



Digital Upskilling Route Map

Address Social Challenges by Learning These Specific Skills

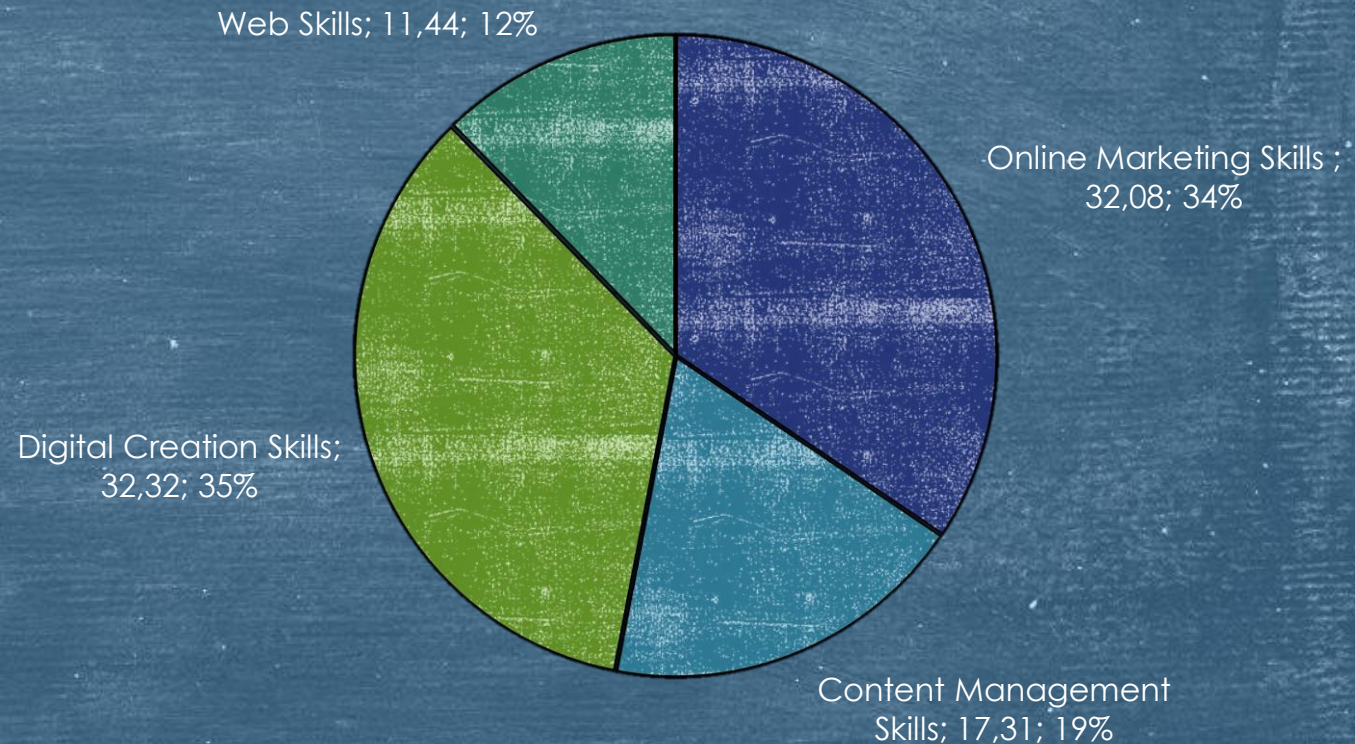


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Overview

- ▶ Focus on learning new digital skills, in English (no matter what mother tongue is) in order to improve it. All good digital knowledge is in English.
- ▶ The learning path consists of a total of 93h 15m of learning and exercise (at least)
- ▶ We recommend Lynda.com based learning: you can get certified, there is a free option for 1 month, so you can do it for free; it is part of LinkedIn, so you can directly share your new skills.
- ▶ Courses are to be learned in specific order, building on previous knowledge, arranged by importance

Learning Path in hours of study



Online Marketing Skills – 32h 08m

- ▶ Online Marketing Fundamentals – 3h48
- ▶ Marketing Foundations: Social Media – 1h56m
- ▶ Google AdWords Essential Training – 3h28m
- ▶ Advanced Google AdWords 2017 – 1h56m
- ▶ Learning Google AdSense – 1h24m
- ▶ Twitter for Business – 2h30m
- ▶ Facebook for Business – 2h20m
- ▶ Facebook Marketing: Advertising – 1h45m
- ▶ Facebook Marketing: Advanced Advertising – 1h52m
- ▶ Learning LinkedIn – 1h32m
- ▶ Advertising on LinkedIn – 54m
- ▶ Marketing on Pinterest – 2h33m
- ▶ Instagram for Business – 1h7m
- ▶ Advertising on Instagram – 57m
- ▶ Google+ for Business – 1h38
- ▶ Bing Ads Essential Training – 2h31m
- ▶ Building an Integrated Online Marketing Plan – 2h21m
- ▶ Create a Go-To-Market Plan – 1h36m

Content Management Skills – 17h 31m

- ▶ SEO Foundations – 3h27m
- ▶ SEO: Keyword Strategy – 4h21m
- ▶ Learning SEO Tools – 1h47m
- ▶ Content Marketing: Ebooks – 41m
- ▶ Writing Headlines – 43m
- ▶ Content Marketing: Newsletters – 12m
- ▶ Learning Mailchimp – 1h47m
- ▶ Design a Newsletter – 2h47m
- ▶ Content Marketing: Blogs – 1h5m
- ▶ Content Marketing Foundations – 2h1m

Digital Creation Skills – 32h 32m

- ▶ Introduction to Graphic Design – 6h16m
- ▶ Photoshop CC 2018 Essential Training: The Basics – 4h41m
- ▶ Illustrator CC 2018 Essential Training – 4h42m
- ▶ InDesign CC 2018 Essential Training – 6h30m
- ▶ Designing a Poster – 2h10m
- ▶ Excel 2016 Essential Training – 8h53

Web Skills – 11h 44m

- ▶ WordPress Essential Training – 5h27m
- ▶ WordPress: Contact Forms – 1h38m
- ▶ PayPal Essential Training – 2h49m
- ▶ Camtasia 9 for Windows Essential Training – 2h30

Things to do / outputs:

- ▶ Learn every day, at least 1h per day
- ▶ Identify what you don't understand and what skill / knowledge you need to improve it (e.g. another course?)
- ▶ Critical thinking – some concepts overlap – by learning choose which one is the most appropriate for your context; which one is universal and might be included in every model
- ▶ Reach level of experience and knowledge, which enables planning and implementation of successful online marketing campaign – know what you need (info, resources, etc.); know how to structure it (templates, tables, etc.)
- ▶ Create and Marketing Plans (including Events Dissemination plans) for the products of your social company
- ▶ Create and manage an online newsletter, dedicated to learning and entrepreneurship
- ▶ Create <https://openbadges.org/> for your accomplishments
- ▶ Based on what you've learned, select important specializations to continue / diversify the learning path.

Final steps

- ▶ Learn how to pitch successfully: create a state-of-the-art pitche for your social enterprise.
- ▶ Learn how to Finance and Grow a Social Startup:
 - ▶ Bootstrapping a socially inclusive businesses;
 - ▶ VC vs BA vs Crowdfunding – how to choose?
 - ▶ Projects and other sources of funding: where and how to apply?
- ▶ Learn how to crowdfund your idea:
 - ▶ Crowdfunding for Social projects: essential basics and know-how;
 - ▶ Creating and Managing an inclusive crowdfunding campaign.

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The hardest thing about
getting started, is getting started.

Guy Kawasaki