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Skills for the Creative Economy
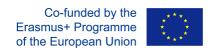
MODULE: Networking/digital and media communication

General Objective:	The module provides participants with a simple and structured approach to communication, formal and informal interactions in order to allow participants to organize their thoughts or ideas rapidly and to communicate spontaneously, concisely and effectively to others. This module explores also the intersections between information, communication, and meaning in today's social media world, it aims to teach students how to create an online strategy, engage on Facebook, Twitter and YouTube, provoke multimedia buzz, optimise the online space for search, and excel in digital crisis communications, how to create and maintain a social media presence for business, learning to use social media for public relations and communications purposes. In fact, in today's rapidly-evolving media landscape, social media has not only become a fundamental tool for communication, but a must-have skill in a multitude of industries. Understanding how to communicate with social media is key to your success in today's digital landscape. With the right amount of practice and social media education, students and professionals are empowered with a competitive edge in their studies, careers and communications.
Specific Objectives	→ Examine some of the fundamental components of strategic communications; → Explain the theories of communication, persuasion and ethics; → Describe an understanding of effective communications; → Describe how social media has changed the way we communicate and the way we do business; → Describe how social media fits in with other digital tools and marketing approaches; → Explain how create and manage social presences on Facebook, Twitter, Instagram and Google+ and how communicators are using these networks; → Explain which are the best practices around social media etiquette as well as the nuances of specific social networks to help you communicate effectively online; → Explain how to have a consistent personal brand and professional online presence; → Explain the fundamentals of creating and managing social presences on LinkedIn, Instagram, and Youtube, and how these networks are being used for PR and communications; → Explain how to create a social media analytics report; → Explain how to follow a social media policy responsibly.

Units (2-4) *Each UNIT should be described in detail in the template below*	The specific areas the module is focused on (max. 4- min. 2) Unit 1. Principles and Techniques of Effective Communication Unit 2. Social Media Tools and Applications
Learning Outcomes of the module	By the completion of this module, participants will be able to: → Identify, and critically analyse, influences on communication → Critically examine and evaluate their own communication skills and those of others → Demonstrate competency in basic verbal and non-verbal communication skills → Present information in a structured, coherent and appropriate manner → Understand the communication attributes of digital media → Understand social media fundamentals → Understand basic social media etiquette → Create a social media campaign → Build a consistent online brand and possible personality → Publish social media updates and engage with a community → Apply social media best practices to enhance their personal brand → Understand social media advertising → Manage social media → Measure site traffic using Google Analytics → Create and follow a social media policy
Module duration	50 hours Unit 1: 15h Unit 2: 35h
Evaluation method and criteria	Simulation practise Online test Interactive online lectures Online discussion on the relevant topics

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ECVET Unit: Principles and Techniques of Effective Communication

Reference Qualification:	Expert in effective digital communication
EQF Level	E4
Learning Outcomes	→ Identify, and critically analyse, influences on communication; → Know the basic principles of communication → Demonstrate an understanding of effective communications; → Critically examine and evaluate their own communication skills and those of others; → Demonstrate competency in basic verbal and non-verbal communication skills; → Determine the critical communications requirements for a given situation; → Present information in a structured, coherent and appropriate manner; → Work within a group to present a consistent and coherent message.

Knowledge	Skill	Competence
− Basic principles of communication; − Defining communication; types and modes of communication; − channels of communication; − the communication process; − transmission and reception; − barriers to effective communication; − lingustic communication; − sensory reception; − non-verbal communication; − first impressions; − one-to-one vs. one-to-many communication; − group communication	- Communication skills; - Networking skills; - Technical skills - Interpersonal skills for influence; - Attending skills; - Verbal response skills; - Non verbal communication skills; - Motivational skills; - Listening skills; - Influence skills; - Negotiation skills; - Team work skills	**Communication competences:** - Linguistic competence (Knowing how to use the grammar, syntax, and vocabulary of a language. What words do I use? How do I put them into phrases and sentences?) − Sociolinguistic Competence: appropriateness (Knowing how to use and respond to language appropriately, given the setting, the topic, and the relationships among the people communicating - Knowing how to use and respond to language appropriately, given the setting, the topic, and the relationships among the people communicating) − Discourse Competence: cohesion and coherence (Knowing how to interpret the larger context and how to construct longer stretches of language so that the parts make up a coherent whole. How are words, phrases and sentences put together to create conversations, speeches, email messages, etc…) − Strategic Competence: appropriate use of communicative strategies (Knowing how to recognize and repair communication breakdowns, how to work around gaps in one's knowledge of the language, and how to learn more about the language and in the context. How do I know when I've misunderstood or when someone has misunderstood me? What do I say then? How can I express my ideas if I don't know the name of something or the right verb form to use).

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VET Unit: Social media tools and application		
Reference Qualification:	Expert in effective digital communication	
EQF Level	E4	
Learning Outcomes	→ Understand the current state of social media marketing → Design your social media profile pages → Develop a social media strategy to effectively target people who are interested in your business, product or service → Createa brand identity and positive brand association → Create an effective social media marketing campaign → Understanding how to measure results → Build a community and engage with your followers → Create content that people actually share → Know when to publish your content for maximum results → Drive traffic to an external blog, landing page or website → Understand social media paid advertising → Manage you social media presence through a centralized dashboard to maximize your time, energy and effort → Create and follow a social media policy in your business	

Knowledge	Skill	Competence
– ICT literacy; – Fundamentals of creating and managing social presences on social network; – Fundamental Dos & Don'ts of Social Media; – Social Media Best Practise – Basic Social Media Etiquette; – Social Media Management Tools – The characteristics of a social media crisis – Basic knowledge of social media analytics report – The history of social media policies	– Communication skills – Digital skills – E-skills – Cretive skills – Public relation skills – Networking skills – Interpersonal skills for infulence – Attending skills – Motivational skills – Listening skills – Influence skills – Negotiation skills – Search skills – critical thinking	**Basic competences:** - Writing with a computer Aim: To learn and exercise computer basic skills and concepts. - Keeping in touch with others via the Internet Aim: How to communicate via computer – email, social network and Web-based application - How to find exactly what you are looking for (Information Search on the Internet) Aim: Improving "search skills" - Services on the Internet. Aim: Discover the world of information opportunities and services on the Internet - Where you might go next (further e-learning opportunities on the Internet) Aim: Further learning and information opportunities on the Internet and Computer-based

	– problem-solving skills	**Advanced competences:** - Communicate and manage information on the Internet Aim: How to profit by the communication possibilities over the Internet; How to work in an Internet or networked environment and maximizing communication, education, collaboration and social interaction in a safe and ethical way; How to use in appropriate way the different types of communication/collaboration tools (Email, cell phones, blogs, teleconferencing, social networks etc.) and on their ethical use "netiquette"; How to use the Internet; - Create and share content Aims: How to communicate through online tools, taking into account privacy, safety and netiquette; how to evaluate the quality of information found on the Web and to identify responsible and ethical behaviours when creating or using online content; how to integrate and re-elaborate previous knowledge and content, construct new knowledge; - Solve problem Aims: How to identify digital needs, solve problems through digital means, assess the information retrieved - Perform tasks and build the knowledge Aims. How to use technology and media, perform tasks through digital tools.

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ECVET Unit: Principles and Techniques of Effective Communication				
Reference Qualification:	Expert in effective digital communication			
Module Title	Networking/digital and media communication			
Module Type	Common Module			
Module Theme	Communication			
	Training Methods		**Training hours**	**Weight**
Instructor-led/Classroom-based	Theoretical learning	Lectures	10	66,66%
	Practical learning	Simulation practise	5	33,33%
E-learning			0	0%
Other			0	0%
Total training hours			15	
Total ECVET points			1,125	

ECVET Unit: Social media tools and application				
Reference Qualification:	Expert in effective digital communication			
Module Title	Networking/digital and media communication			
Module Type	Common Modules			
Module Theme	Digital networking			
	Training Methods		**Training hours**	**Weight**
Instructor-led/Classroom-based	Theoretical learning		0	0%
	Practical learning		0	0%
E-learning	→ Interactive online lectures → Interactive forum (synchronous and asynchronous forum) → Online Project work → Online discussion on the relevant topics		35	100%
Other			0	0%
Total training hours			35	
Total ECVET points			2,625	