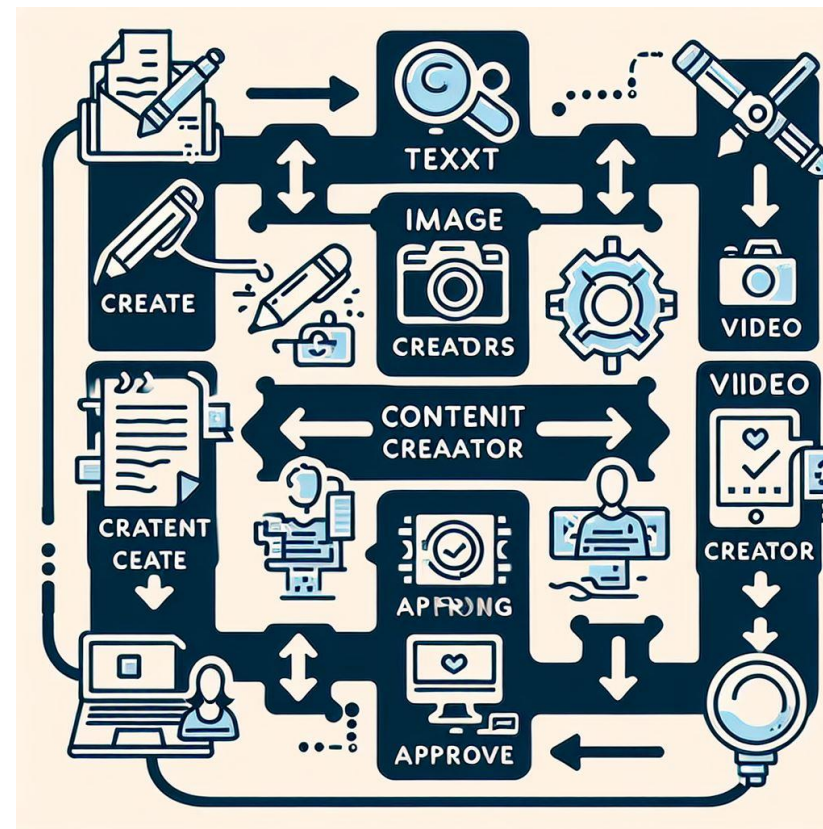**Image Creation Tools**:

- Canva, Adobe Photoshop, Illustrator.

Video Creation Tools:

- Adobe Premiere Pro, iMovie, Final Cut Pro.

Creating Media Content for a Digital Marketing Campaign

Key Takeaways on Digital Media Creation

Engagement: Capturing and Holding Your Audience's Attention

- **Quality is Key**: High-quality digital media content engages audiences by being informative, visually appealing, and relatable.
    - **Text**: Well-written and concise text grabs attention, provides value, and encourages the reader to act. Use **headlines**, **call-to-action phrases**, and **easy-to-read formats** to enhance engagement.
    - **Images**: Visual content such as images, infographics, and memes are often shared more than text alone. Images should be **visually appealing**, **relevant**, and **informative**.
    - **Video**: Video content is one of the most engaging forms of media. Whether it's a short explainer video or a product demo, video content grabs attention quickly and keeps users engaged longer.

- **Tailor Content to the Audience**: Knowing your audience is essential to creating engaging content. Consider **demographics**, **preferences**, and **platform usage** to determine the tone, format, and style of your content.
    - **Example**: Younger audiences may engage more with **short-form videos** (e.g., TikTok), while professional audiences may prefer **longer articles** or **in-depth whitepapers**.

Key Takeaways on Digital Media Creation

Creativity: Blending Different Media Types for Maximum Impact

- **Text + Visuals**: Combining text with visuals increases engagement by providing both information and visual interest. For example, pairing a blog post with an infographic enhances comprehension and retention of information.
  - **Example**: A blog post about a product can include a comparison chart or infographic to visually represent its features and benefits.

- **Video + Text**: Adding text to videos, such as subtitles or on-screen text, makes videos more accessible to a wider audience, including those watching without sound.
  - **Example**: A promotional video with subtitles can be shared on social media where users may not always have sound enabled, increasing the reach and accessibility.

- **Multimedia Strategy**: Using a mix of **text**, **images**, and **videos** in a coordinated way across multiple platforms (e.g., website, social media, email marketing) creates a **dynamic, multi-channel experience** for the audience. This approach helps increase the chances of engaging users across different touchpoints.
  - **Example**: A product launch campaign could feature an explainer blog, shareable infographics on social media, and a teaser video for YouTube or Instagram.

Individual Exercise: Practice Using a Digital Tool

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3.2.3 Evaluating Digital Content

3.2.3 Evaluating Digital Content

Definition: Evaluating digital content is the process of assessing how well your content performs in achieving the desired goals, such as engagement, conversions, or brand awareness.

Importance:

- **Performance Insights**: Helps identify what content resonates with your audience and drives engagement.

- **Optimization**: Allows for continuous improvement of content based on performance data.

- **ROI Measurement**: Enables you to understand the return on investment (ROI) from your content marketing efforts.
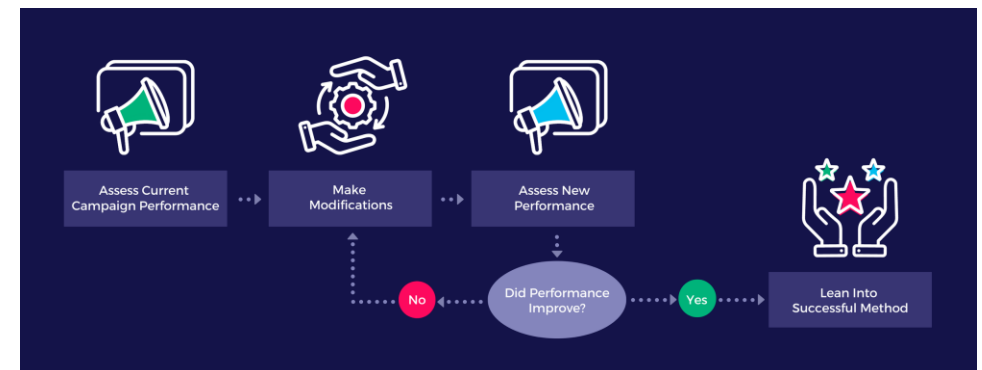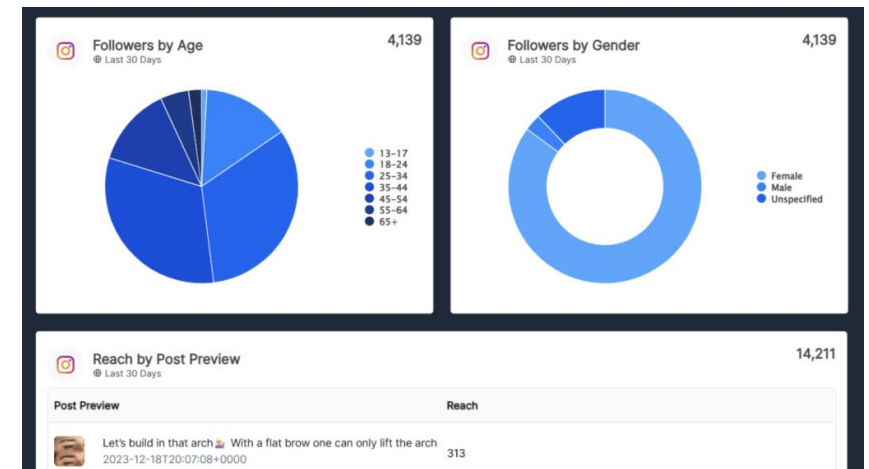
Tools for Evaluating Digital Content

Google Analytics: A powerful tool that tracks user activity on websites, helping you measure engagement, traffic sources, and conversions.

- **Key Features**:
  - **Traffic Data**: Tracks the number of visitors, page views, and user sessions.
  - **User Behavior**: Monitors how users interact with your website (e.g., bounce rate, time on page).
  - **Conversions**: Measures goals like form submissions, purchases, or sign-ups.

Other Analytics Tools:

- **Social Media Insights**: Built-in analytics tools on platforms like Facebook, Instagram, and LinkedIn to measure likes, shares, comments, and reach.
- **SEO Tools**: Tools like **SEMRush** and **Ahrefs** provide insights into the performance of your content from an SEO perspective.

Metrics to Track When Evaluating Content

- **Engagement Metrics**:
  - **Page Views**: Number of times a page was viewed.
  - **Bounce Rate**: Percentage of visitors who leave after viewing one page.
  - **Average Session Duration**: How long users stay on the website.

- **Conversion Metrics**:
  - **Goal Completions**: Actions taken on your site, such as filling out a form or making a purchase.
  - **Conversion Rate**: The percentage of visitors who complete a desired action.

- **Traffic Metrics**:
  - **Referral Traffic**: Traffic from other websites or social media.
  - **Organic Traffic**: Visitors who arrive from search engines.

Solving Problems in Digital Content

1. Identify the Problem:

- **Step 1**: Pinpoint the issue in your data.
  - **Traffic drops**: Noticeable decrease in website visitors.
  - **High bounce rates**: Visitors leaving after viewing one page.
  - **Low conversions**: Fewer people completing desired actions (e.g., sign-ups, purchases).
- **Example**: If your traffic has dropped suddenly, first identify if it's from a specific source like organic search or social media.

2. Analyze the Data:

- **Step 2**: Deep dive into the specific metrics and data segments.
  - **Traffic Source**: Check where the traffic drop is happening (organic, direct, referral).
  - **User Behavior**: Look at the average session duration, bounce rate, and page views per session to understand user engagement.
  - **Conversion Rate**: Evaluate goals and funnel paths to determine at which step users are abandoning the process.
- **Example**: If your bounce rate is high, check which pages have the highest bounce rate and see if they're offering relevant content.

3. Investigate Causes:

- **Step 3**: Research potential reasons for the problem.
  - **Technical Issues**: Check if there are broken links, slow page load times, or improper tracking codes.
  - **Content Relevance**: Ensure the content matches what users are expecting based on keywords or referral sources.
  - **Traffic Source Changes**: Investigate if a change in traffic sources (e.g., an algorithm update affecting search traffic) caused the issue.
- **Example**: If users are dropping off at a specific step in a funnel, it might be due to a confusing call-to-action or broken form.

4. Apply Solutions:

- **Step 4**: Implement solutions based on your findings.
  - **Technical Fixes**: Ensure pages load quickly, tracking codes are properly installed, and no broken links exist.
  - **Content Optimization**: Improve page content to better match user intent or keywords that are driving traffic.
  - **A/B Testing**: Experiment with different landing pages, calls to action, or form placements to improve conversions.
- **Example**: If conversion rates are low, improve the call-to-action and test different sign-up button placements or colors.

Measuring the Success of a Blog Post Using Google Analytics

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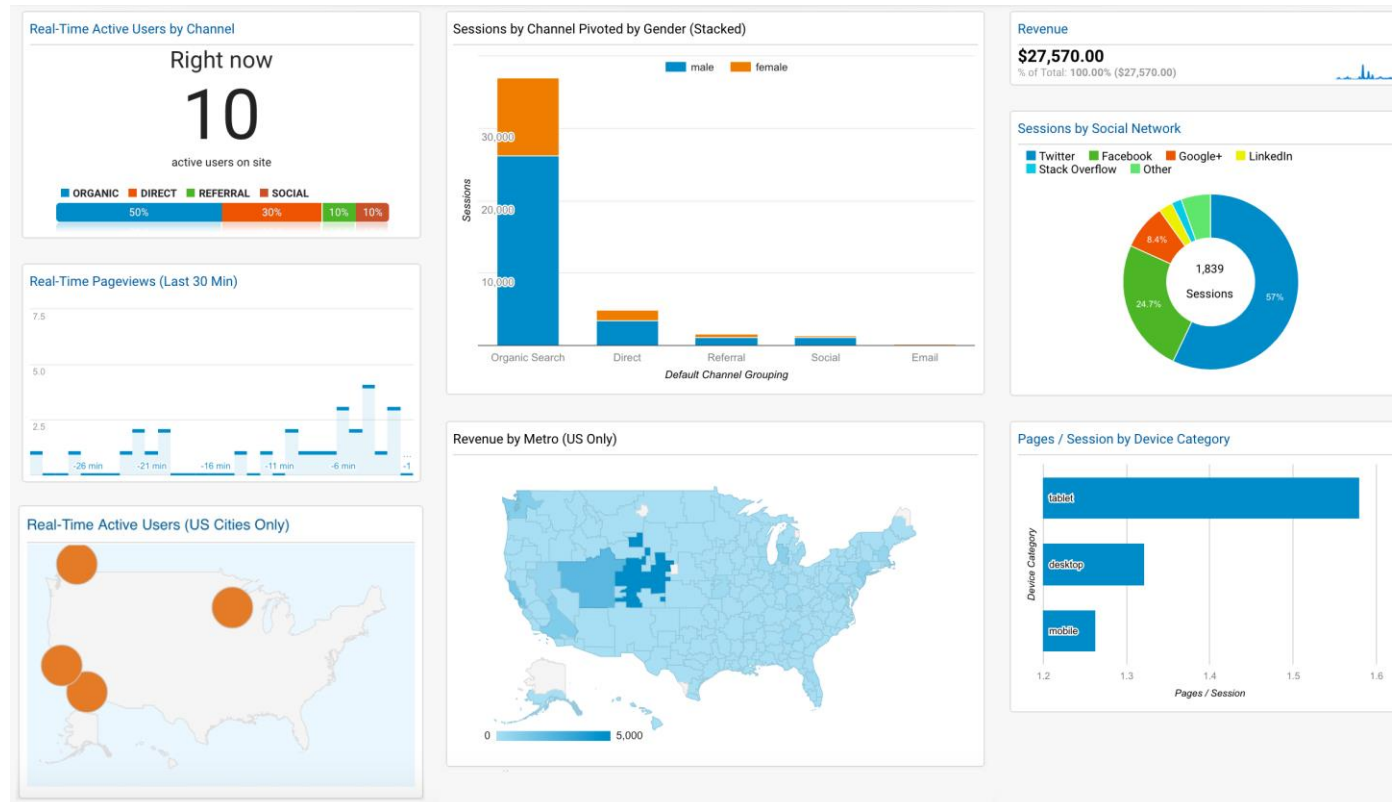
Revision-Summary and Q&A

Revision-Summary

Recap of Key Points

- **Introduction to Digital Content Creation**:
  - **Defining Content Creation**: Content creation involves producing high-quality **text**, **visual**, and **video** media to engage audiences.
  - **Key Tools**: We discussed various tools like **Google Docs** (text), **Canva/Photoshop** (images), and **iMovie/Adobe Premiere Pro** (video) for creating digital content.

- **Collaborative Platforms and Cloud-Based Tools**:
  - **Cloud Collaboration**: Cloud-based platforms such as **Google Drive** and **Dropbox** facilitate real-time collaboration and efficient document sharing.
  - **Real-Time Updates**: Collaborative tools help teams work together remotely with features like version control and instant file updates.

- **Creating Digital Media Content**:
  - **Using Multiple Media Types**: Combining **text**, **images**, and **video** ensures a dynamic and well-rounded digital campaign.
  - **Creative Role Play**: Participants learned how to simulate real-life scenarios by creating digital marketing campaigns using industry-standard tools.

- **Evaluating Digital Content**:
  - **Google Analytics**: Understanding how to evaluate content performance using key metrics such as **traffic**, **bounce rate**, **time on page**, and **conversions**.
  - **Case Study**: We analyzed the performance of a blog post, focusing on how to improve engagement and conversions based on the analytics data.

Final Takeaway:

Digital competence involves **creating**, **collaborating**, and **evaluating** digital content using a variety of tools, ensuring continuous improvement and optimization.

Individual Reflection Quiz

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3.2.3 Collaborative Platforms and Cloud-based Tools

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What are Collaborative Platforms?

- Tools that enable teams to collaborate in real-time or asynchronously using cloud technology.

- Examples: **Google Drive**, **Dropbox**.

Key Features:

- Real-time collaboration on documents.

- Remote file access and sharing.

- Version control to track changes and updates.

Importance:

- Increases productivity and allows remote work across different locations.

✓Skills for Digital Content:

    ✓Content Creation: Using tools like Google Docs, Canva, and Adobe for creating text, images, and videos.

    ✓Cloud Collaboration: Real-time teamwork via Google Drive and Dropbox.

    ✓Analytics: Measuring content effectiveness with tools like Google Analytics.

Do you have any questions?
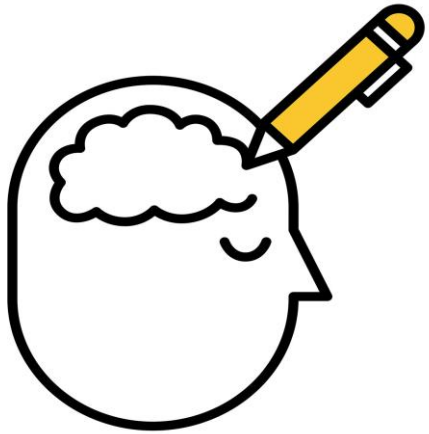
What will you keep from today's training?

Training
Evaluation

List of References

Skills and Abilities to Use, Access, Filter, Evaluate, and Share Digital Content

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7. **Goodfellow, I., Bengio, Y., & Courville, A.** (2016). *Deep Learning*. MIT Press.
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8. **Kaplan, A. M., & Haenlein, M.** (2010). *Users of the World, Unite! The Challenges and Opportunities of Social Media*. Business Horizons, 53(1), 59-68.
Available at: ScienceDirect

9. **Mayfield, A.** (2008). *What is Social Media?* iCrossing.
Available at: iCrossing PDF

10. **Rose, S., Spinks, N., & Canhoto, A.** (2015). *Management Research: Applying the Principles*. Routledge.
Available at: Amazon Link

List of Suggested Resources for Self-Directed Learning

2. Skills and Abilities to Use, Access, Filter, Evaluate, and Share Digital Content

- **LinkedIn Learning**: *Content Creation Tools & Strategies*
  Available at: [LinkedIn Learning](#)

- **"Content Strategy for the Web"** – Kristina Halvorson
  Available at: [Amazon Link](#)

- **"The Art of Social Media: Power Tips for Power Users"** – Guy Kawasaki
  Available at: [Amazon Link](#)

- **Canva**: *Learn Graphic Design*
  Available at: Canva

- **Google Analytics Academy**: *Digital Analytics Fundamentals*
  Available at: Google Analytics Academy

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Entrepreneurial Mindset and Key Skills for All

Thank you!