



Jordan Youth Innovation Forum  
الملتقى الأردني للإبداع الشبابي



# ERF:

## 3. Digital Competence

Jordan Youth Innovation Forum

*Duration: 6.5 Hours*



**Co-funded by  
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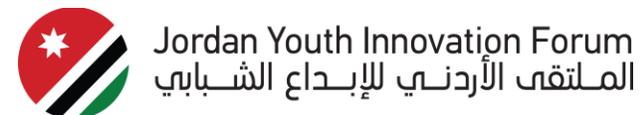
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# Project Consortium

## Coordinator:



## Partners:



## 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 abilities 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.**



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.*

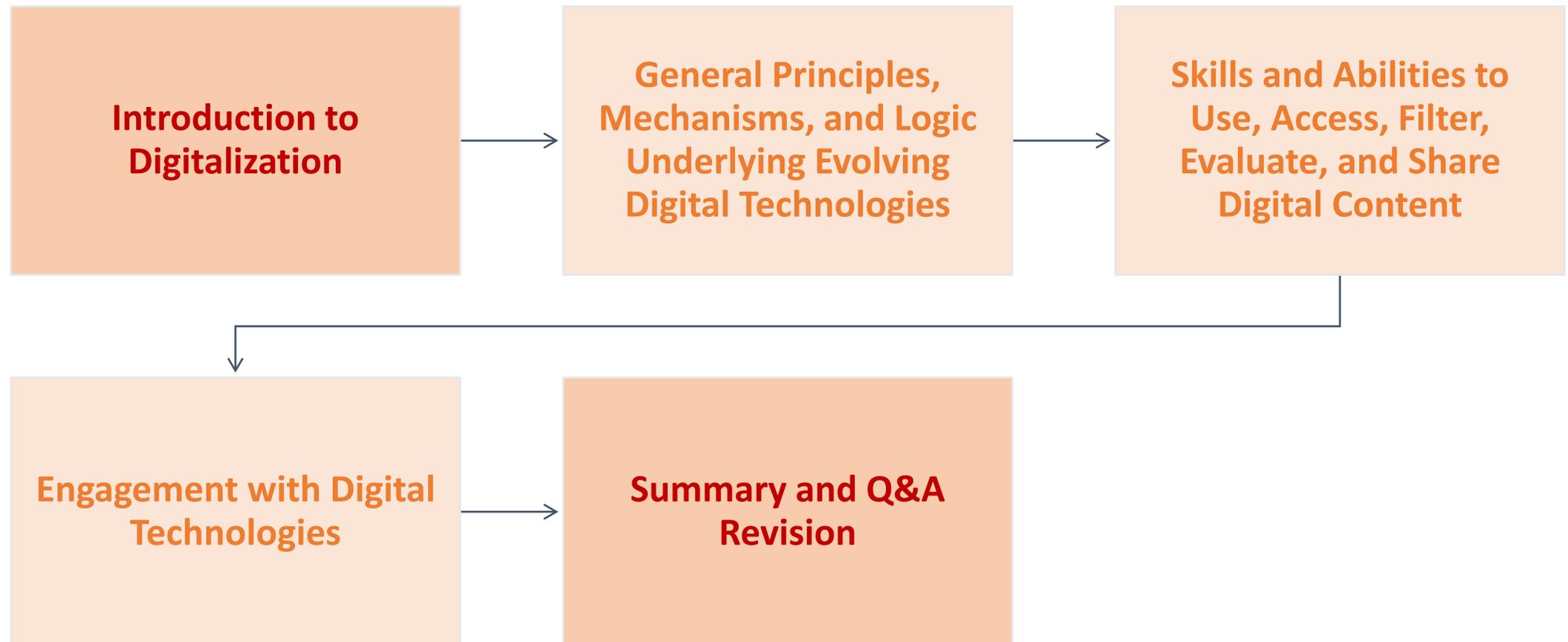
### In terms of **skills**:

- ✓ *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.

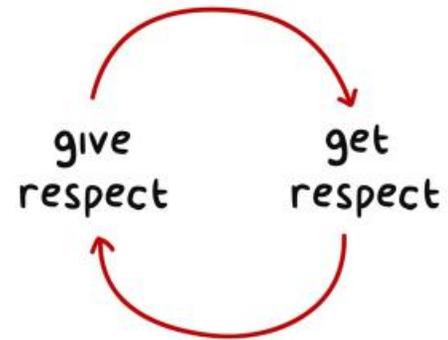
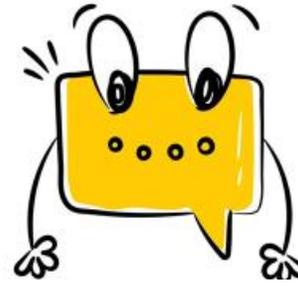
# Training Route Map



**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

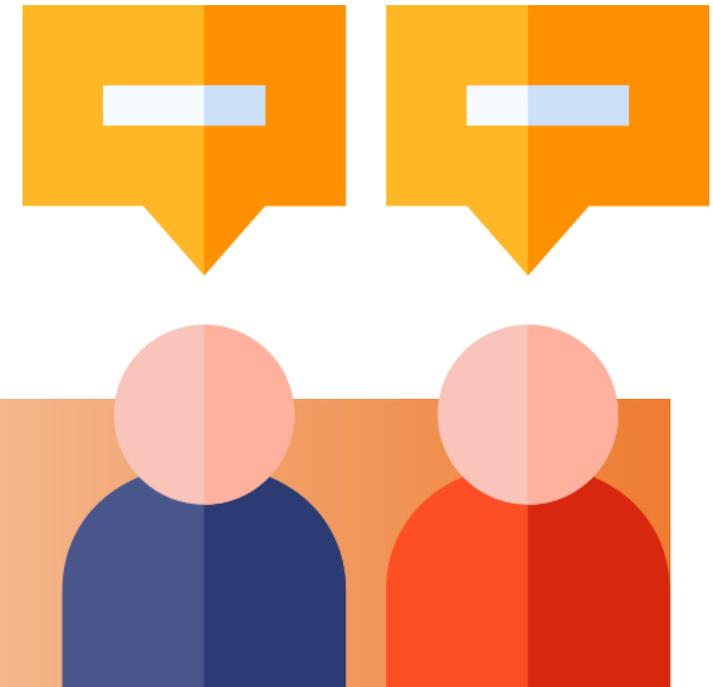


BREAK TIME



# Digital Show and Tell





# 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:**

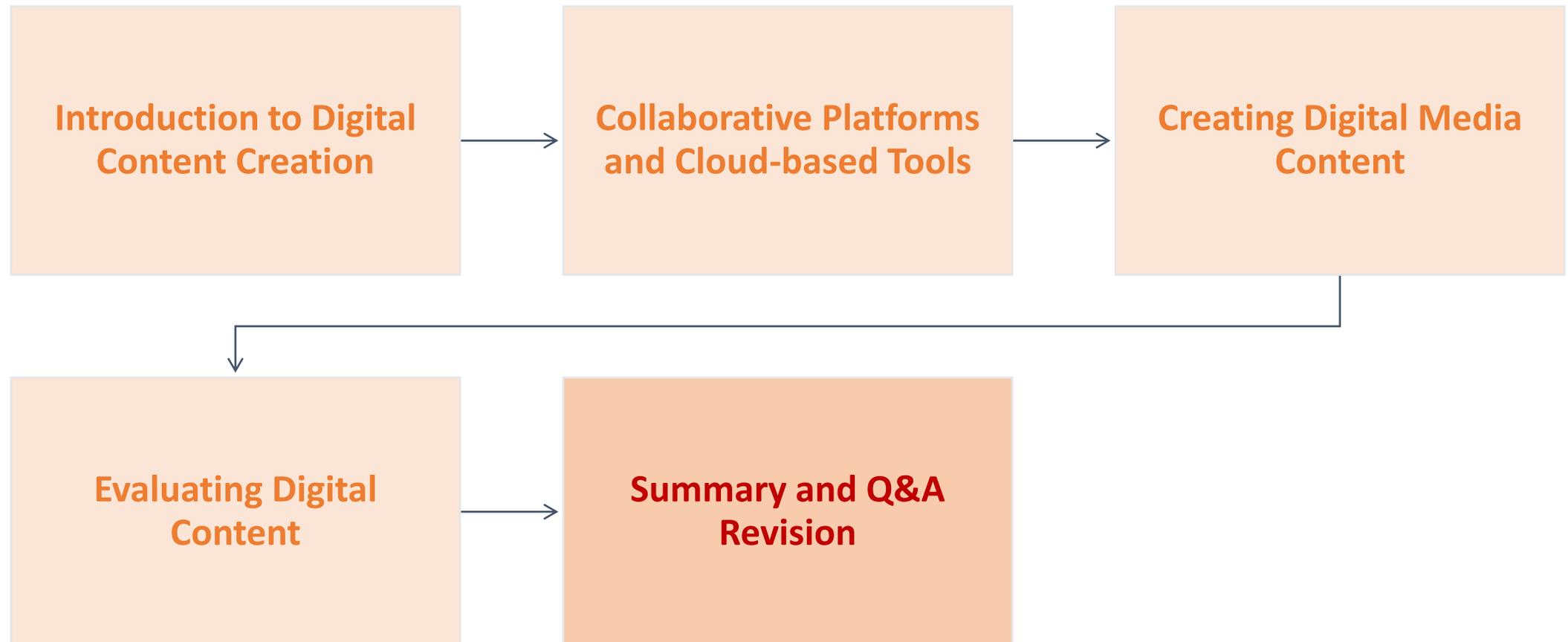
- **Automation:** Replacing manual tasks with automated digital processes, improving speed and reducing human error.
- **Data-Driven:** Leveraging digital data to make informed decisions, analyze trends, and predict future outcomes.
- **Connectivity:** Enhancing communication through networks and the 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



**"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.



# Introduction to Digital Content Creation

## 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

## 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.



# Introduction to Digital Content Creation- Steps

## 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.



# Introduction to Digital Content Creation – Trends

## 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

# 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.



# Collaborative Platforms Using Google Drive or Dropbox



# Collaborative Platforms Using Google Drive or Dropbox



## 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.

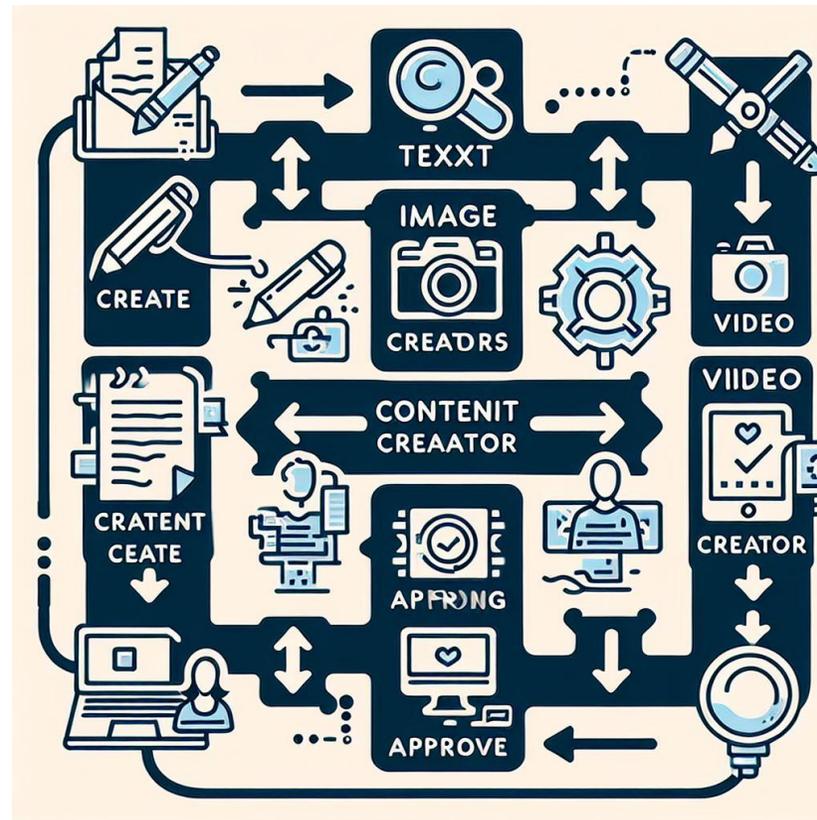
### Video Creation Tools:

- Adobe Premiere Pro, iMovie, Final Cut Pro.



# Creating Media Content for a Digital Marketing Campaign

 MT3.2\_2



# 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.

# Key Takeaways on Digital Media Creation

- **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.



## Groups activity – What Add was better and why?



1



2

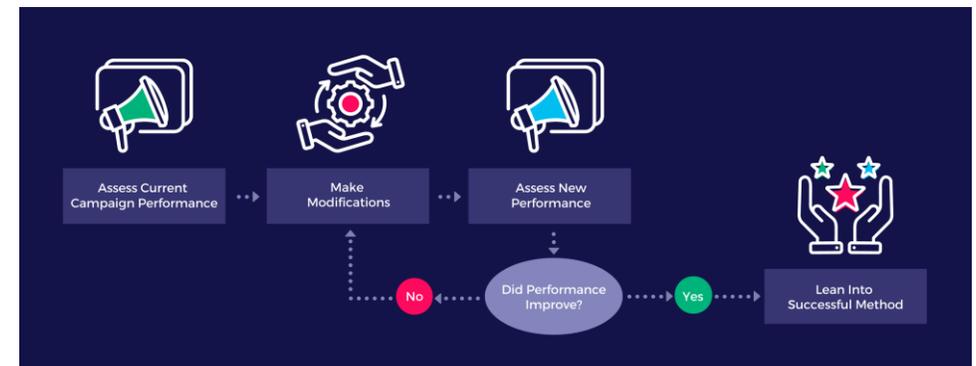
## 3.2.3 Evaluating Digital Content

## 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.

# Tools for Evaluating Digital Content

## 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.

# Solving Problems in Digital Content

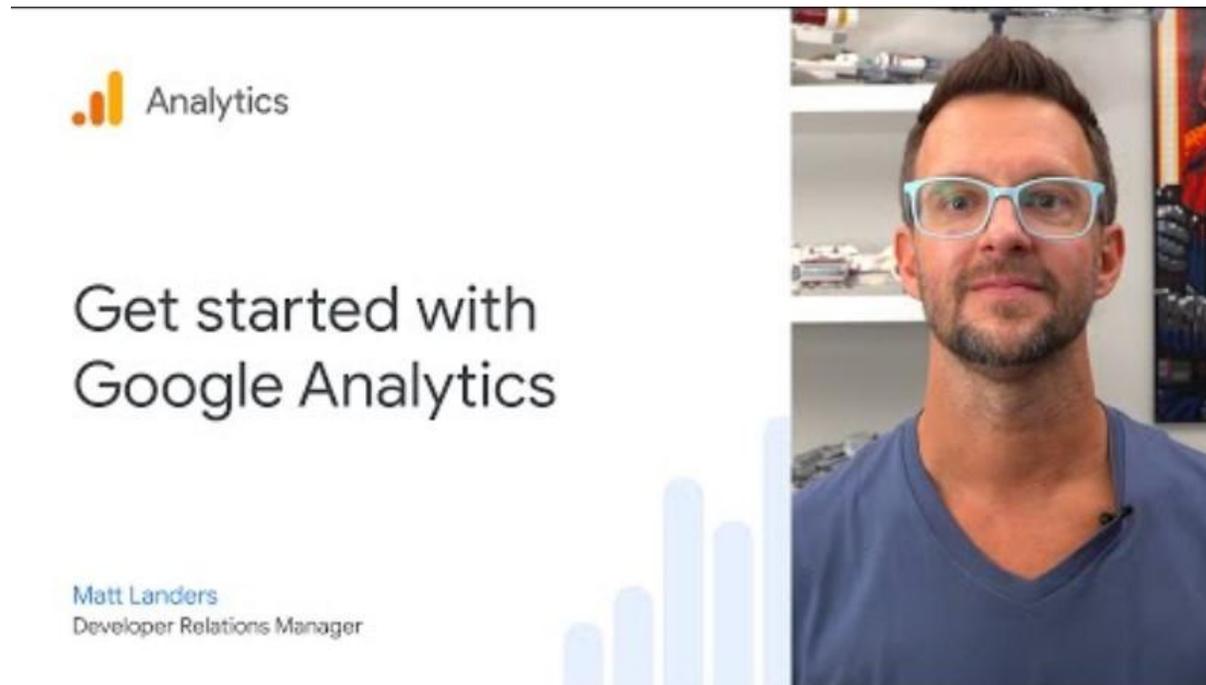
## 3. Investigate Causes:

- **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





# 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



## What are Collaborative Platforms?

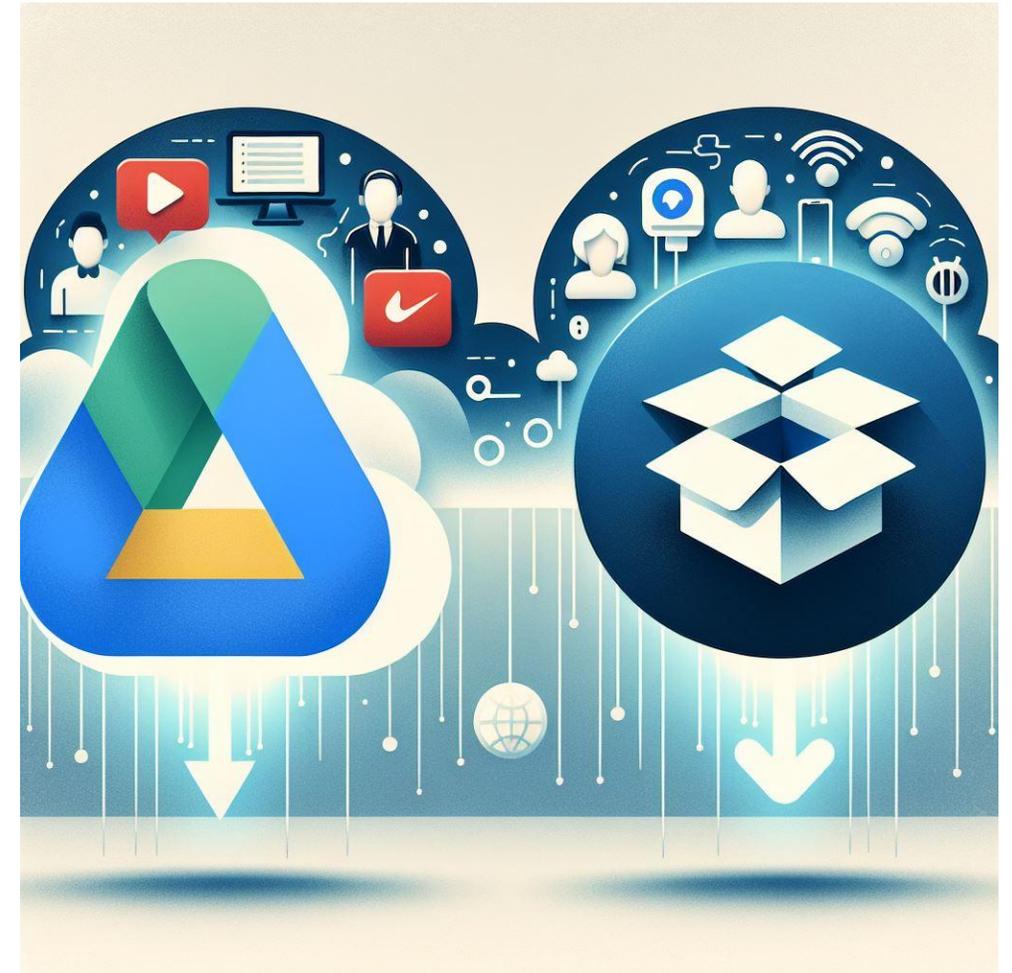
- Tools that enable teams to collaborate in real-time or asynchronously using cloud technology.
- Examples: **Google Drive, Dropbox.**

## Key Features:

- Real-time collaboration on documents.
- Remote file access and sharing.
- Version control to track changes and updates.

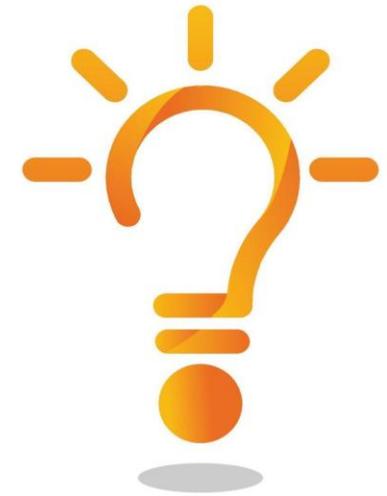
## Importance:

- Increases productivity and allows remote work across different locations.

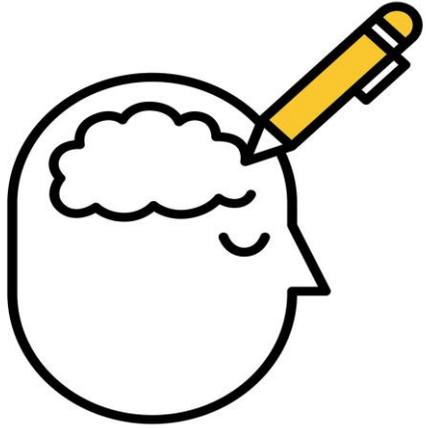


## ✓ Skills for Digital Content:

- ✓ 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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# 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



Entrepreneurial Mindset and Key Skills for All

**Thank you!**



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