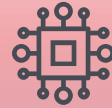


Building Digital Skills

A free programme of online learning and work based and/or volunteering projects to build your digital marketing skills, increase confidence and improve employment prospects.



Setting Goals



Social Media Strategy



Content Creation



Video Creation



Choosing Platforms



SEO & Keywords



Using Analytics



Email Campaigns



Digital Inclusion



LinkedIn CV Build



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Building Digital Skills

A *free programme of online learning and work based and/or volunteering projects with local charities to build your digital marketing skills, increase confidence and improve employment prospects.

The group sessions will be run by Zoom every Monday 10.30am to 11.30am and the learning content and projects are available 24/7 on <https://longden.talentlms.com/> To register your interest contact carolelongden@longden.co.uk

Dates	Projects
30/11/2020	Review the social media of your chosen organization and agree some digital marketing goals. Post some content.
07/12/2020	Create a social media strategy and calendar. Post content.
14/12/2020	Review analytics. Review content creation tools and apply.
21/12/2020	Review and choose social media platforms to engage
04/01/2021	Create an email marketing campaign
11/01/2021	Carry out an SEO audit and recommend actions and keywords
18/01/2021	Create and post content to LinkedIn profile and update CV
25/01/2021	Create a social media strategy and calendar. Post content
01/02/2021	Review the social media of your chosen organization and agree some digital marketing goals. Post some content.
08/02/2021	Create a social media strategy and calendar. Post content.
15/02/2021	Create and post video content and track results
05/03/2021	Create an email marketing campaign
08/03/2021	Recommend actions to improve digital inclusion
15/03/2021	Review analytics. Review content creation tools and apply
22/03/2021	Create and post content to LinkedIn profile and update CV

* The programme is free for all people who are currently looking for work and want to build skills.
#ESFCommunityGrants @groundworkuk @longdenmoo @forestofhearts



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