



Skills for Inclusive Digital Participation

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# Digital Skills for Economic Opportunity Training Manual

SECOND EDITION

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# 1. Purpose of this manual



# 1. Purpose of this manual

More of the world's business and trading activities are going online. For those considering setting up, or growing, a business engaging with the digital world is an absolute necessity. This guide and the associated training will introduce you to trading, marketing, and administrating your business using digital technology. This will ensure that your business is fit for purpose and sustainable.

Use the internet to increase your business network which will increase the opportunities you have for work and business. You can also use the internet to search for a new or better paying job

The training assumes basic knowledge of:

- Digital Communication.
- Google Analytics.
- Social Media.
- Search Engine Optimization.

## 1.1 Who should read this manual?

This manual is intended for both trainers, and learners who want to develop their understanding of, and engagement with, digital technology. Specifically, this manual focuses on digital entrepreneurship.

This manual is a resource guide for trainers. This manual is to be used by the more advanced learners practice and reinforce what they have learnt in the training sessions.

## 1.2 How to use this manual

If you are a trainer then you should read this manual, the supporting materials in the accompanying annexes, and the accompanying **SIDP Pedagogy Guide: Guidance and suggestions for trainers using Skills for Inclusive Digital**

**Participation.** This guide includes guidance and suggestions on how to achieve the most from this document. It also equips you with a step-by-step guide on how to disseminate the various learning resources that are meant for the target audience who include differently abled learners.

As a trainer or teacher, we assume you have a good understanding of how to use training materials to develop knowledge, skills and confidence in your students. We also assume you will use materials that are relevant for your students.

We have structured the course materials into self-contained topics to help give you flexibility when you use these materials. You could deliver all the training materials to all of your students, or you could choose to deliver only the topics that are useful for your students to learn more about. It is our hope that this flexibility in the use of training materials will help you deliver appropriate learning journeys for your students.

## 1.3 Recommended and discretionary topics

The content in these manuals is divided into topics. The topics are manuals are categorised into two types:

1

### 1.3.1 Recommended topics

These are topics that important for many learners, but possibly not for all learners. A good understanding of these topics is an important foundation for developing digital skills. Recommended topics should be covered if possible.

Recommended topics can be very useful as:

- Extension exercises in a training workshop.
- As an assignment after a training workshop.
- As preparatory work before a training workshop, for instance when a learner moves from basic manual to another manual.

## 2

### 1.3.2 Discretionary topics

These topics should be covered if there is time, or an interest in the subject. These topics cover important areas of knowledge and skills, but they may be slightly more advanced in nature, or more specific in application.

## 1.4 A suggested learning journey

This manual introduces fundamental digital skills and explains their relevance and importance in an increasingly digital world.

This manual has a little more emphasis on step-by-step instruction as this is an introductory manual than the follow-on manuals.

This manual includes the following topics:

Topic	Category
Grow your Business Online and Create Wealth	Recommended
Introduction to E-Commerce and E-Commerce Platforms	Recommended
How to get work online	Recommended
Introduction to Social Media Analytics and SEO	Discretionary

Table 1: Topics for digital skills for economic opportunity

### 1.4.1 Follow our suggested learning journey

We have suggested topics that we think are important for you to study (recommended topics) and useful topics to study if you have time (discretionary topics).

Study all the recommended topics in order. These topics must be completed to qualify for a certificate of participation.

If you wish to continue studying basic digital skills, we suggest you proceed to the discretionary topics. You can choose to study some, or all, of the topics that interest you.

## 1.4.2 Annexes and worksheets

To support you as you work through this manual there are additional materials available. These are:

### 1.4.2.1 Worksheet annexes

There are standardised activity sheets, and reflection sheets. You can print these and use the forms as you progress through the programme.

These worksheets can be filled out in training, or as part of extension working such as preparatory work or homework assignments given after training.

### 1.4.2.2 Country specific annexes

Each manual has accompanying annexes from countries in the pilot – Indonesia, Kenya and Nigeria.

These annexes contain local content, case studies and examples, exercises and resources that are relevant for that country. These additional materials are an important and useful addition to individualise materials for different countries and cultures.

Country specific annexes supporting this manual include:

- Annex\_Digital skills for economic opportunity\_Indonesia
- Annex\_ Digital skills for economic opportunity \_Kenya
- Annex\_ Digital skills for economic opportunity \_Nigeria

### 1.4.3 The SIDP learning journey and certificates of participation

It is expected that learners complete at least the recommended topics and have evidence of their activity (through completed and notarised activity worksheet and reflection worksheets) to qualify for a certificate of participation.

## 1.5 Further guidance on delivering the SIDP programme

For more information on how to use this manual and materials to deliver the SIDP programme please refer to section **Guiding your students on their learning journey** in the Pedagogy Guide.

If you are learning about Basic Digital Skills without guidance from SIDP trainers, then you should read this manual and supporting training materials in the accompanying annexes.

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## **2. Grow your business online and create wealth**





## 2. Grow your business online and create wealth

There are many reasons why you should do more business online. These include reaching more customers and selling more products or services, automating systems such as ordering and payment to increase speed and reduce errors, reducing costs and having a shop window that is always open for customers. For more information on the reasons why getting online is good for business, and some simple steps to think about to get online see the accompanying manual **Basic Digital Skills Manual**.

This manual builds on those steps. You will focus on using digital technology to:

- Reach more people and tell your story.
- Sell products and services to customers and potential customers.

### 2.1 Expected learning outcome of completing this topic

Once you have completed this topic you will be able to:

- Produce content online
- Increase the online visibility of your business
- Increase the commercial activity of your business or enterprise

## 2.2 Different types of digital content and how to use them

Whatever your business does it needs to publicise this. You need to reach out to potential clients/ customers and convince them to purchase from you. Digital tools (or media) assist you in accessing and addressing targeted audiences. When communicating online take care that you use the right media for the right audience, ensure you understand your different customer types as well as the media that will have the most positive impact on each type.

Online content can take various forms which can be used to communicate, advocate, market and sell to other internet users:

- Visual: including video, images, GIFs, blogs.
- Audio: including podcasts.
- Text: including blogs, emails.

### 2.2.1 Videos

Videos are increasingly popular and are a powerful communication tool. A video allows you to better feature your products or services. Personalisation is known to increase engagement and loyalty amongst customers. Videos can incorporate other forms of communication to strengthen the messaging.

An example of a business using video to support their business:

<https://fb.watch/9avKKw073U/>

### 2.2.2 Image(s)

Images have greater impact than text, they convey ideas, and stories and create deep emotional connections.

An example of a business using image (s) to support their business:

[https://web.facebook.com/TheUltimateLookBarberSalon?\\_rdc=1&\\_rdr](https://web.facebook.com/TheUltimateLookBarberSalon?_rdc=1&_rdr)

### 2.2.3 Infographics

Infographics are visual representations of complex data, information, and knowledge. They present information in a fun, engaging, and easy-to-understand format.

An example of an infographic by Coca-Cola: [http://thumbnails-visually.netdna-ssl.com/cocacola--the-background-behind-the-bottle\\_51ee8fc79ee08\\_w1500.jpg](http://thumbnails-visually.netdna-ssl.com/cocacola--the-background-behind-the-bottle_51ee8fc79ee08_w1500.jpg)

### 2.2.4 GIFs

GIFs are a series of images or soundless video that will loop continuously and does not require anyone to press play.

### 2.2.5 Audio/ Podcasts

A podcast is an audio recording that is broadcast digitally. The recording can be an entrepreneur's narrative about their business and/or products or services or could be a discussion, interviews et. The audience need an app to access the broadcast. Podcasts are a popular way to create deeper engagement with existing or potential customers.

An example of a business using podcast to support their business:

<https://theflip.africa/podcast/accessible-and-affordable-edtech-eneza-education-wambura-kimunyu/>

### 2.2.6 Writing articles

Blogging & microblogging are common ways to write articles and distribute them online (communicating through text).

Blogs, for short, are often used as storytelling to promote a business and can include images and video to support the text. Many entrepreneurs blog regularly and build up a following and so raise the profile of the business especially when launching new products or services.

Microblogging (literally “little blogs”) allows users to share small snippets of content such as short sentences, individual images, or video links.

There are a number of popular platforms that are commonly used for microblogging. Most are free to use but require that you download the app and register to use it. Mostly they are accessed via your smartphone but can also be used through other devices. More information on creating blogs is contained towards the back of this manual.

**Twitter** is the most famous microblogging site. It allows you to send small posts known as ‘tweets’ up to 140 characters in length. Apart from normal users, it is also used by celebrities and politicians. We can share photos, videos, and text on Twitter with our followers, along with trendy hashtags. You can also exchange messages with others.

**Tumblr** is one of the best microblogging sites where you can easily share photos, videos, images, text, and links.

**Plurk** is another popular social bookmarking and microblogging site. You can share links, images, videos, etc. with your followers.

**Twister** has features such as free speech, no spying, and there are no IP (Internet Protocol) recordings.

**Soup.io** gives access to a large library of shared information. Other strengths are that it is better optimised so people can find you easily and it allows you to create your own Web 2.0 site and add content.

**Gab** is exceptionally good for brand promotion globally as well as being able to access lots of information

**Reddit:** is a social bookmarking and microblogging site. You can specify what category your business appears in, and its large audience base means you have considerable reach

**Micro.blog** is an easy-to-use site with high functionality including features like custom themes, customizations, categories, podcasts, videos, images, and more.

**Plerb** allows you to access a large social community, but you are restricted to 150 characters of text

**Meme Generator (Free):** Though not strictly blogging, memes are amusing ways to generate publicity if done right. The format allows you to use a mix of text, GIFs, visuals, video and sound to If done right, this free tool will assist you in creating memes using blank templates.

## 2.3 What is digital marketing?

Digital marketing is an online communication that uses the internet and online media to tell potential customers about you, your enterprise, and your products and services. The most common digital marketing strategies are designed to distribute brand messages through web applications, search engines, websites, social media, and email.

The main goal of digital marketing is to attract new clients from digital platforms such as Google. Digital marketing is a proven method of generating clients locally and globally.

A Digital Marketing Platform is a solution that supports certain marketing functions the internet, such as reviewing service or product providers. These platforms act as intermediaries between you and your potential customers. Well known examples include TripAdvisor and Airbnb.

## 2.4 Expected learning outcome of completing this topic

Once you have completed this topic you will be able to:

- Understand what digital marketing is.
- Understand and use different types of digital marketing tools to grow a business.

## 2.5 What are digital marketing tools?

Digital marketing tools are a collection of software tools that help one discover, reach, act, engage and convert a target audience into customers. They are used to achieve the goals of digital marketing which are finding a target audience and converting them into clients through web resources.

Digital marketing tools can be classified into several categories which include:

1. Search Engine Optimization (SEO): Organic Search
2. Analytics
3. Paid Search/ Search Engine Marketing (SEM): Google Ads
4. Email Marketing / Marketing Automation
5. Content Marketing

### 2.5.1 Search Engine Optimization (SEO): Organic Search

SEO is an approach used to improve the appearance and positioning of websites in search results on search engines like Google. In simple terms, this strategy is used to ensure one's business website appears on page one of search engines when potential customers search for products offered by the business.

A keyword is a word or phrase that is typed by people, or potential customers, on search engines when they are trying to look for a product or service. e.g., best fridges in your country.

A keyword research tool or keyword analysis reveals keywords people are using in their searches so that you can use these words on your marketing to drive traffic to your business web site.

## 2.5.2 Analytics

Analytic tools help you analyse the data from visitors coming to your webpage. Analytics tools are most often used to understand more about your customers and potential customers and how they behave as a result of your marketing activities. If you can have a better understanding of the buying behaviour of your customers, you should be able to use more relevant marketing messages and sell more products.

Well known examples of analytic tools include Google Analytics, Social Media Analytics and Google Search Console.

## 2.5.3 Paid Search and Search Engine Marketing (SEM)

Paid search is a digital marketing method in which an advertiser pays search engine companies like Google for ad placement on Search Engine Ranking Pages (SERPs). It is also known as Search Engine Marketing (SEM).

A good example of Paid Search is Google Ads which was formerly known as Google AdWords where people pay Google, the company, to have their products or services shown on searches. This acts as an alternative to SEO.

### 2.5.3.1 Activity: Using Google Ads

To set up Google Ads, follow this procedure:

1. Create a website for your business
2. Search Google Ads on Google or type this web address  
<https://ads.google.com/home/>
3. The page below will load. Click “Start Now” and follow all the prompts including the billing country, time zone, and currency.

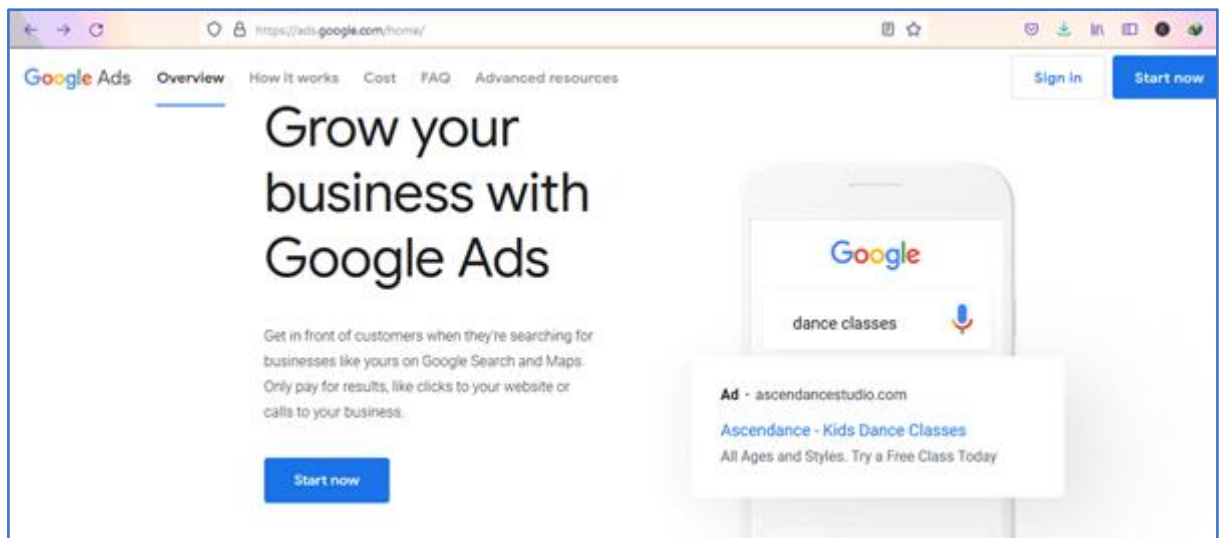


Figure 1: Google Ads home page

## 2.5.4 Content Marketing

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant videos, articles, podcasts, and other media.

This approach is an effective digital marketing tool as your messages will be authentic, and you won't have to pay a lot of money to other people to publicise your message. There is, however, an investment in time and effort to making this work.

## 2.5.5 Email Marketing

Email Marketing is the process of sending promotional messages to people in large quantities with the aim of generating leads or sales and may contain advertising. It is like sending out sales letters in the real world. It can also be called direct marketing, or electronic direct marketing because the only people that see a message is you and the reader.

Email Marketing is usually carried out using an automated software tool that collects, stores, and sends certain emails to the subscribers. The user just composes one email with all the relevant information and links and the system sends the email to all the subscribers in its list at a set time.



Well known examples of email marketing tools include Sendinblue, GetResponse, and MailChimp.

### 2.5.6 Activity: Group discussion on digital marketing

In groups of three you will:

- Find and show 6 examples of paid online advertisements.
- Compare the paid ads to the organic search results depicted by other businesses.
- Discuss cases of email marketing you have received. You can use your email inbox to demonstrate.
- Give examples of trending Content Marketing campaigns. Discuss which are effective and why.

### 2.5.7 Activity: Google My Business/ Google Listings

Google Maps listings or Google My Business is used as a digital marketing platform to increase the visibility of a business and attract more clients. It also gives people directions to the business.

- The trainer demonstrates how to add a business or any physical location to Google Maps.

To access Google My Business go to <https://www.google.com/business/> and create a profile by following the steps on the screen. One can also use the Google Maps phone app as shown in the procedure below.

#### **Steps of Adding a Business on Google Maps Listings.**

1. Navigate to Google Maps App and tap to open the app.
2. Tap on contribute.
3. On the next page, tap ADD PLACE.
4. Fill in all the details required starting with the 'Place name' (Name of the business). You will need to claim this business listing later. Alternatively, you can tap on 'Is this your business?' to navigate directly to Google My Business website.

5. Choose the appropriate category.
6. Set the physical location of the business on Google Maps by clicking on 'Edit map location' followed by moving the red Pin Location to the exact location.
7. You can switch to satellite view on Google Maps to confirm if the Pin Location is correct and reflects the exact building/ house/ area the business is located.
8. Add the operating hours, phone used at the business, business website (optional), date the business was opened, Add Photos (highly recommended), and finally click Post (as shown in Figure 0.8 below) and wait for the business to be approved by Google Review team.
9. Wait for a notification from Google (via an email) to confirm your addition has been accepted.

### 2.5.8 Activity: Group practice

In groups of 3 learners should practise adding a business or any physical feature to Google Maps. You can use a real business or an existing physical feature (highly recommended) or a hypothetical physical feature.

The trainer will give the learners a break to take a short walk in the neighbourhood and identify a few businesses, take pictures, and add these to Maps, including reviews, where applicable.

### 2.5.9 Activity: Individual practice

The Learner gets to practice adding a business or firm or any physical structures to Google Maps in their own time (i.e. at home)

Activity:

1. Open Google Maps and contribute by adding a business, organization, building or any physical location. If you don't have a business use a business that you know about.
2. . Take photos of the business or location. If possible, ensure the name of the business is visible. (This improves the approval of the listing). Tap Post on the listing to upload the photo.

## 2.5.10 Activity: Reflection

Fill in the table below about adding businesses and physical features on Google Maps listings.

After you have completed their activities reflect and record your work.

For a blank activity and reflection template please see the accompanying annex. Annex\_Activity and reflection template.docx

## 2.5.11 Useful Links

- How to build an online shop (e-commerce website) easily using WordPress, <https://www.youtube.com/watch?v=0ytfC9NsX3Y>
- How to add Google Analytics and Google Search Console tracking code to a website built on WordPress, <https://www.youtube.com/watch?v=f-ynp7U0H2E>

## 2.6 Listening to what people want

Online marketing is not only about sending messages out to people.

Communication online is like communication on the real world, you speak and listen.

### 2.6.1 Social listening

This is the process of monitoring a company's or brand's social media channels. You would do this to get a better understanding of customer satisfaction and feedback, direct mentions of the brand or discussions regarding specific topics, keywords, competitors, industries and opportunities. This information should give you some insight that can help you explore those marketing and sales opportunities.

Well-known social listening tools include HubSpot, Sprout Social, Lately, and Hootsuite. You can also follow competitors, marketing leaders, and influencers and take note of what they talk about, what hashtags are trending and what people are talking about generally online.

## 2.6.2 Search listening

Search listening is the process of using information from search engines (such as Google, or Bing) for customer research.

There are billions of searches every day on search engines. If you know what people are asking you can think about how to change or adapt your marketing messages to answer those customer questions. This can help you get more visitors to your website and get more enquiries and sales.

If you type anything on Google, you will get suggestions to complete your question. These suggestions are based on the searches of other people.

Look at the example below. The search term “Vitenge” is typed into the Google search bar and related keywords such as Vitenge designs, vitenge mishono, vitenge dresses, and vitenge designs for ladies are also shown. These tell you what other people are searching for. You can use this information with content marketing, your SEO key words, Google Ad key words and email subject lines to target potential customers.

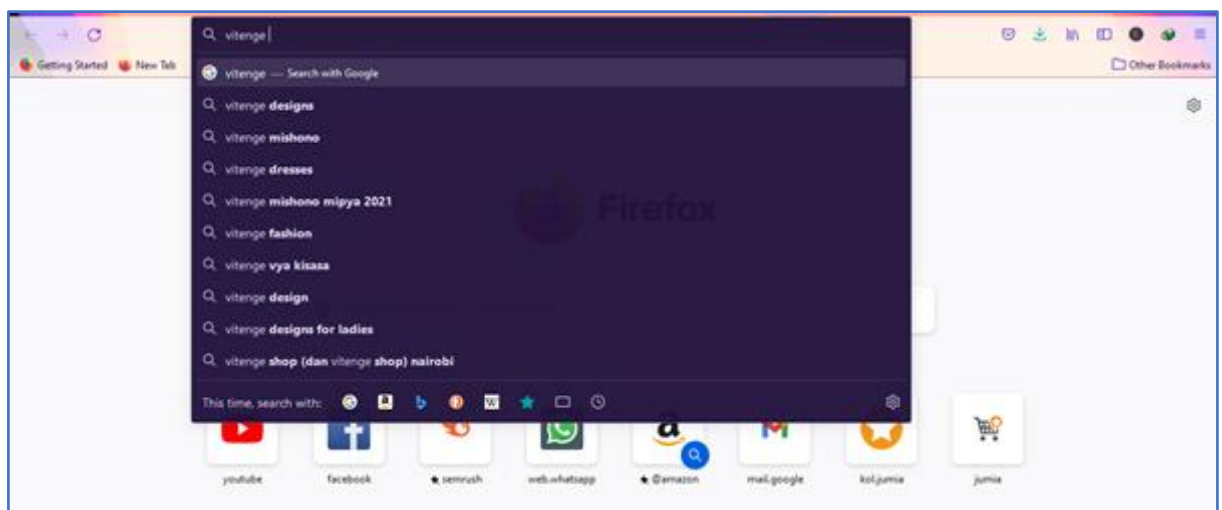


Figure 2: A typical Google search bar showing suggestions as an example of search listening

## 2.6.3 Tools to help your digital marketing

There are many types of helper applications and tools you may find useful. They are grouped in the following categories:

- Understanding trends, generating ideas for your marketing.
- Writing and taking notes.
- Search Engine Optimisation (SEO) – ways to make you easier to find in the digital world.
- Visual creation.
- Content promotion.
- Project management.
- Storage.
- Backup.
- Analytics.

### 2.6.3.1 Activity: Research useful digital marketing tools

If you are interested in finding tools to help with your online marketing use your web search skills to look online.

After you have completed their activities reflect and record your work.

For a blank activity and reflection template please see the accompanying annex. Annex\_Activity and reflection template.docx

The background is a dark blue gradient. In the top-left corner, there are several overlapping, rounded rectangular shapes in various shades of blue, ranging from light cyan to dark navy. In the bottom-right corner, there are white geometric shapes, including a circle, a rounded rectangle, and several parallel lines, creating a modern, abstract design.

## **3. Introduction to e-commerce**



## 3. Introduction to e-commerce

E-commerce (or electronic commerce) is any sort of business transaction that involves the transfer of information through the internet.

There are several ways to sell your goods and services online.

- Using a website for advertising to drive customers to you in the real world. These are sometimes called digital marketing platforms.
- Having your own e-commerce website that allows you to sell products and services online.
- Using e-commerce marketplaces. These are websites that allow independent traders, such as yourself, to have access to many users. This is like a real-world marketplace.
- Social marketplaces. These are marketplaces designed for trading, but they are attached to social media platforms such as Facebook.

### 3.1 Digital marketing websites and platforms

These websites provide a shop window for your business to reach many users.

These websites are not get directly involved in selling or dispatching a product or service. Instead, they focus on putting you in touch with potential clients thus making the marketing and sales process easier for you. The website itself is a platform – they support you to sell. They have no products of their own to sell to customers.

An example of a digital marketing platform is TripAdvisor. This is a hospitality website that helps travellers obtain travel information and leave reviews.

Businesses encourage users to leave reviews to generate publicity and attract future travellers. A good example is Cheetah Revolution Safaris which has

collected about 85 reviews from clients globally. This creates confidence in new clients who want to book with the company.

Other well-known examples include Airbnb and Uber.

## 3.2 E-commerce marketplaces

An e-commerce marketplace, or online marketplace, is a type of website where product or service information is provided by multiple third parties. An e-commerce marketplace allows businesses and users to register and sell single items to many items for a fee.

The marketplace provides the technology to post pictures, descriptions and take payments. Marketplaces are popular destinations and so they also provide access to many potential clients. Marketplaces may also handle packing and shipping your products for an extra cost. This can be useful if you have no warehouse space or access to logistic support.

Well known examples of e-commerce marketplaces include eBay, Amazon and Alibaba.

## 3.3 Social marketplaces

A social marketplace is a marketplace that allows sellers and potential customers to communicate with each other as well as buy and sell products and services.

A social marketplace can be a:

- a social community in an e-commerce marketplace website.
- a marketplace in a social network e.g., Facebook Marketplace.

## 3.4 Special considerations of E-commerce

If you are thinking about using e-commerce to grow your business, here are some simple things to think about:



- Payment gateways. These are services offered by platforms and marketplaces, or technical parts of your own e-commerce website that allow customers to make payments.
- Packaging. Good packaging ensures and maintains the quality of goods you dispatch are in proper condition when they are delivered to a customer.
- Delivery and Logistics. Consider a delivery service that will help you manage the logistics aspect of the e-commerce business.
- Costs and price. Consider how much you can spend on advertising to secure customers. Consider how much they will pay in each transaction with you, also whether they will become regular customers, and the potential spend over a “lifetime” engagement with your business. You should, of course, earn more money than you spend.

The background is a solid dark blue. In the top-left corner, there are several overlapping, rounded rectangular shapes in various shades of blue, ranging from a light cyan to a medium blue. In the bottom-right corner, there are several overlapping, rounded rectangular shapes in white, some with thin dark blue outlines. The text '4. How to get work online' is centered in the middle of the page in a white, bold, sans-serif font.

## 4. How to get work online



## 4. How to get work online

The internet can help get your job application in front of many employers than you could reach in the real world.

Here are some typical ways to use the internet to get work:

- Use your existing networks.
- Use job agencies.
- Post on job boards.
- Build a professional identity.
- For examples relevant to your country please see the accompanying country annex.

### 4.1 Use your existing networks

It is likely that you use your digital device to keep in touch with friends and family. You may do this through social media platforms such as Facebook or Instagram, or through social messaging platforms such as WhatsApp or WeChat.

You can ask your contacts if they know of any job opportunities, or to tell them you are actively looking for work. This approach is quick, informal and free. It may not be as effective as the other methods listed below because your social contacts may not have job vacancies or know of other businesses seeking employees.

#### 4.1.1 Use job agencies

Job agencies, or employment agencies, are a good starting point if you are looking for work.

Job agencies often have online websites and real-life offices that you can visit. You can speak to people face to face, on the phone or on an online chat. These conversations will help the agency understand what you are good at and what you're interested in. This will help them match you up with companies that have work opportunities.

Agencies are often scanned by employers for good job candidates, so don't forget to keep your resume up to date.

Agencies are flexible as you can often apply for part time jobs, temporary work or a full-time permanent job.

There will be many agencies online in your region.

### 4.1.2 Post on Job boards

Online job boards are popular and effective ways to search out job opportunities and to get your resume (or CV) in front of potential employers. This is a bit like the job pages of a newspaper with advertisements.

Job boards can specialise in areas such as a city or country, or in types of job such as agriculture, hospitality or security.

Well-known international board include **indeed**, and **totaljobs**.

### 4.1.3 Get paid projects, or “gigs”

You can work as **short-term, temporary, or independent contractors** for more than one employer.

Well known example of this type of platform is Uber, a cab hailing service. The platform puts a driver in contact with potential passengers. It is up to you to decide if you want to take a fare. The platform takes a commission from the fare you charge your passenger.

There are other platforms for freelance jobs, sometimes called “gigs”. Some of the most well know examples of these include **Fiverr**, **PeoplePerHour** and **Freelancer**.

There will be examples in your region that will have a better focus on local opportunities.

#### 4.1.4 Building your Professional Identity

An online professional network is like a normal social network. It is designed to help put people together and to support their conversations.

A professional network differs from a typical social network in its focus on business connections and opportunities.

##### **Reasons to be part of a online professional network**

- Raise your profile – Through participation in professional networks, you showcase your strengths and gain more visibility
- Build confidence -Through interacting and engaging with others, you enhance your social /soft skills. The more you network, the more you build self-confidence.
- Gain fresh ideas and exposure to different perspectives - advance your knowledge and experiences. Diversity among members of an online professional network support participants to develop new perspectives and innovative approaches
- Strengthen business and personal connections- Social professional networking is about sharing for mutual benefit. It promotes sharing of ideas and partnerships among organizations/individuals towards achieving their goals
- Advance your career through new opportunities, knowledge, and advice and support - Networks offer you opportunities to interact with more experienced experts. You learn from their shared experiences and challenges.

Get access to job opportunities as you interact with others in your industry. This can happen through referrals, but more importantly because employers use these networks to spot potential employees.

A well-known example of a professional networking website is LinkedIn. It is used extensively to generate business leads, positioning yourself as an expert in a certain field or with specific experience, and for recruitment. Employers and businesses looking to purchase services will search LinkedIn, so it is worth creating and regularly updating your profile.

Other professional networking sites include Meetup, Xing, and Bark.

See the specific annex for your country for relevant examples of networking sites of use to you.

## 4.2 Activity: Creating a LinkedIn profile

The steps below explain how to set up a LinkedIn account:

1. Navigate to the LinkedIn sign up page on your web browser.

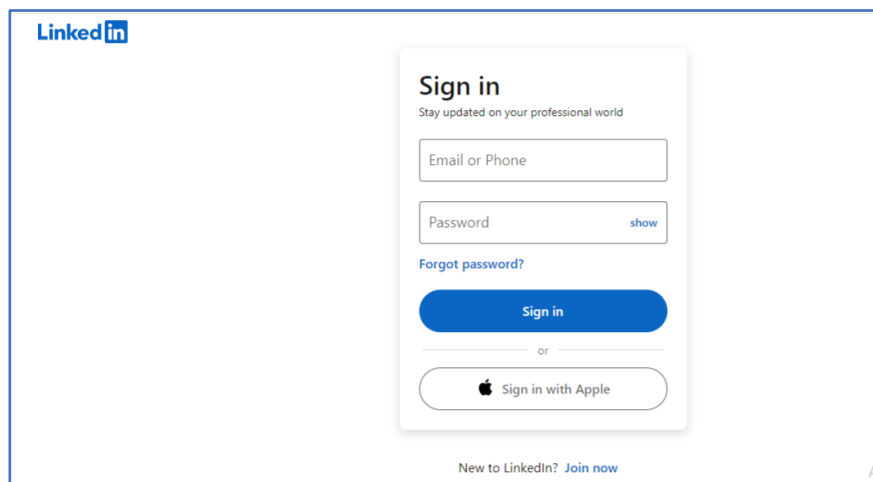


Figure 3: LinkedIn Sign in/ Sign up page

2. Select the "Join now" option to begin the process. Do not use the Sign in option.

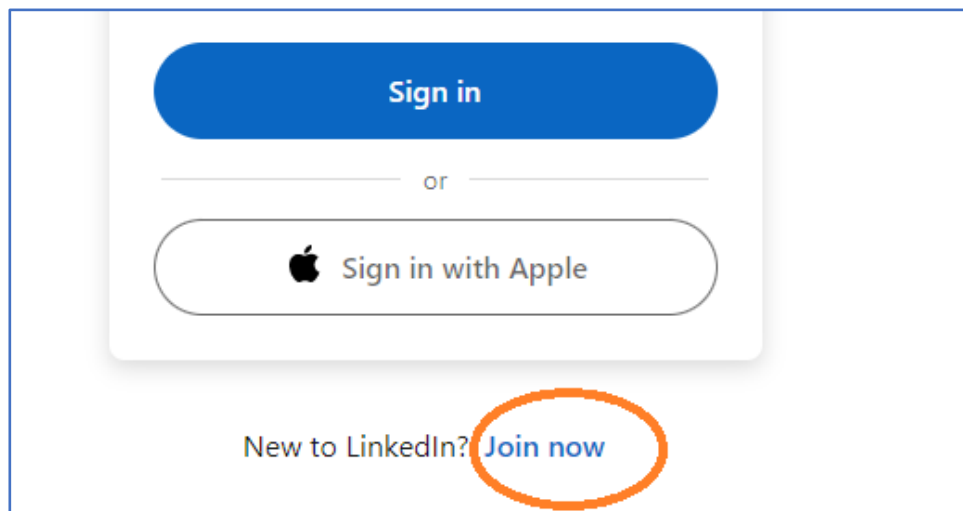


Figure 4: "Join now" option

3. Type your email address, and a password.
4. Click agree and join.

5. Enter the First Name and Last Name to create a user account.
6. Complete the verification.

Once the steps above have been completed, it is important to update the other personal information that defines you as an individual. You can add photographs, academic and work experience, skills and whether you are looking for work or offering services. If you are seeking employment select the option "Let recruiters know you're open". This lets LinkedIn know you want to share your profile with people looking for workers.

### 4.3 Activity: Group discussion activities and questions

- What could be more beneficial to your current endeavours? To set up a new social media network or to join an existing one
- Why is content curation in social networking important?
- What will make your engagement in content curation more productive?
- What do you need to do differently to engage more constructively in professional social networks?
- How can you benefit more from professional social networks?

### 4.4 Activity: Individual activities

- Create your personal LinkedIn profile and include a description, experience, competencies as well as any other required information.
- Create a personal Facebook account and create a page for your business.
- Create a post to market your products and schedule it to run appropriately.
- Create a YouTube account, add content into it and share it to friends.

## 4.5 Resources for further reading

- How to create a Facebook account.  
<https://www.youtube.com/watch?v=NaqR1bJCdiY>
- How to create a LinkedIn account,  
<https://www.youtube.com/watch?v=jh5eDSMPvjE>



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# Appendix 1

## Staying safe online: Cyber security and you



# 1. Staying safe online: Cyber security and you

This topic on cyber security gives information on how to ensure confidentiality, data integrity, and how to stay safe online and offline with your digital device.

## 1.1 Expected outcomes from the cyber security module

On completion of this topic, you will be able to:

- Make your personal information and communication safety a priority
- Identify and resolve simple security issues
- Test the security of online sites requiring personal information before use

## 1.2 What is cyber security?

Cyber security is the application of technologies, processes, and controls to protect computer systems, networks, programs, devices and data from attacks. Digital attacks are called cyber-attacks.

Cyber security aims to reduce the risk and severity of cyber-attacks, and to protect against the unauthorised exploitation of systems, devices, networks and technologies. It also refers to the practice of securing electronic devices and personal information from unauthorised access or attack.

Cyber security includes internet governance, cybercrime, data protection, jurisdiction, trademarks, and copyright and intellectual property.

## 1.3 Key Terms used in Cyber Security

Here are some definitions of terms you will come across in this manual and also in conversations or textbooks concerning cyber security.

**Network security** is the practice of securing a computer network from intruders, whether it is by targeted attackers or opportunistic malware or virus.

**Application security** focuses on keeping software and devices free of threats. A compromised application could provide access to the data that it is designed to protect. Successful security begins in the design stage, well before a program or device is deployed.

**Information security** protects the integrity and privacy of data, both in storage and in transit.

**Operational security** includes the processes and decisions for handling and protecting data assets such as the permissions users have when accessing a network and the procedures that determine how and where data may be stored.

**Disaster recovery and business continuity** define how an organisation responds to a cyber-security incident or any other event that causes the loss of operations or data. The organisation uses disaster recovery policies to dictate how it restores its operations and information to return to the same operating capacity as before the event.

**End-user education** addresses precautions people should take to avoid accidentally introducing a virus to a secure system by following good security practices. They teach users to delete suspicious email attachments, not plug in unidentified USB drives, and various other important lessons vital for the security of any organisation.

## 1.4 Types of Personal Data Targeted in Cyber Attacks

Personal data is any information which is related to an identified or identifiable natural person. A person is identifiable if they can be directly or indirectly identified – for example, by reference to an identifier such as a name, an identification number, location data, an online identifier or one of several unique characteristics (physical, physiological, genetic, mental, commercial, cultural or social).

Examples include your identification card number, passport number or social security number. Other examples of personal data include the telephone number, credit card or personnel number at workplace, accounts data, car number plate, personal appearance, customer number or address.

### 1.4.1 Consequences of not Securing Personal Data

Most internet users are not aware of threats to online privacy and the risks associated with having their personal data online. Here are some of the consequences of online threats to personal data:

#### 1.4.1.1 Financial Loss

The financial impact from a data breach is undoubtedly one of the most immediate and hard-hitting consequences that organizations or individuals have to deal with in cybercrime.

#### 1.4.1.2 Reputational Damage

News travels fast and organizations and individuals can find themselves at the centre of a global news story within a matter of hours after a breach or disclosure. This negative press coupled with a loss in trust can cause irreparable damage to the breached entity or individual in question.

### 1.4.1.3 Operational downtime

Business or personal operations will often be heavily disrupted in the aftermath of a data breach. Organisations or individuals will need to contain the breach and conduct a thorough investigation into how it occurred and what systems were accessed. The entity may need to be completely shut down until investigators get all the answers they need and this is a process that can take days, even weeks, depending on the severity of the breach.

### 1.4.1.4 Legal action

Under data protection regulations, organizations or individuals are legally bound to demonstrate that they have taken all the necessary steps to protect personal data. If this data is compromised, affected individuals can seek legal action to claim compensation from the responsible party.

### 1.4.1.5 Loss of sensitive data

Biometric data is extremely valuable to cybercriminals – much more than basic credit card information and email addresses. This is because the criminals can use this data to cause serious damages to the individual. Breaches that expose this data can be disastrous and exceed any financial and reputational damage.

## 1.4.2 Threats to your personal data

### 1.4.2.1 Malware

Malware is malicious software such as spyware or virus. It is activated when a user clicks on a malicious link or attachment, which leads to installing dangerous software. Once a malware is activated, it can:

- Block access to key network components (Ransomware)
- Install additional harmful software
- Covertly obtain information by transmitting data from the hard drive (Spyware)
- Disrupt individual parts, making the system inoperable (Bricking)

You can prevent a Malware attack by taking the following steps:

- Install Anti-Virus/Malware software.
- Keep Your Anti-Virus Software Up to Date.
- Run Regularly Scheduled Scans with Your Anti-Virus Software.
- Keep Your Operating System Current.
- Secure Your Network.
- Avoid opening suspicious links or download attachments from unknown sources.
- Keep Your Personal Information Safe by locking down all your privacy settings through secure passwords.
- Install Firewall which prevents malicious attacks by blocking all unauthorised access to or from a private computer network.
- Back up your data regularly and periodically test the back up to make sure you can access your archived information.

### 1.4.2.2 Phishing Attacks

This refers to gaining your personal information by tricking you. Phishing attacks are used to get information like credit card numbers or bank login details by pretending to be a respectable website. To prevent phishing take these simple precautions:

- Confirm the security of a website before inputting personal information.
- Avoid following links from emails and other messages instead, visit the target website by typing the address yourself into your browser.
- Do not give out personal information online unless you are sure you can verify the recipient's identity and they are trustworthy.

### 1.4.3 Spotting a Fake Email or URL

Companies and individuals are often targeted by cybercriminals through emails designed to look like they came from a legitimate bank, government agency, or other organization. In these emails, the sender asks recipients to click on a link that takes them to a page where they will confirm personal data, account information, etc.

Sometimes phishing emails are coded entirely as a hyperlink. Clicking accidentally or deliberately anywhere in the email will open a fake web page or download spam onto your computer. Avoid links attached to emails and especially from unknown persons.

The following can help you detect if an email is real or fake:

- The Sender's Email Address Has a Generic Public Domain especially for a government or business enterprise for example:
  - bankofbaroda@gmail.com.
  - bankofbaroda@hotmail.com.
  - bank\_of\_baroda@yahoo.com.
- The domain name is completely wrong or slightly misspelled for example amarzon.com instead of amazon.com.
- The tone of the email is urgent and requires you to act swiftly for example.
- The email promising financial windfall or grave penalties.
- Emails that force you to access a website.

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**Appendix 2**  
**Online abuse and  
cyberbullying**





## 2. Online abuse and cyberbullying

Cyber bullying is bullying with the use of digital technologies. It can take place on social media, messaging platforms, gaming platforms and mobile phones. It is a repeated behaviour, aimed at scaring, angering, or shaming those who are targeted.

Examples includes of cyber bullying are:

- Spreading lies about or posting embarrassing photos of someone on social media.
- Sending hurtful messages or threats via messaging platforms.
- Impersonating someone and sending hurtful messages to others on their behalf.

### 2.1 Signs of Cyberbullying

No matter how much pain they have suffered, victims of cyberbullying are often reluctant to tell parents, teachers, or other persons in authority about bullying because they feel a sense of shame from being victimised. They may also fear losing their cell phone or computer privileges. Bullies tend to be good at hiding their behaviour from those in authority. It's important to recognise the warning signs of cyberbullying and assist the victim to take appropriate action.

### 2.2 Effects of Cyberbullying

When bullying happens online, the victim can feel they are being attacked everywhere, even inside their home. They can feel they have no escape. The effects are long lasting and affect a person in many ways:

- Mentally — feeling upset, embarrassed, stupid, even angry.
- Emotionally — feeling ashamed or losing interest in the things you love.
- Physically — tired (loss of sleep) or experiencing symptoms like stomach aches and headaches.

The feeling of being laughed at or harassed by others can prevent people from speaking up or trying to deal with the problem. In extreme cases, cyber bullying can even lead to people taking their own lives. Documented effects of cyber bullying include:

- Higher rates of depression and anxiety.
- Reduced feelings of self-worth.
- Difficulties sleeping and increased bed-wetting events.
- Higher number of physical issues such as headaches and stomach aches.
- Increased suicide attempts (research suggests that cyber bully victims are two to nine times more likely to experience suicidal thoughts).
- Increased instances of eating disorders especially among girls.
- Truancy for young people.
- Low levels of attainment at school.
- Increased instances of drug and substance abuse.

## 2.3 Strategies for dealing with cyber bullying

### 2.3.1 Do not respond immediately

The aim of a lot of cyberbullying in most cases is to annoy, upset or confuse the person who is being targeted, so that they react emotionally. If you are being cyber bullied, keep in mind that the person who is targeting you wants you to respond. Do not give them the satisfaction of knowing you are annoyed.

### 2.3.2 Follow up when you are more calm

It is important to have a good understanding of the situation before contacting the cyber bully. Using calm, neutral language, try to resolve the situation with the person without letting them get to you emotionally. They may not even realise that you interpreted their actions as cyber bullying, so a calm conversation is important.

### 2.3.3 Take screenshots of the message

Screenshots are the best way to report an instance of cyber bullying. This is important because the person bullying (the cyber bully) may delete their comment

or photo when they realise that it might get them in trouble. Screenshots will ensure you always have a copy of what was directed at you online.

### 2.3.4 Stop frequently checking posts

You can always reduce the time you spend on social media. so that the bullying doesn't feel constant. Taking a break from the online world is good way to look after yourself.

### 2.3.5 Report and block

Most social media sites want to help you feel safe online, so they have a lot of built-in tools to keep you safe and to enable you to report bullying. If you have tried using the reporting and blocking options within your social media platform and the situation is still difficult, you can make a report to the relevant authority in your country.

The authority in your country could be an official commissioner (such as an Information Commissioner), a department of the government (such as a Department for Trade and Commerce), or an office or directorate within a department. The accompanying annex for your country will have further details relevant to you.

## 2.4 Specific dangers for women and girls

Over several years there has been increasing cases of young women being befriended online and lured to remote areas where their personal safety is threatened. This has happened all over the world and is a risk that all people should be aware of and prepared for.

### 2.4.1 Typical ways this can happen

Young women are contacted online by a person under a pretence. This can be on one of more of these ways:

- Posing as an old friend

- Posing as a member of a community of interest such as a fan of a musician or band, or a sports team
- Posing as a potential employer

After a period communicating with the young woman the person will ask for a meeting, a job interview, help with a chore such as a delivery, a date or even financial help and money that needs to be delivered.

Any of these requests should be looked at carefully.

## 2.4.2 Some suggestions to help you stay safe

The most important thing to do is verify the existence of the person you are talking to.

- Is this a real person?
- Are they who they say they are? For instance, is the 16-year-old girl real or is the person a 30-year-old man pretending to be a 16-year-old girl?
- If the contact is from a company, is the company real, and does that person work at the company?
- Always think carefully before sharing personal details about yourself online.

If you are going to meet a person in real life that you have only ever communicated with online, then please do at least the following:

1. Verify the person is who they say they are.
2. Check their contact details.
3. Pass their contact details to someone you trust so they can check on you.
4. Also tell this trusted person where you are going, when you are going and when you expect to be home, who you are going to meet with and why.
5. Meet in a well-lit public place where there are passers-by that could help you if need.
6. When you get home, don't forget to inform your trusted person you are safe.



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