



DIGITAL SKILLS WORKBOOK



DigiMENTOR
NETWORK

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INTRODUCTION

02

BRAND

03

GET MORE VISIBILITY

04

REACH YOUR CUSTOMER

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MAKE SALES ONLINE

06

PROTECT



**DigiMentor - digital promotion and protection skills
for Creative and Tradition industries**



www.digimentornetwork.eu

@digitalpromotionskills
#digitalpromotionskills



INTRODUCTION

My journey to learn
new digital skills
starts here!

Welcome to learn Digital Skills
with European DigiMentor -project!

You can take your own time and move forward
modul by modul by yourself, or with help of a mentor who has
already passed these steps and thus can reach out the helping hand to guide you
through these training materials.

The first lesson comes here;
prepare yourself to positive attitude towards the fact that this is a life-long-learning-journey.

The digital tools, platforms and applications are constantly getting better, being updated
or renewed. That is; changed. But once you have assimilated the basics, then all the new
properties of digital tools are easier to understand.

So, join the network of artist, makers, design, cultural and museum sector people to learn
and share digital skills together European wide!

The first step for you is to identify your starting point of the digital skills.
To do this you can use a tool online:

EUROPASS DIGITAL SKILLS:

<https://europa.eu/europass/digitalskills/screen/home>

Read more!



NAME

PHONE

EMAIL

SOCIAL MEDIAS, WWW-ADDRESS etc.

.....

.....

MENTOR`S NAME

PHONE

EMAIL

<https://europa.eu/europass/digitalskills/screen/home>

EUROPASS - Test your Digital Skills

Following competence areas
will be tested:

- Information and Data Literacy
- Communication and Collaboration
- Digital Content Creator
- Safety
- Problem Solving

Done!

1. Introduction
2. Brand
 - 2.1 What is a brand?
 - 2.2 Domain
 - 2.3 4 Steps of Virtual Identity
 - 2.4 Create your story
3. Get More Visibility
 - 3.1. Digital media
 - 3.2. Types of websites
 - 3.3. Make your website
 - 3.4. Make Your Facebook Business account
4. Reach your customer
 - 4.1. Digital Advertizing
 - 4.2. Organize your webpage: SEO 1 and SEO 2
 - 4.3. Facebook insight
5. Make sales online
 - 5.1. Sales and marketing plan
 - 5.2. Providing services
 - 5.3. Sales platforms
 - 5.4. How to sell on platforms
 - 5.5. Preparing to sell online
6. Protect
 - 6.1. Security in digital environment
 - 6.2. GDPR FOR CULTURAL PROFESSIONALS



Sustainability tip!

If you prefer pen and paper in some learning stages, print pages to be filled manually.

In order to consider sustainability, we recommend you to use Back-and-white Mode and Ink Saving Mode in your printer properties.



ROADMAP

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What I need to learn more?

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.....
Who can help me?

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.....
How much time I need for this?

.....

.....

Search for some inspiring websites, social media pages etc.
List those features that appeal you most.

My Notes

What is a brand?

BRAND

My Notes

Domain

BRAND

4 steps to virtual identity

BRAND

Create
your story

BRAND

Digital media

GET MORE VISIBILITY

My Notes

Types of
websites

GET MORE VISIBILITY

**Make your
website**

**GET MORE
VISIBILITY**

Make your FB
Business Account

GET MORE VISIBILITY

Digital
advertising

REACH YOUR CUSTOMERS

My Notes

**Organise
your webpage:
SEO1 & SEO 2**

REACH YOUR CUSTOMERS

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**Organise
your webpage:
SEO1 & SEO 2**

REACH YOUR CUSTOMERS

**Facebook
insight**

REACH YOUR CUSTOMERS

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Sales and marketing plan

MAKE SALES ONLINE

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My Notes

**Providing
services**

**MAKE
SALES
ONLINE**

**Sales
platforms**

MAKE SALES ONLINE

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**How to sell
on platforms**

**MAKE
SALES
ONLINE**

**Preparing
to sell online**

MAKE SALES ONLINE

Security in digital environment

**GDPR
FOR CULTURAL
PROFESSIONALS**

PROTECT

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You are doing fine!
Keep up
the good progress
and ask help
when needed!

Read more!



Check list



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MUZEJ GRADA PREGRADE
Zlatko Dragutin Tudjina

