Digital skills for the job market
Training calendar

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Week 1 — Digital Identity & Professional Presence

- **Day 1**: Introduction — why digital skills matter in modern job market; overview of module

- **Day 2**: Creating and optimizing a professional social-media profile (LinkedIn etc.) — photo, headline, "about me", CV/education/skills section

- **Day 3**: Consistency across platforms; what to include (achievements, projects, endorsements, portfolio); keywords & industry-specific optimization

- **Day 4**: Personal branding basics: deciding your "professional identity", tone, presentation style, target audience

- **Day 5**: Hands-on: build or update your own professional profile + peer review

Week 2 — Online Communication & Remote Work Skills

- **Day 1**: Professional email writing & etiquette (clear communication, audience-awareness, timeliness)

- **Day 2**: Online communication channels — when to use email vs. instant messaging vs. social media vs. professional platforms

- **Day 3**: Virtual collaboration tools & remote-work introduction (video meetings, shared docs, remote teamwork basics)

- **Day 4**: Time management & productivity for remote/digital work (setting routines, work-space, goal-setting, self-motivation)

- **Day 5**: Practical exercise: simulated remote team-task (e.g. plan a small project, assign roles, collaborate online)

Week 3 — Content Creation & Digital Portfolio / Online Presence

- **Day 1**: Fundamentals of content creation — why content matters for employability / personal branding

- **Day 2**: Types of content: posts, articles, projects, portfolios, multimedia (images, pdfs, short videos) — what suits your profile

- **Day 3**: Building a basic digital portfolio / showcase (e.g. simple "about me + skills + projects" page or LinkedIn portfolio/attachments)

- **Day 4**: Content planning & strategy — how often to post, what to post, targeting audience, consistency, quality over quantity

- **Day 5**: Exercise: create and publish a piece of content (project summary, mini-portfolio, article, etc.)

Week 4 — Networking, Professional Visibility & Real-World Application

- **Day 1**: Online networking strategies — identifying relevant contacts, professional groups, communities, alumni networks, interest groups

- **Day 2**: Engagement best practices — how to comment, share, connect, reach out to people, build relationships online

- **Day 3**: Combining digital presence + soft skills — communicating professionally, personal branding in messages, remote professionalism

- **Day 4**: Job-search preparation — using digital profile/portfolio/content to approach employers/clients; optimizing for visibility; application materials (CV, links to portfolio, etc.)

- **Day 5**: Final project / assignment: prepare a "digital job-application pack" — professional profile(s) + portfolio + content + plan for networking + reflection on digital-presence strategy

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