INCREA TRAINING COURSES

DIGITAL SKILLS

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SOCIAL **IN**CLUSION OF MIGRANTS THROUGH **CREA**TIVE INDUSTRIES

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LEARNING OUTCOMES

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LEARNING OUTCOMES

- ☐ Getting familiar with the internet

- ☐ Understand how to choose the resources that are most suitable

- ☐ Know the basic steps about creating brand identity

- ☐ Understand topics related to online banking and freelancing

- ☐ How to build a friendly website

- ☐ What is online marketing

- ☐ How to work with online marketing and social media

- ☐ How to prevent risks for digital documents

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TOPICS

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TOPICS

- How to find online and open resources

- How to create your own brand identity

- Work online! online banking and freelancing

- How to make your business visible online (online personal accounts and image and marketing through social media)

- How to secure your pc and business digital documentation

GLOSSARY

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GLOSSARY

- **Antivirus:** a software designed to detect and destroy computer viruses

- **Backup:** the procedure for making backup copies of files or other items of data

- **Download:** an act or process of downloading data

- **Encryption:** the process of converting information or data into a code, especially to prevent unauthorized access

- **Firewall:** part of a computer system or network which is designed to block unauthorized access while permitting outward communication

*All definitions are from www.oxforddictionaries.com

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GLOSSARY

- **Internet:** the internet is an electronic communication network. it is the structure on which the world wide web is based

- **Invisible web:** it is the vast amount of information that is not easily discoverable in a general search engine query, such as databases, private networks, or password-protected information

- **Open educational resources:** open educational resources (oers) are freely accessible, openly licensed text, media, and other digital material that are useful for teaching, learning, assessing as well as for research purposes

- **Password:** a string of characters that allows access to a computer system or service

- **Search engine:** it is a software program that searches for webpages based on the words you use to search. search engines look through their own databases of information in order to find all the content related to you are looking for

GLOSSARY

- **Social media:** websites and applications that enable users to create and share content or to participate in social networking

- **Usability:** the degree to which something is able or fit to be used

- **Virus:** a piece of code which is capable of copying itself and typically has a detrimental effect, such as corrupting the system or destroying data

- **Visibility:** the degree to which something has attracted general attention; prominence

- **Web browser:** it is a computer program used for accessing sites or information on a network

- **Website:** a set of related web pages located under a single domain name

- **World wide web:** the world wide web is a part of the internet "designed to allow easier navigation through the use of graphical user interfaces and hypertext links between different addresses

HOW TO FIND ONLINE AND OPEN RESOURCES

DIGITAL SKILLS COURSE

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HOW BIG IS THE WEB?

Considering that over 3 billion people are getting online worldwide, you can imagine that there is an astonishing amount of content that exists in the Invisible Web.

Research has shown that the Web contains more than 5 billion pages and you need more than 11 trillion years to download all this information!
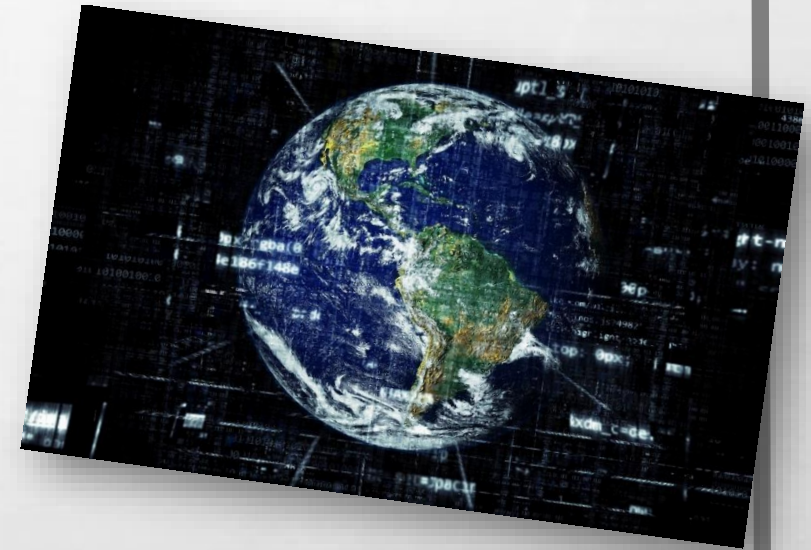
The most popular web browsers are:
- **Google Chrome, Mozilla Firefox, Microsoft Edge, Opera, Maxthon, Vivaldi, Internet Explorer, Brave**

HOW TO FIND ANYTHING ONLINE [1/2]

There are some basic steps you need to follow to become an internet searching expert:

- **1. Start with Wikipedia!**

It is easy to use, it includes a wealth of information and it gives you a good overview of most topics!

- **2. Move on to Google!**

Now that you have seen Wikipedia, you should know the main keywords related with the topic you are searching. start with a general search using these keywords!

- **3. Go multimedia!**

Not only text is available online! look for multimedia content (videos, audios). most of them are free and really helpful.

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HOW TO FIND ANYTHING ONLINE [2/2]

- **4. Go for open educational resources!**

There are tons of free courses and a vast amount of organized information on any subject. in fact, many colleges offer their lectures in audio or video format.

- **5. Look for tutorials**

Search for a topic and find out any practical skills you need through online tutorials. they will certainly help you on how to do it through step-by-step instructions.

- **6. Use tools available to you**

There are plenty of tools that can help you make your online research easily. those tools have special features and can act a research assistants!

- **7. Specialized websites**

There are online libraries for different subjects. everything has its own dedicated resource library somewhere on the web!

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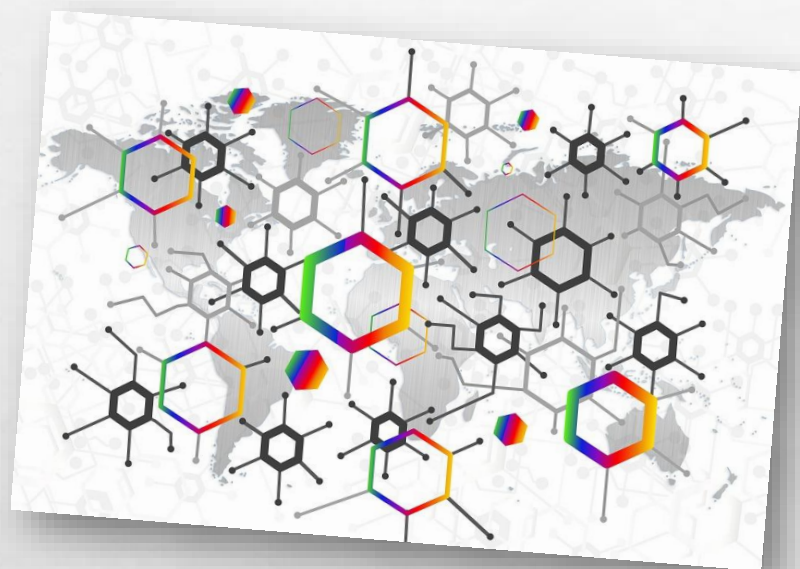
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WHERE TO FIND ONLINE AND OPEN RESOURCES [1/2]

There are many options for finding quality, open access materials which can be used for study and research purposes.

While there are more and more information available across the web and new resources are continually emerging, there are many options for finding quality open materials to be used for several purposes.

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WHERE TO FIND ONLINE AND OPEN RESOURCES [2/2]

Open access journals	▪ Directory of Open Access Journals (DOAJ) ▪ FindIt@Bham ▪ OAIster ▪ PeerJ ▪ Frontiers ▪ Journal of Legal Analysis ▪ Cogent Economics & Finance
Open access repositories	▪ Google Scholar ▪ CORE portal ▪ Search Creative Commons
Open access books	▪ Google Books ▪ OAPEN Library
Other open access resources	▪ Open Access Button ▪ Open Access Directory ▪ Open Society Foundations Access to Knowledge

TRICK OF GOOGLE SEARCH

When google searching, you should be aware of the following tricks:

1. PHRASE SEARCH
2. NEGATIVE SEARCH
3. ORDER OF SEARCH
4. FORCED SEARCH
5. SITE SEARCH

6. NUMBER RANGE SEARCH
7. GOOGLE DEFINE
8. GOOGLE CALCULATOR
9. PHONEBOOK
10. SPELL CHECKER
11. THE 'I'M FEELING LUCKY' BUTTON

Click here to read more!

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OPEN EDUCATIONAL RESOURCES

Using already existing OERs can save you both time and effort, while helping improving education globally.

Especially in **developing countries**, where many students cannot even afford books and the access to classrooms is limited, OERs are considered more and more important.

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TIPS TO USE OER

Finding OERs is one step.

The next step is to know how and when to use them.

The following tips are a good start:

1. Verify rights to use
2. Compare the resources with your goals to select the ones that fits you best
3. Make sure that your resources are of high quality
4. Create an Open Educational Resource Repository
5. Use other OERs for Inspiration
6. Encourage self-guided exploration

TIPS AND EXAMPLES

A Review of the Effectiveness & Perceptions of Open Educational Resources As Compared to Textbooks

Creating Open Educational Resources: Tips for New Creators

Everything you need to know about search engines

Open Education Resources: Global report 2017

30 Resources to find the Data you need

Which search engine should I use?

HOW TO CREATE YOUR BRAND IDENTITY

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WHAT IS A BRAND IDENTITY AND HOW TO BUILD IT?

A brand identity is the sum of how your brand looks, feels, and speaks to people

Your brand identity is what sets you apart from the competitors and shows your customers who you are and what they can expect from working with you.

Building your own brand essentially boils down to folowing steps:

- Market research
- Choose your business name and slogan
- Design your identity (look and logo)
- Apply your branding across your business and evolve it as you grow

HOW TO CREATE YOUR BRAND IDENTITY [1/2]

1. MARKET RESEARCH & VISION	• Define your brand identity
	    - what you stand for,
	    - what is your greater purpose
	    - what are your values and goals
	• Determine where your brand currently stands in marketplace
	    - who is your competition
	• Understand who is your potential customer

2. BUSINESS NAME & SLOGAN	• Choose your business name that's hard to imitate and even harder to confuse with your competition in the market. • Avoid mistakes such as overly long or hard-to-spell names

HOW TO CREATE YOUR BRAND IDENTITY [2/2]

3. DESIGN YOUR IDENTITY

Logo
- It is important to create a logo that is simple, memorable, timeless, versatile, appropriate, unique, identifiable
- Logo should clearly communicate who you are and what you value as a brand
- It is also good that logo is scalable to work at all sizes

Important things about a design:
- Typography (it refers to the font (or type) you choose for your branding materials)
- Color palette (using colors strategically in your brand color palette can have a serious impact on how your brand is perceived by your audience.)
- Form / shape

4. PEOPLE & SOCIAL MEDIA

- A strong brand is one that sends a clear message in a consistent manner via social media or their own website.
- Choose social media platform that make the most sense for your brand
- You need to know your identity and language tone to use on social media:
    - list of words to use,
    - personality to social writing,
    - style of photography to use in posts,
- You should make regular content updates and communicate with your audience

TIPS AND EXAMPLES

The 11 use social media strategies to expand your brand

9 brand design elements for your brand

Branding your personal brand / Creative business

Step by step guide how to create a brand identity

How to start your own brand from scratch

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WORK ONLINE: ONLINE BANKING AND FREELANCING

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ONLINE BANKING

Online banking means accessing your bank account and carrying out financial transactions through the internet on your computer, smartphone or tablet.
To find out if you can get online access to your account visit your bank or go to the website of your bank.

Advantages:
- fast and efficient
- 24-hour access to your account
- Real-time information
- You can pay your bills online

Disadvantages:
- To customers who are using it for the first time it may present a challenge
- Accounts are still vulnerable when it comes to hacking
- It is dependent on a reliable internet connection

HOW ONLINE BANKING WORKS

1. Initial Set-Up (registration)
- For security reasons, the registration process often involves a few steps:
- Visiting your local bank,
- Having a password posted to you, and
- In some cases, being given a small security device you'll need to log on.

2. Logging In
- After the initial set-up and registration, you can log in and access your account any time by entering your username and password at the online banking section of your bank's website.

3. Use the Tools Your Bank Offers
- It can include automatic savings, transfers between accounts, bill pay, and more.

TIPS FOR SAFE ONLINE BANKING

1. Avoid using public Wi-Fi
2. Make sure your Wi-Fi network is secure
3. Never respond to emails or phone calls that purport to be from your bank and ask for your security information
4. Don't open emails from unknown sources as they may contain a virus
5. Do not use public computers to login to online bank
6. Check your account regularly
7. Do not share your details with anyone
8. Always remember to log out of your online banking session
9. Keep your operating system and anti-virus software up-to-date

FREELANCING

A freelancer is a self-employed person who offers services to clients, and often to multiple clients at a time.

Advantages:
- Choose your work/clients
- It is flexible (you can choose your own hours of working)
- You have more control

Disadvantages:
- Getting a work/project
- Managing multiple clients and projects
- You'll have to pay self-employment tax

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TIPS AND EXAMPLES

Internet Banking Explained

How to be a Freelance Artist

Beginner's guide to online banking

Top 20 Freelance Websites in 2018

HOW TO MAKE YOUR BUSINESS VISIBLE ONLINE

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WHY IS IT IMPORTANT TO HAVE A WEBSITE?

- The first reason why small businesses need a website, even if your business has five employees or less, is because that's where so many of your potential customers are for so much of the time.
- Potential customers are using their Smartphones and tablets to decide where to go and what to buy. So your small business has to come up in local search or beware; people who are searching will find other local businesses rather than yours.
- People expect businesses to have their own websites, just as they used to expect businesses to have a real physical business address.
- Having a business website gives you an automatic online presence.
- A business website gives you another opportunity for data collection/lead generation.
- Ecommerce spending is increasing every year.
- Webrooming can lead customers into your store.

10 RULES FOR A GOOD WEBSITE

1. Don't make users think	According to Krug's first law of usability, the web-page should be obvious and self-explanatory.
2. Don't squander users' patience	The less action is required from users to test a service, the more likely a random visitor is to actually try it out. First-time visitors are willing to play with the service, not filling long web forms for an account they might never use in the future.
3. Manage to focus users' attention	As web-sites provide both static and dynamic content, some aspects of the user interface attract attention more than others do. In other words: the less thinking needs to happen behind the scenes, the better is the user experience which is the aim of usability in the first place.
4. Strive for feature exposure	What matters is that the content is well-understood and visitors feel comfortable with the way they interact with the system.
5. Make use of effective writing	Use short and concise phrases; use scannable layout; use plain and objective language.

10 RULES FOR A GOOD WEBSITE

6. Strive for simplicity	The "keep it simple"-principle (KIS) should be the primary goal of site design. Users are rarely on a site to enjoy the design; furthermore, in most cases they are looking for the information despite the design.
7. Don't be afraid of the white space	Not only does it help to reduce the cognitive load for the visitors, but it makes it possible to perceive the information presented on the screen.
8. Communicate effectively with a "visible language"	Organize: provide the user with a clear and consistent conceptual structure; Economize: do the most with the least amount of cues and visual elements; Communicate: match the presentation to the capabilities of the user.
9. Conventions are our friends	Conventions are very useful as they reduce the learning curve, the need to figure out how things work.
10. Test early, test often	Usability tests often provide crucial insights into significant problems and issues related to a given layout.

WHAT IS ONLINE MARKETING?

Online marketing is a set of tools and methodologies used for promoting products and services through the internet.
Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.
Online marketing combines the internet's creative and technical tools, including design, development, sales and advertising.
Online marketing has outsold traditional advertising in recent years and continues to be a high-growth industry.

6 STRATEGIES FOR ONLINE MARKETING [1/2]

1. Personal branding

Branding yourself, before your company, gives you the opportunity to leverage a more trustworthy, personal image to promote your brand

2. Content marketing

Content marketing takes a variety of forms, and depending on how you form your strategy, could accomplish a number of different goals.

3. Search engine optimization (SEO)

SEO is the process of making your site more visible in search engines, so you get more traffic from people searching for the products or services you offer.

6 STRATEGIES FOR ONLINE MARKETING [2/2]

4. Conversion optimization

Most of these strategies aim to get more people on your site, but what do those people do once they're there? Conversion optimization helps you ensure you get more value out of each and every visitor by maximizing your rate of conversion.

5. Social media marketing

Social media marketing is significant potential in building and nurturing a social media audience.

6. Email marketing

Even a simple content newsletter can help you encourage repeat traffic to your site, facilitate more engagement with your brand and keep your brand top-of-mind with your audience.

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SOME EXAMPLES

https://www.worldwish.org/en/shareyourears

I wish to go to Disneyland®

This year, in celebration of Mickey Mouse's 90th Anniversary, Disney hosted two phases of the Share Your Ears campaign during the month of November. The heartfelt and engaging social campaign helped fans unlock US $5 donations from Disney to Make-A-Wish through fun and simple consumer activation.
To the hundreds of thousands of Disney fans who took part in this year's #ShareYourEars campaign celebrating 90 Years of Mickey, thank you! Disney Worldwide Services is donating US $3 million to Make-A-Wish to help grant even more life-changing wishes for kids fighting critical illnesses!

https://www.momondo.it/letsopenourworld

Momondo carried out DNA analysis of some seventy people from around the world to identify their ethnicity, and the second phase of the campaign, launched this week, looks at some of the participants' individual stories.
European metasearch site **Momondo's** "DNA Journey" has racked up 120 million views across all channels in a month, staking a claim to be one of the most viral travel marketing initiatives so far.
Most of the views are coming via Facebook, which includes third-party sites. There are also nearly 6.5 million views on YouTube since it was uploaded on June 1, as well as people seeing the video via **a dedicated microsite**.

TIPS AND EXAMPLES

📹 **How to start a Business online**

📹 **What makes a website visually appealing**

📹 **What is Social marketing?**

🌐 **How to make your brand visible with social media**

🌐 **How to create a social media marketing plan**

HOW TO SECURE YOUR PC AND BUSINESS DIGITAL DOCUMENTATION

DIGITAL SKILLS COURSE

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POSSIBLE RISKS

- Risks provoked by carelessness

- The pc virus infection

- Theft of data and documents

HOW TO PREVENT CARELESSNESS RISKS

Often our actions damage the pc and its documents, for this to show attention to certain behaviors are really important:

- Use your pc in locations safe from elements that could damage it, in particular be careful to sockets and plugs you use to recharge it, failure of pc may result in loss of documents
- Never leave your pc unattended, someone could steal it or copy the data it contained
- Always protect access with a password, use a secure password with different characters and hard to guess so that nobody can access without your consent
- Be careful don't lose the external memory tools you use and where your documents are stored, anyone could subtract them
- Always keep more secure copies of important documents so you never lose them completely

HOW TO PREVENT VIRUS INFECTION

- **Use a good Firewall:** firewall programs allow you to check the data in and out of the network blocking any unrecognized operation. They are already present in operating systems, just activate them
- **Install an antivirus:** you can download free online antivirus that block virus infections, always remember to set up automatic update and periodic scanning
- **Update the installed programs periodically:** updates always contain more protections from computer viruses than previous ones
- **Make backup copies:** it is important to make copies of the data present on the PC with periodic scanning so as to always have an updated copy
- **Use secure sites:** check that the sites you visit are all with address *https://*
- **Download only elements from web whose origin you know:** if you aren't sure of the data you want to download don't download

HOW TO AVOID DOCUMENT THEFT

You have two possibilities to protect documents:

1. During the save you can set a security **password** so that only the owner can open and access the document

2. You can use **encryption software** so that the content isn't intelligible to those who access without the associated decryption key
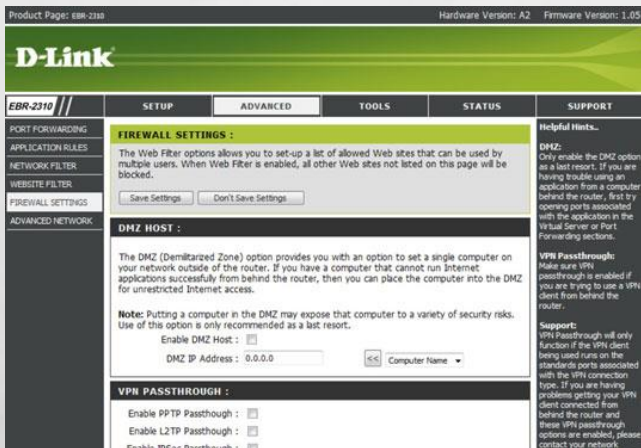
SOME EXAMPLES: HOW TO SET UP A ROUTER WITH A FIREWALL [1/2]

If you are a broadband Internet user, the best way to keep malware out of your computer is to set up a hardware firewall. A *hardware* firewall is an electronic gizmo installed between the broadband modem and your computer. It's often included as part of the router. A hardware router monitors all incoming and outgoing Internet traffic.

Most wired and wireless routers sold today feature a firewall right out of the box. That's good news. The better news is that the firewall is most likely configured perfectly for you; there's really little left to do.

You access the router by using the PC's web browser to see the router's firewall configuration screen. (see the 2° image on the left)

At its simplest level, the hardware firewall is an on-off type of affair. Some routers may feature an advanced firewall where you can add rules and such, but in most cases the rules are straightforward: Don't allow in any Internet traffic that wasn't specifically requested by a computer on the network. This rule pretty much blocks all the Bad Guys from getting through.

When you have a hardware firewall, you don't need to use a second, software firewall.

You can test your computer's firewall by visiting the **Gibson Research** website and using their ShieldsUP!! program.
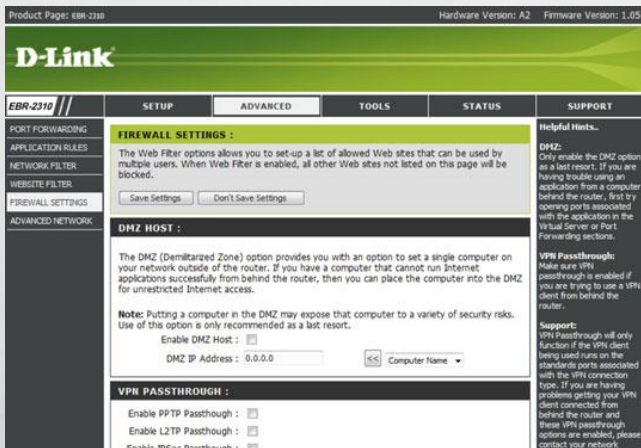
TIPS AND EXAMPLES

How to download a free antivirus

How to activate a firewall

How to put a password on a document

How to program the scan

How to encrypt your pc data

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SELF-EVALUATION

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EVALUATE YOURSELF!

At the end of this course I learned why to have a website is important for my business.
- ☐ True
- ☐ False

At the end of this course I learned what is online.
- ☐ True
- ☐ False

At the end of this course I learned the most important strategies to make my business visible online.
- ☐ True
- ☐ False

EVALUATE YOURSELF!

At the end of this course I learned to know what risks can run my pc and the document it contained.
- ☐ True
- ☐ False

At the end of this course I learned to prevent the risks when online.
- ☐ True
- ☐ False

At the end of this course I leaned how to find and use online resources.
- ☐ True
- ☐ False

THANK YOU FOR READING!

DIGITAL SKILLS