

**GODIGITAL**  
Digital tools for work



## 3. Digital Content Creation

**Lead Organisations: EMPHASYS CENTRE, DLEARN,  
RCCI, EUROGEO, FEUZ**



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## REVISION HISTORY

Version	Date	Author	Description	Action	Pages
1.0	02/07/2020	Emphasys Centre	IO2/A2 Elaboration of the raw material of the learning modules - tools & A3 Production of a first draft of the training materials	C	87
2.0	03/07/2020	Barbara Athanasakou	Comments regarding recommended changes	I	87
3.0	23/07/2020	Orestis Ntagiantas	Transfer of activity cards to other modules and vice versa	I, R, D	53
4.0	27/07/2020	Emphasys Centre	Turn the pre-assessment to post-assessment questions	U	52
5.0	28/7/2020	EUROGEO	Content check for language, remove blank page	U	50
6.0	13/10/2020	EMPHASYS CENTRE	Change description of screenshots and group photos	U	59
7.0	11/02/2021	Isabel Nuez	Content check	U	47

(\*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

## REFERENCED DOCUMENTS

ID	Reference	Title

## APPLICABLE DOCUMENTS

ID	Reference	Title

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## 1. Developing digital content

### 1.1 Unit Introduction

The below card will be visible to users of all levels when they click on the respective block (see design document)

<b>DEVELOPING DIGITAL CONTENT</b>
<b>DESCRIPTION OF THE TOPIC</b>
This module provides information on different skills, applications and portals that can be used by job seekers to enter or re-enter the labour market. There is a variety of digital tools and skills related to job-seeking, however some them are <b>Canva and Portfoliobox</b> .
<b>EMPLOYABILITY SKILLS</b>
<ul style="list-style-type: none"> <li>• Creative Thinking: Is the ability to consider or looking something in a new way. It is the definition of 'think outside the box'</li> <li>• Presentation skills: Refer to all the qualities you require, in order to create and deliver a clear and effective presentation</li> <li>• Communication skills: Exchanging information by speaking, writing</li> </ul>
<b>LEARNING OUTCOMES</b>
At the end of this module you will: <ul style="list-style-type: none"> <li>• Understand how to create a digital design using the Canva graphic design tool</li> <li>• Understand how to promote yourself (personal branding)</li> <li>• Understand why is important to promote yourself</li> <li>• Understand how to build your online portfolio using Portfoliobox</li> <li>• Understand how to set up your own blog</li> <li>• Understand how to write a blog</li> </ul>
<b>DIGCOMP FRAMEWORK</b>
Competence area 3: 3.1 Developing Digital Content
<b>REFERENCES (if applicable)</b>
<ul style="list-style-type: none"> <li>• Canva (n.d.). Retrieved from <a href="http://www.canva.com">www.canva.com</a></li> <li>• Portfoliobox (n.d.). Retrieved from <a href="https://www.portfoliobox.net/">https://www.portfoliobox.net/</a></li> </ul>
<b>ADDITIONAL RESOURCES (if applicable)</b>

## 1.2 Activity cards

### 1.2.1 Beginners Level

#### Activity Card 1 - Introduction to Canva

Introduction to Canvas
<b>LEVEL</b>
Basic
<b>DESCRIPTION OF THE ACTIVITY</b>
<p>This topic provides information about what personal branding is, how to promote yourself with Canva (an online graphic software tool) and why creativity skills are essential for the employability.</p> <p>Personal branding is the terminology to present yourself to others as an accomplished, smart and skilled person. Self-promotion can be done through face-to-face conversation, posts on social media platforms, public speeches etc.</p> <p>Personal branding is an important skill in career development and in job search due to the fact that you need to promote yourself to potential employers in order to become a potential candidate.</p> <p>Canva is a FREE graphic design tool loaded with easy-to-use features that anyone can create a variety of engaging content that gets shared. Canva offers a selection of pre-sized templates such as social media header and banner, posters, invitations, presentations, ads etc. For more templates and features you can buy the 'Premium' license which offers more elements, icons, photos etc.</p> <p>Canva offers the opportunity to design professional layouts and consistently stunning graphics which gives the impression to the potential employers that your work is professional.</p> <p>Through, Canva you can promote:</p> <ul style="list-style-type: none"> <li>- Personality</li> <li>- Skills</li> <li>- Experiences</li> <li>- Problem-Solving Skills</li> <li>- Passion</li> <li>- Creativity</li> </ul>



‘Creativity is like oxygen.. it is just there’ – Beth Nielsen Chapman

Canva provides the appropriate knowledge to improve the ‘Creativity skills’ of job seekers because creativity skills are not just needed for graphic designers or creative industries but is required to solve problems, lead a team or either make presentations/speeches etc.

Creativity skills can:

- Empower everyone to become an entrepreneur
- Help everyone to find better job
- Be more productive with the digital technologies
- Make an idea a reality by getting started

### TOOLS & RESOURCES NEEDED

Canva

### TIME REQUIRED

30 min

### ASSESSMENT

**3-4 Assessment questions** based on what the user has learnt from the activity

The questions can be true/false or multiple choice

Each question should have only one correct answer

1. Personal branding is the terminology to present yourself to others as an accomplished, smart and skilled person.  
**a) True**  
 b) False
2. Canva is a free graphic design tool  
**a) True**  
 b) False
3. Canva offers a selection of customize templates (only)  
**a) True**  
**b) False**
4. Canva cannot offer more templates and features such as elements, icons etc.  
 a) True  
**b) False**

### IMAGE



<https://www.pexels.com/photo/close-up-of-hand-over-white-background-316465/>

## Activity Card 2 - Introduction to Portfoliobox

### Introduction to Portfoliobox

#### LEVEL

Basic

#### DESCRIPTION OF THE ACTIVITY

This activity provides all the necessary information about the 'Portfoliobox' tool such as what 'Portfoliobox' is and why is important, the main features of 'Portfoliobox' and how to navigate through the "Portfoliobox' tool.

**Portfoliobox** allows you to create and host online portfolios on their site. A free portfolio on PortfolioBox allows custom portfolio but with some limitations such as a limit of 50 images. They provide numerous design templates, and job seekers are allowed to mix-and-match components from different design templates in the chosen portfolio design.

Producing an online portfolio is one of the best ways to present your work in one place and is an extra value on the CV. Even if you're already using different social media accounts, online portfolio provides potential employers, clients, customers, agencies with your online personality and identity.

#### Explore 'Portfoliobox'

Click <https://www.portfoliobox.net/>

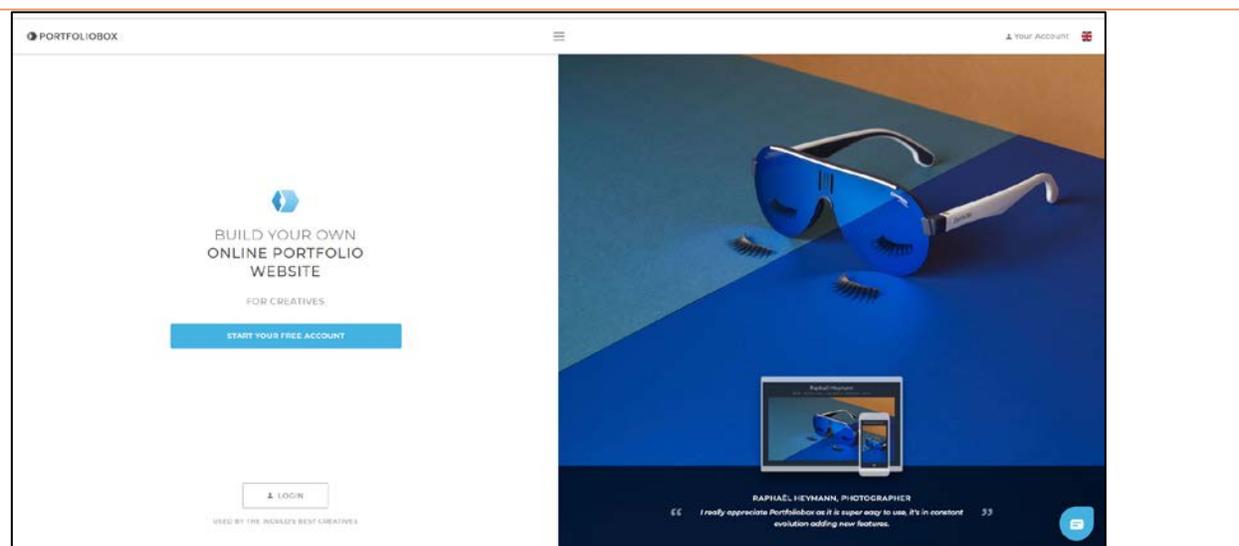


Figure 1: Screenshot from the Portfoliobox Home Page. You need to type [www.portfoliobox.net](http://www.portfoliobox.net)

## TOOLS & RESOURCES NEEDED

Portfoliobox

## TIME REQUIRED

30 min

## ASSESSMENT

**3-4 Assessment questions** based on what the user has learnt from the activity

The questions can be true/false or multiple choice

Each question should have only one correct answer

1. Portfoliobox allows you to create and host online portfolios on their site
  - a) **True**
  - b) False
2. A free portfolio on PortfolioBox allows custom portfolio but with some limitations such as a limit of 30 images
  - a) True
  - b) **False**
3. Jobseekers are not allowed to mix-and-match components from different design templates to their own customized design template
  - a) True
  - b) **False**



4. Online portfolio is one of the best ways to present your work  
c) **True**  
d) False

**IMAGE**



<https://www.pexels.com/photo/analysis-blackboard-board-bubble-355952/>

### 1.2.2 Intermediate Level

#### Activity Card 3 - Setting up an account and navigating in Canva

**Setting up an account and navigating in Canva**

**LEVEL**

Intermediate

**DESCRIPTION OF THE ACTIVITY**

This topic provides a step-by-step guide on how to create an account and navigate through the 'Canva' online graphic design tool.

1. Navigate through the 'Canva'

**STEP 1:** Visit <https://www.canva.com/> <https://www.canva.com/>

**STEP 2:** Click '*Sign up with Google*', '*Sign up with Facebook*' or '*Sign up with e-mail*'

**STEP 3:** Follow the instructions to create your account

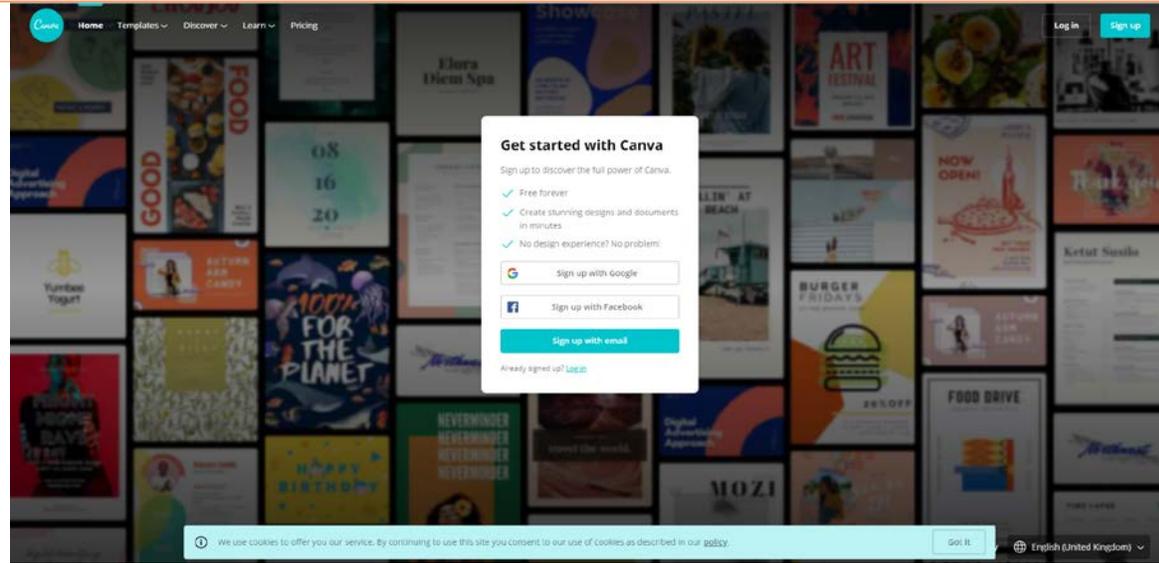


Figure 2: Screenshot from Canva Home Page. You need to type [www.canva.com](http://www.canva.com)

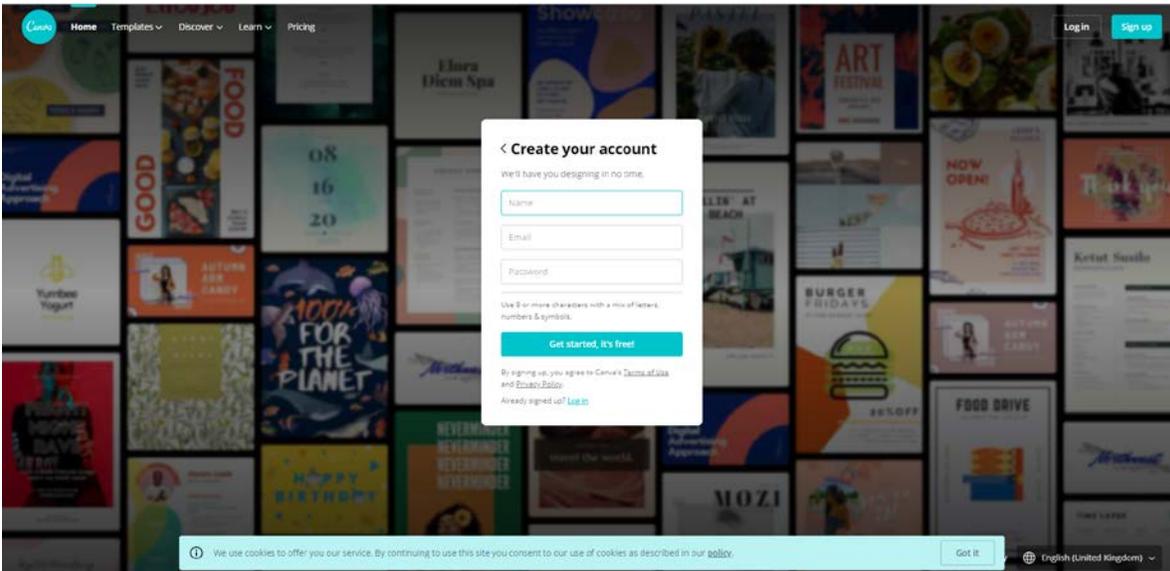


Figure 3: Screenshot from Canva Home Page which explains how to create your account. Fill in the required fields in the empty boxes in your screen

This is your profile account.

**STEP 4:** Click on your name to change your account settings

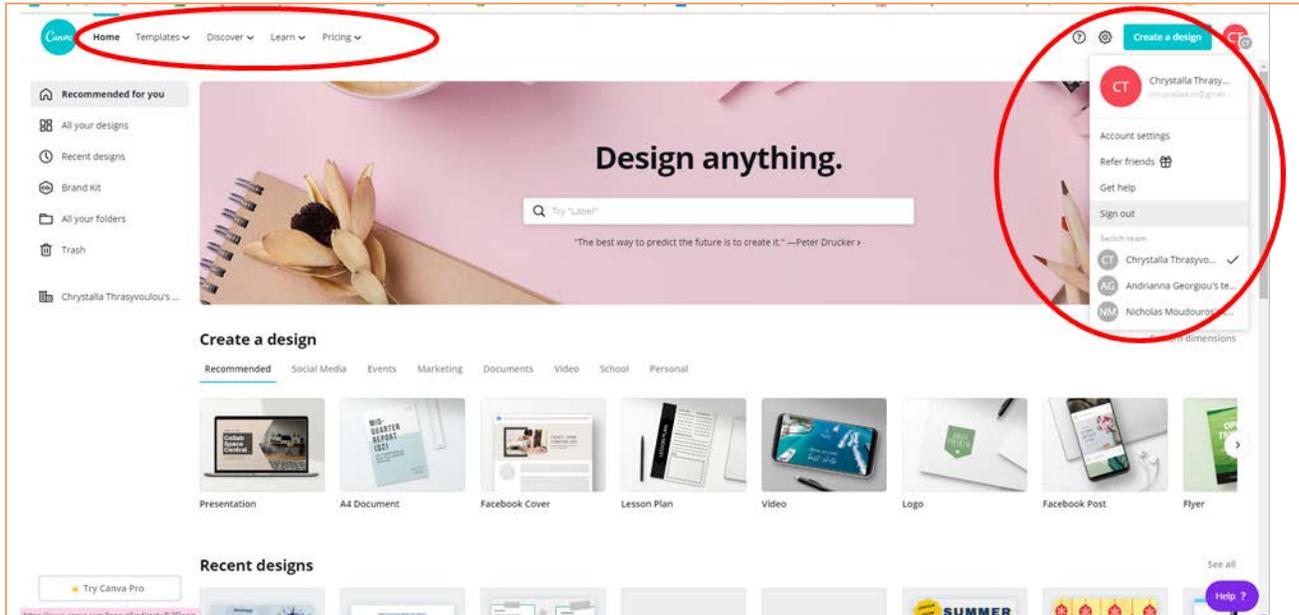


Figure 2: Screenshot from Canva Home Page which explains how to edit your account settings

**\* NOTE:**

You can check your account from the top navigation bar and choose 'Templates', 'Icons', 'Photos' etc. or you can scroll down and choose a template.

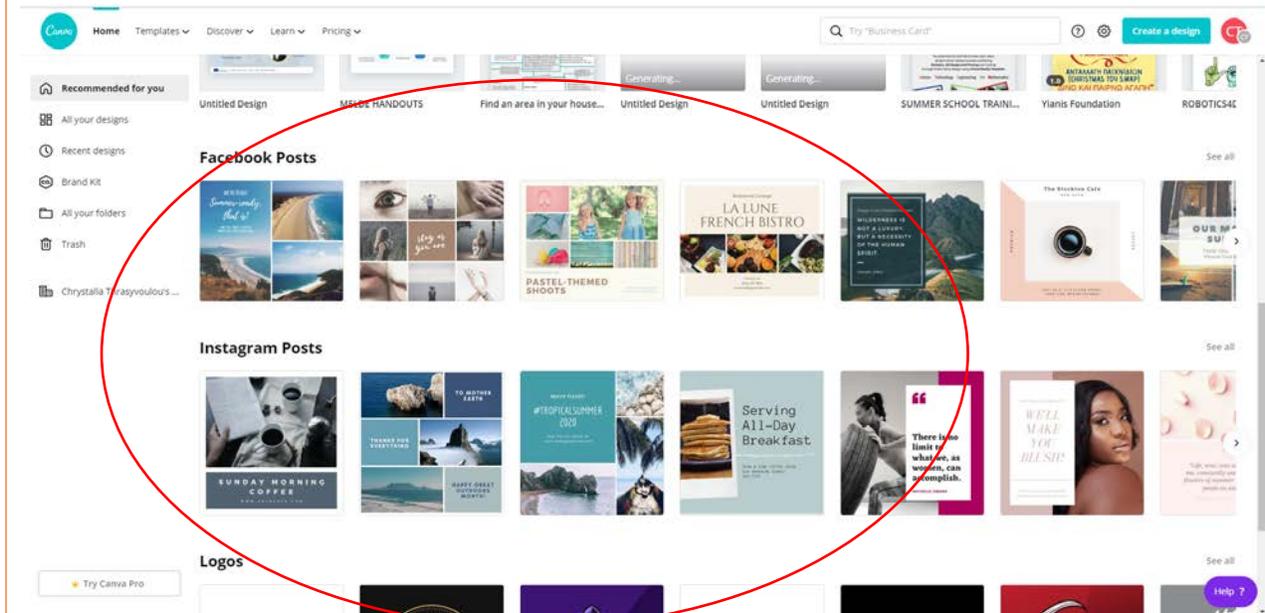


Figure 3: Screenshot from Canva Home Page which explains where to find the templates pre-sized templates



**\* NOTE:**

You can navigate to your profile using the left-hand side menu:

- All your designs: You can have access to your designs
- Recent designs: Your most recent designs
- Brand Kit: Available only if you have a Canva Pro account
- All your folders: You can organise your designs into folders
- Trash: Your deleted designs

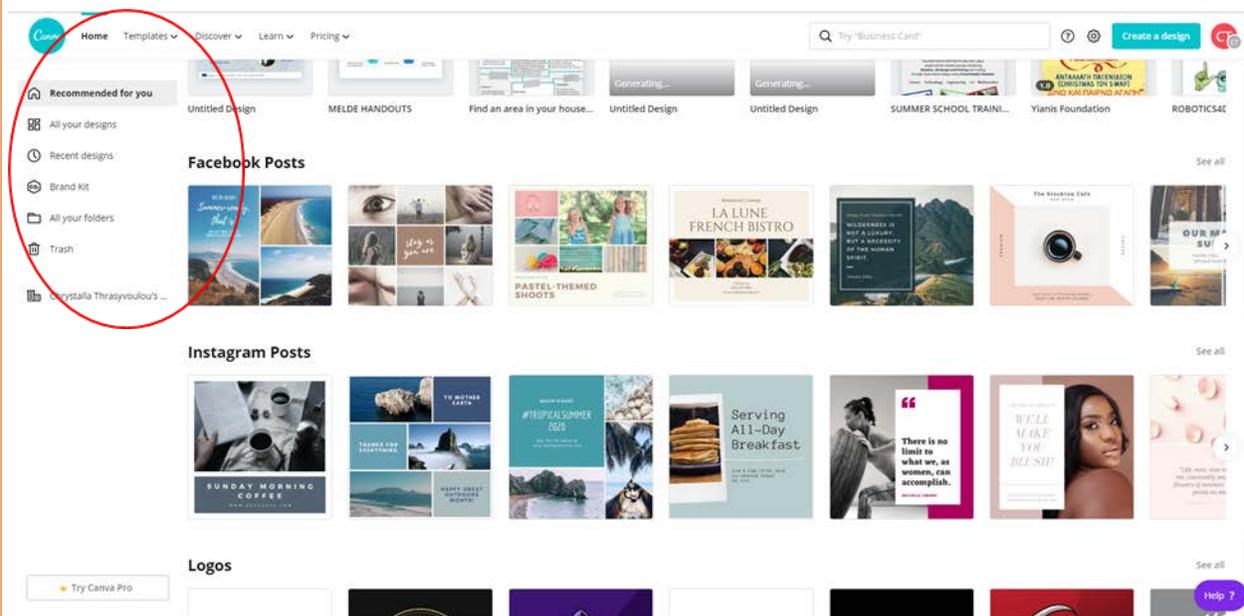


Figure 4: Screenshot from Canva Home Page which explains how to navigate into the left menu and the user can find 'All designs, Recent designs, Brand Kit, Folders and Trash'

**TOOLS & RESOURCES NEEDED**

Canva

**TIME REQUIRED**

40 min

**ASSESSMENT**

**3-4 Assessment questions** based on what the user has learnt from the activity  
The questions can be true/false or multiple choice  
Each question should have only one correct answer



1. Users cannot sign up with their 'Google account'
  - a) True
  - b) False**
2. Users can easily change the account settings e.g. account name
  - a) True**
  - b) False
3. Users can delete any template
  - a) True**
  - b) False
4. Users are not able to see the most recent designs in the homepage
  - c) True
  - d) False**

#### IMAGE



<https://www.pexels.com/photo/think-outside-of-the-box-6375/>

### Activity Card 4 - Setting up an account and navigating in *Portfoliobox*

#### Setting up an account and navigating in Portfoliobox

#### LEVEL

Intermediate

#### DESCRIPTION OF THE ACTIVITY

The main goal of this activity is to provide all the necessary information regarding the navigation into the online tool 'Portfoliobox' and creation of an account.

1. Create a 'Porfoliobox' account

**STEP 1:** Visit <https://www.portfoliobox.net/>

**STEP 2:** Click 'Start your Free account'

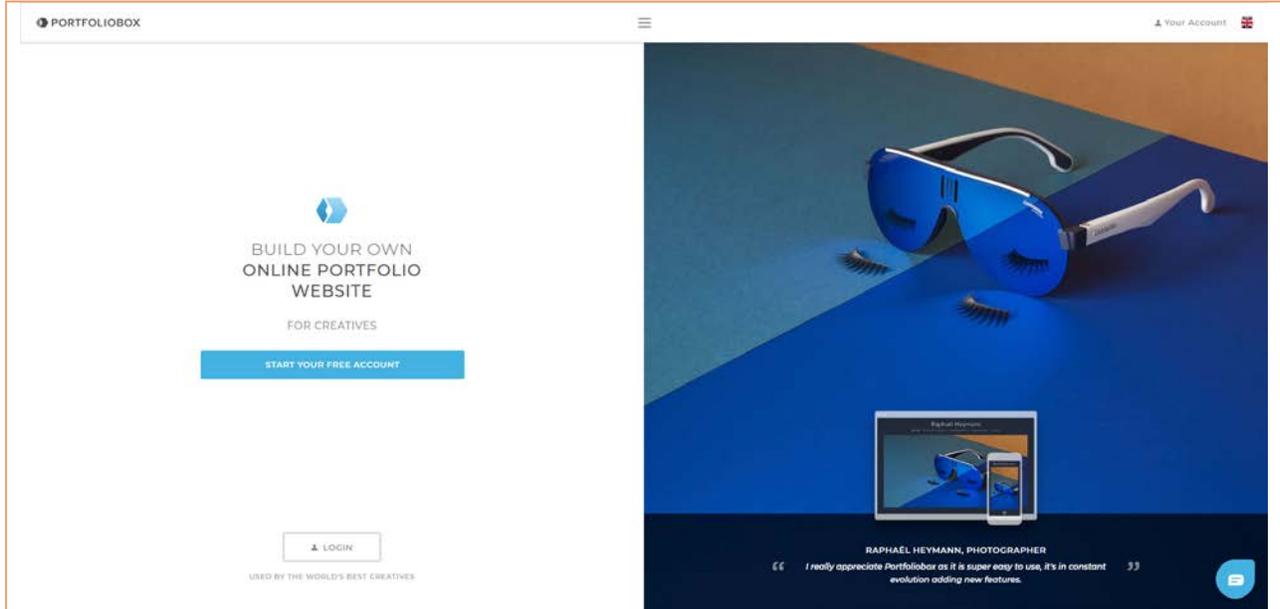


Figure 1: Screenshot from PortfolioBox Homepage which explains how to Create an account

**STEP 3:** Fill in the required fields (Website title, Profession, E-mail, Password)

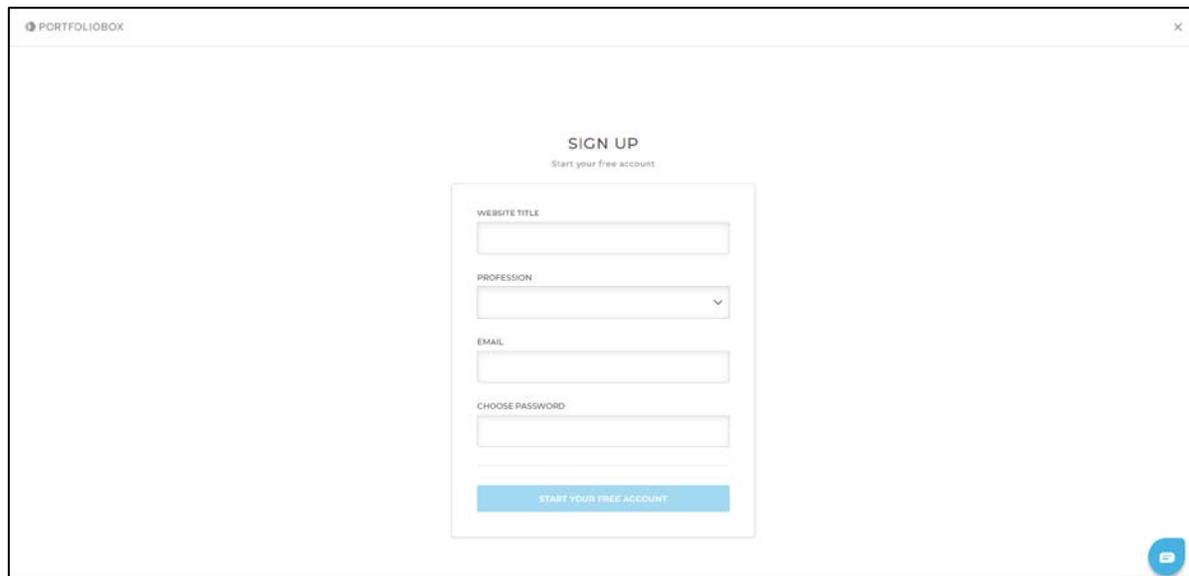
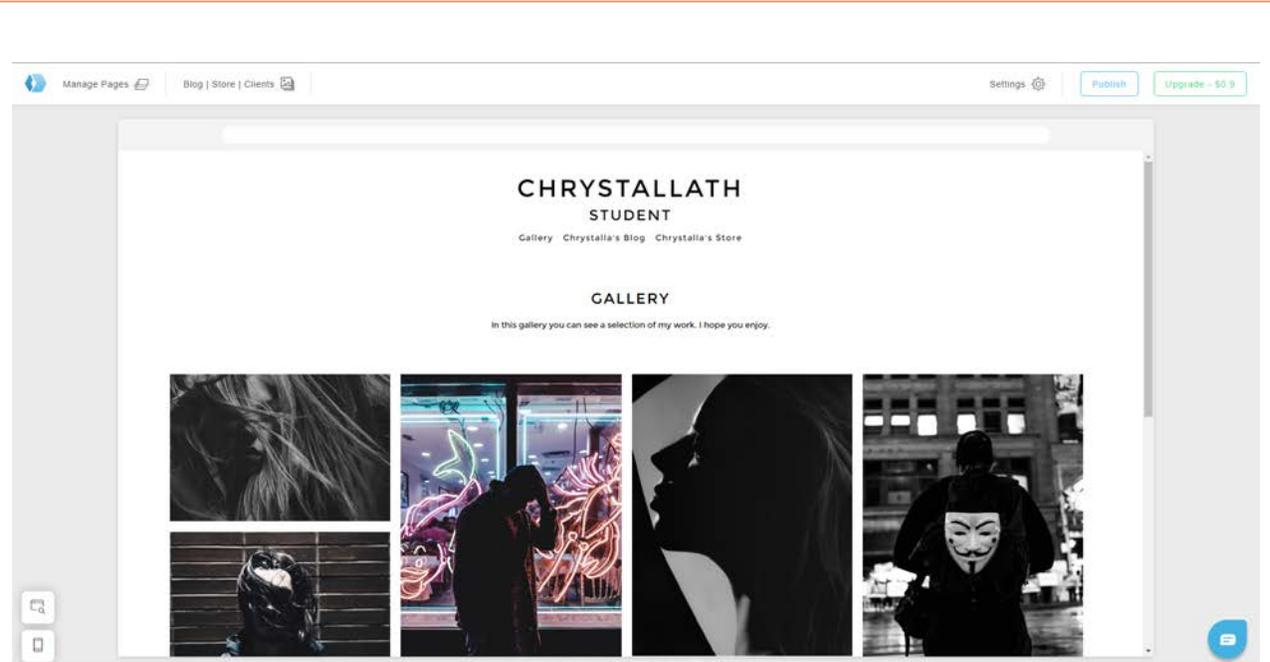


Figure 3: Screenshot from PortfolioBox Homepage which explains how to create an account. Fill in the required fields in the empty boxes in your screen

**\* NOTE:**

- This is an example of a profile (Figure 4)



*Figure 4: Screenshot from Portfoliobox account and how it looks like*

## 2. Customer Support

**TIP: 'Portfoliobox' offers customer support in real time.**

**STEP 4:** Click on the blue button (right bottom corner)

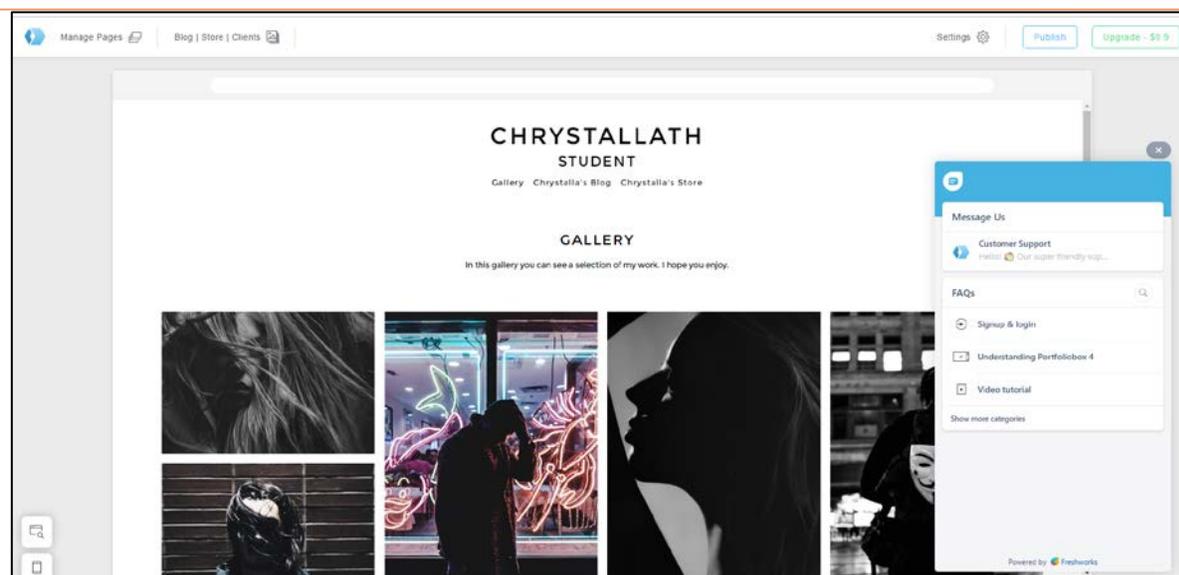


Figure 6: Screenshot from Portfoliobox account and how to find the Customer Support

## TOOLS & RESOURCES NEEDED

Portfoliobox

## TIME REQUIRED

40 min

## ASSESSMENT

**3-4 Assessment questions** based on what the user has learnt from the activity

The questions can be true/false or multiple choice

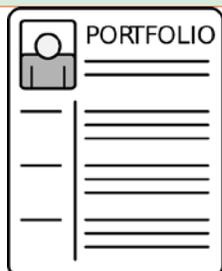
Each question should have only one correct answer

1. Users can sign up with their 'Google account'
  - a) True
  - b) False**
2. The required fields to create an account are 'Website title, E-mail, Password'
  - a) True
  - b) False**
3. The 'Profession' field is required field to create an account
  - a) True**
  - b) False
4. Portfoliobox is not offer a 'Customer Support'
  - a) True



**b) False**

**IMAGE**



<https://pixabay.com/vectors/portfolio-cv-business-job-work-2903909/>

## Activity Card 5 - Setting up your blog

### Setting up your blog

**LEVEL**

Intermediate

**DESCRIPTION OF THE ACTIVITY**

**Starting a blog for free**

Several blogging platforms allow you to create a blog for free. All you have to do is to choose the one you like, register an account and start blogging. For example, you can start a free blog on WordPress.com, Blogger or Tumblr in a matter of a few minutes. You will be using Blogger to set up your own blog.

**Getting a niche area for your blog**

A niche is a topic that you write about most often in your blogs. So you have to decide on the theme and title of your blogging site and what you will write about.

For example, there are many 'healthy living' blogs, they give advice on your lifestyle. They often offer interesting recipes, share exercise routines, talk about which foods to avoid etc. Leading a healthy lifestyle is their niche. Now brainstorm to find your topic.

Make a list of your interests or hobbies.

Which topics fascinate you? List them all, for instance: sport, yoga, cooking, music or computers. Next, list accomplishments you are proud of, such as musical talent, artistic talent or sports achievements.



Now list things you know quite a lot about or are interested in, like environment or city life. Then, list difficulties you have overcome or defeated.

During this exercise, you will have a better idea for the topics that resonate with you. The ones you are most passionate about are likely to be the best candidates for your blog niche.

The reason for this is that blogging is an enjoyable process and most people want to learn more about the area they are writing about. You need to be excited or concerned about the topic.

Narrow down the area you want to write about. If you pick too broad of a topic, it'll be difficult for you to stand out from the crowd.

### Registering your blog

Visit <https://www.blogger.com/> to open a BlogSpot account (Figure 1).

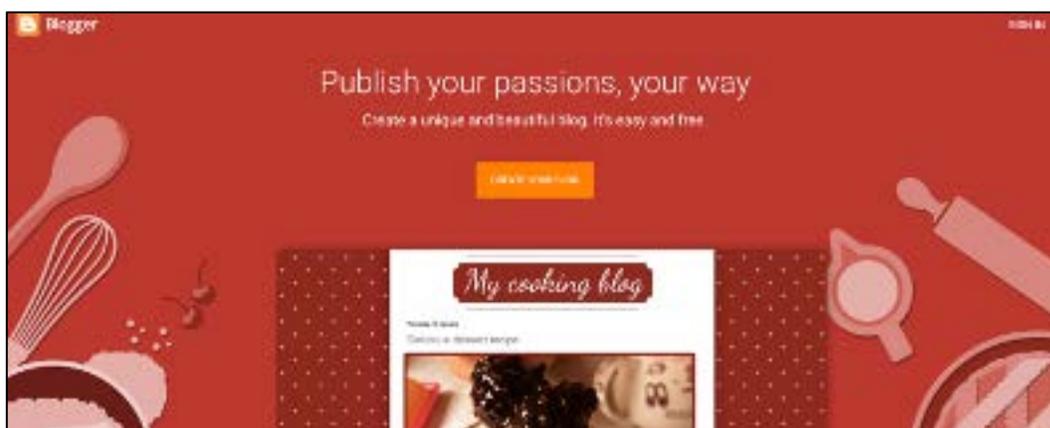


Figure 1: Screenshot from the Blogger home page. You need to type [www.blogger.com](https://www.blogger.com/)

Your blog will be linked to your Google account or googlemail email address and you will be subject to rules and restrictions set by the platform. They may limit or prohibit you from for example using ads, or they may even place their own ads on your blog. If necessary you will need to set up a Gmail email address at <http://www.google.com>.

You will need to have a title for your blog, for example if you want to show your creative side - *Creative Me* – or you could use - *Smart working* – if you wanted to relate it to you job searching.

You need to set up a display name – the name under which your blog will be published.

Choose a blog Web address – your free blog account name will be in this form:

“blogname.blogspot.com” so you could choose *creativeme.blogspot.com*

Add your personal information and details to the blog, you should include a photograph or image that represents your blog. You can use Google Search to find images that are free for you to use – for instance search for *blogs* – select *Images* and *Tools* – *Usage rights* - *label for re-use*. These are images available for you to use without copyright.

Watch the setup video on using Blogger <https://www.youtube.com/watch?v=n3kjzIFSwkY>



### Designing your blog on Blogger

The front end of your blog needs a good design and clear layout. You will want to create an environment that is both eye-catching and practical. In the long run, you want your visitors to easily find information on your blog. You don't want visitors to be discouraged by the colours you choose or the non-intuitive and unpractical way in which information is displayed. Your design is very important as it could cause distrust of your blog or immediate acceptance of what you say.

On a blog, the content consists of articles or posts you write. Some blogs have multiple authors, each writing his/her own articles. Typically, blog authors compose their articles in a web-based interface, built into the blogging system itself. Or else you can write your blog in Word or on Notepad and copy and paste it into the blog editor,

Many bloggers keep the sidebars and put links to their best articles here.

Watch the video [https://youtu.be/Wb\\_m6wGuvhs](https://youtu.be/Wb_m6wGuvhs)

Reflect on the design video and spend time organising the way your blog site looks. Go to your Blogger blog and update your blog design. Make sure you include a photograph or image that represents you and your blog.

### TOOLS & RESOURCES NEEDED

Internet access via a laptop or computer

Blog setup Video <https://www.youtube.com/watch?v=n3kjzIFSwkY>

#### Embedded code

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/n3kjzIFSwkY"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe>
```

Design Blog Video [https://youtu.be/Wb\\_m6wGuvhs](https://youtu.be/Wb_m6wGuvhs)

#### Embedded code

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/Wb_m6wGuvhs"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe>
```

### TIME REQUIRED

20 minutes

### ASSESSMENT

- The niche area for your blog is the number of posts you make
  - True
  - False



2. Your blog is linked to your Google email account  
**A) True**  
 B) False
  
3. The front-end of your blog needs to be well designed and have a good layout  
**A) True**  
 B) False
  
4. You have to pay to set up a blog on Blogger  
**A) True**  
**B) False**

**IMAGE**

[https://upload.wikimedia.org/wikipedia/commons/thumb/3/3e/Blogger\\_logo.svg/1024px-Blogger\\_logo.svg.png](https://upload.wikimedia.org/wikipedia/commons/thumb/3/3e/Blogger_logo.svg/1024px-Blogger_logo.svg.png)

### 1.2.3 Advanced level

#### Activity Card 6 - Create a Design in Canva

**Create a Design in Canvas**

**LEVEL**

Advanced

**DESCRIPTION OF THE ACTIVITY**

This topic provides information on how to create an online design, the different options of templates provided by 'Canva' and a step-by-step guide on how to create a design, for example logo, and how to choose different templates for different designs such as business cards, presentation or a LinkedIn banner/header.

Some ideas on how to promote yourself are:

- Professional photo
- Logo
- Business card
- Professional branding statement: A professional visual identity shared on any social media accounts such as the LinkedIn header



**1. Create a professional logo**

- TIP: You can create your professional logo because it gives an extra advantage of your personality that may stand out to potential employers.

**STEP 1:** Click 'Create a design'

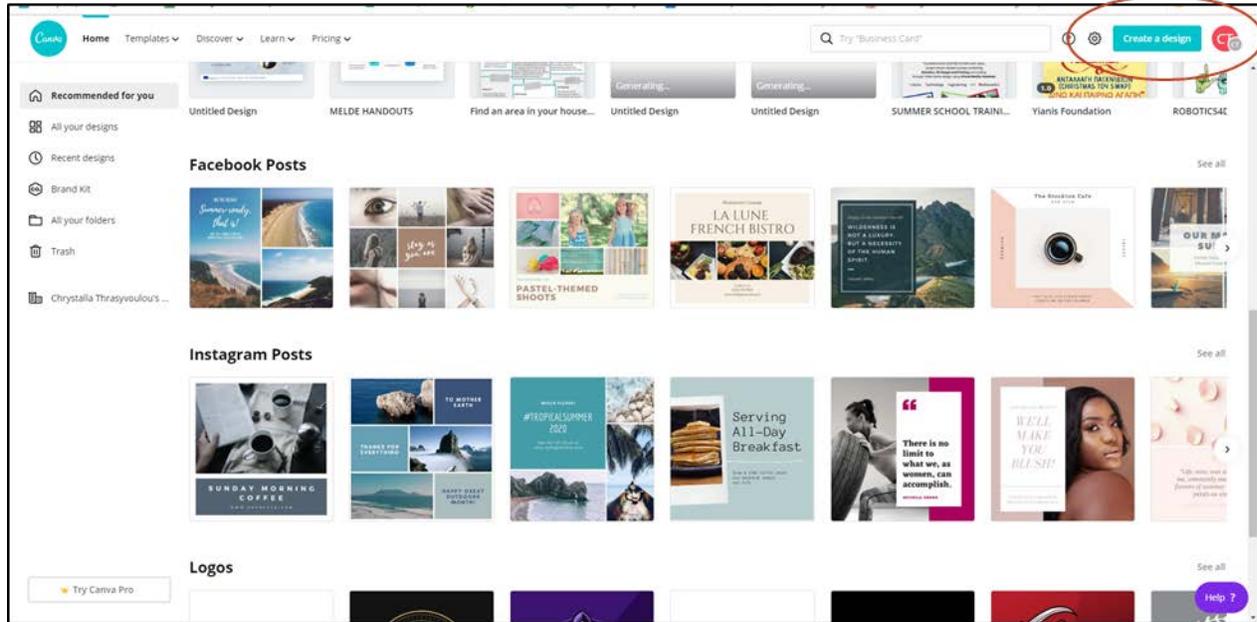


Figure 1: Screenshot from Canva Home Page and on the top task bar you can click on the 'Create a design'

**STEP 2:** Click 'Create a design'

**STEP 3:** Click 'Logo'

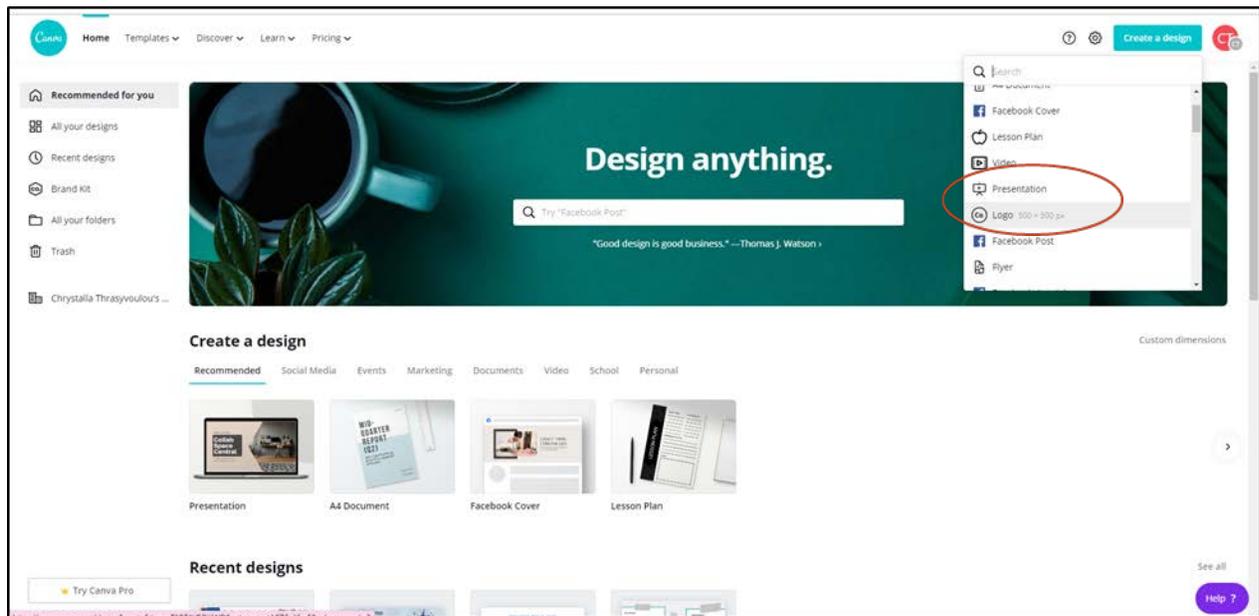


Figure 2: Screenshot from Canva Home Page and how to create a 'Logo' design

**\* NOTE:**

- Second option: Use the 'Search box', type 'Logo' and choose any template.
- Third option: Scroll down

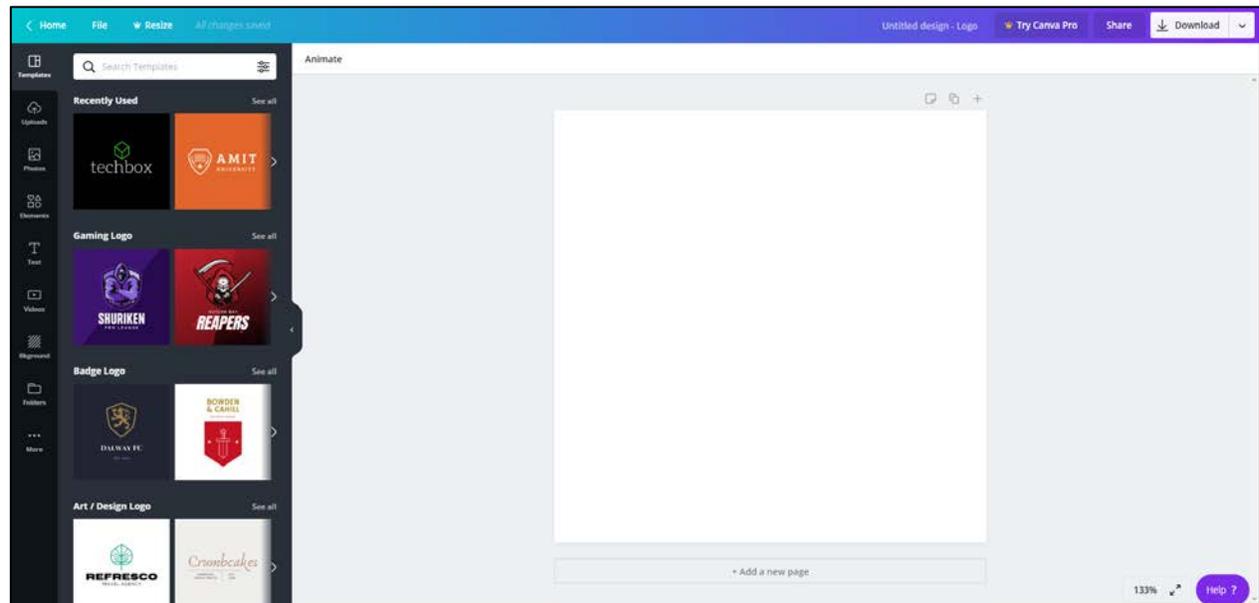


Figure 3: Screenshot from Canva Edit Page and how Logo template edit version looks like



**STEP 4:** Click 'Untitled design' to rename the design

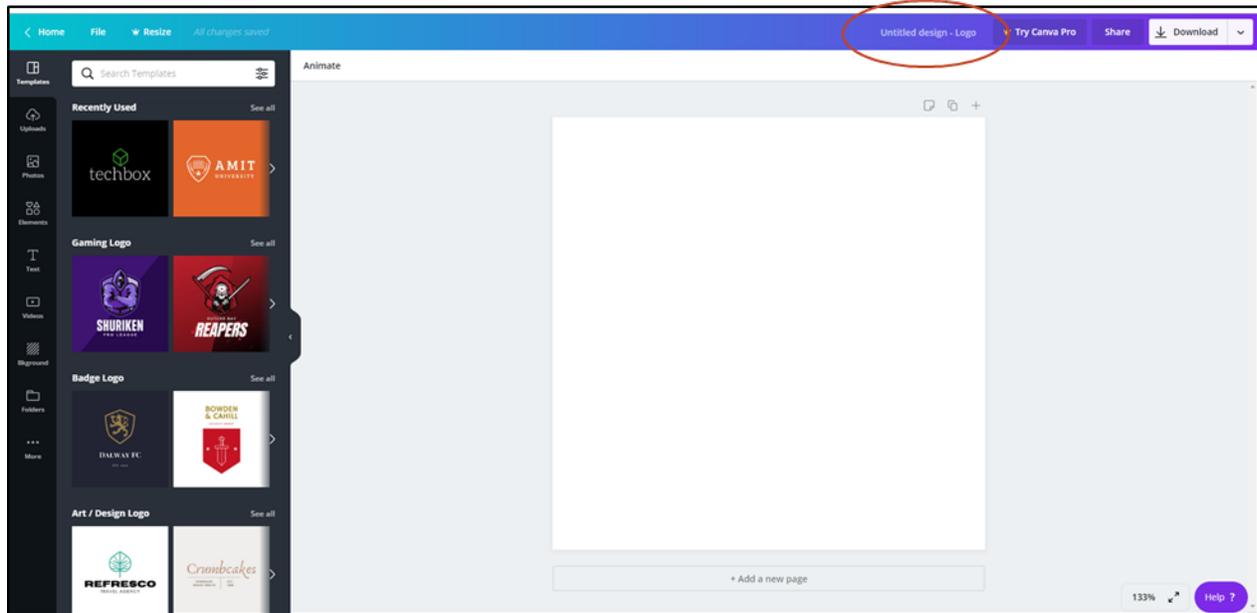


Figure 4: Screenshot from Canva Edit Page and how to rename a Logo template design

**STEP 5:** Click 'File'

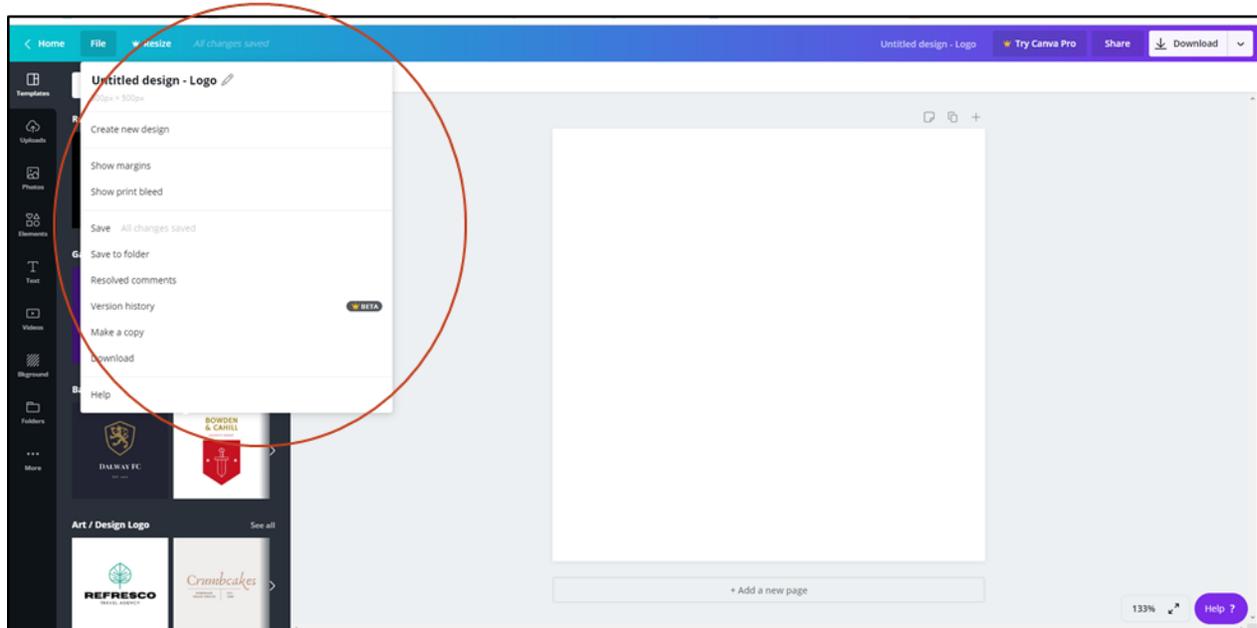


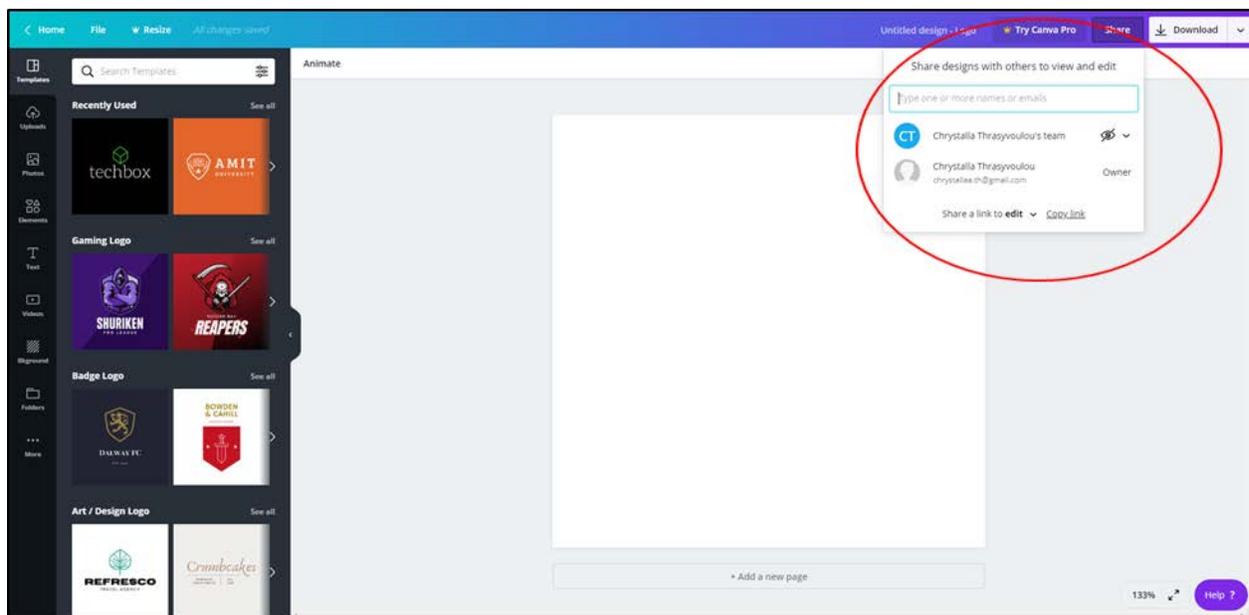
Figure 5: Screenshot from Canva Logo design page. On the top task bar you can click on 'File' tab and see the available options



**\* NOTE:**

- *File* button includes: 'Create a new design', 'Show margins', 'Show print bleed', 'Save or Save to folder', 'Version history', 'Make a copy',

**STEP 4:** Click 'Share'



*Figure 6: Screenshot from Canva - Logo design which explains how to share the template with other people or teams*

**\* NOTE:**

- *Share* button includes: Share a person's email to view and edit  
- Select any file type to download your design (PNG, JPG, PDF)

**STEP 5:** Click 'Download'

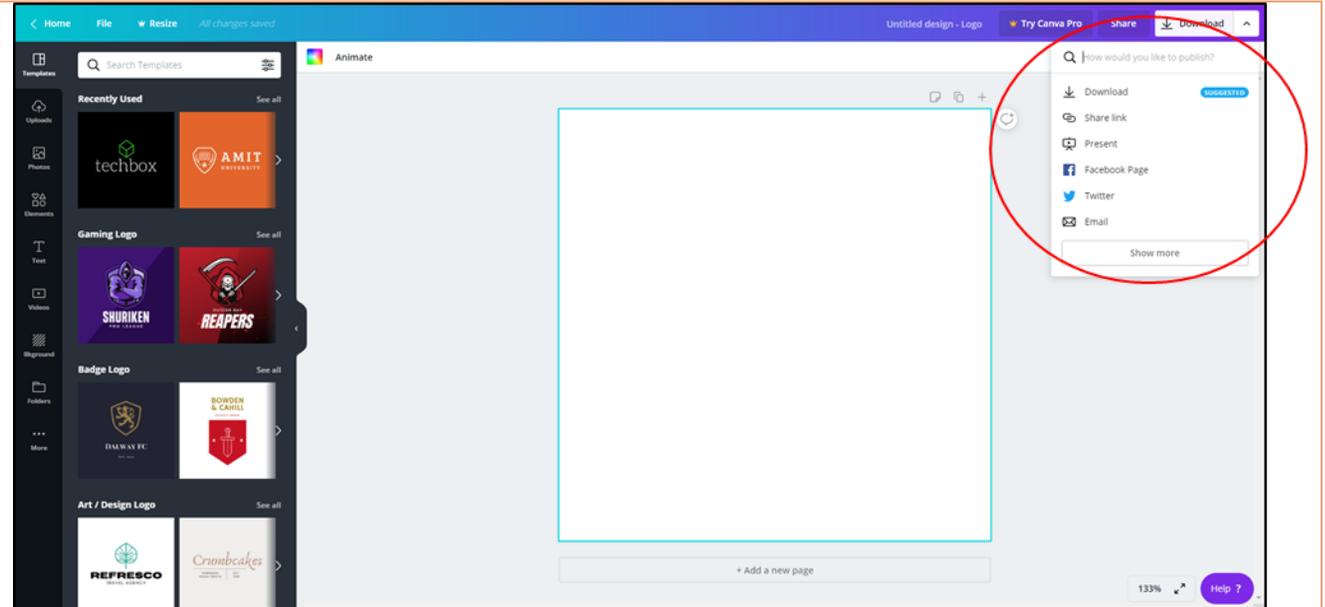


Figure 7: Screenshot from Canva - Logo design which explains how to download a template

**\* NOTE:**

- 'Download' button includes: 'Download', 'Share link', 'E-mail', 'Social media accounts', 'Dropbox' etc.

**STEP 6: Click 'Templates'**

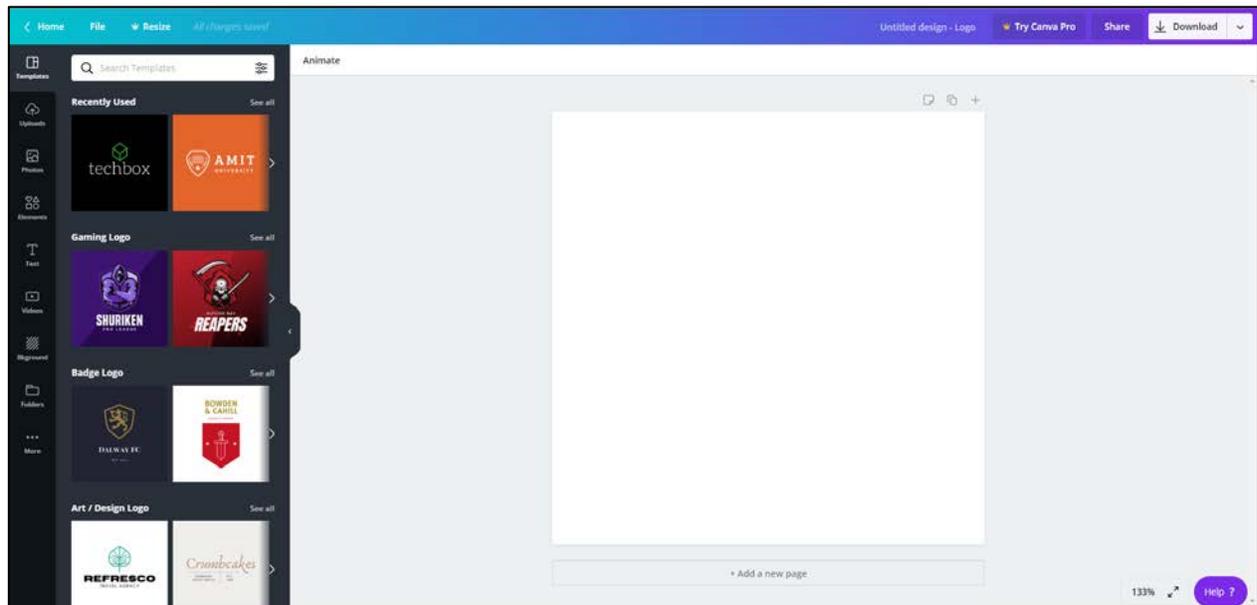


Figure 9: Screenshot from Canva - Logo Design which explains how to start edit the pre-sized template



**\* NOTE:**

- Choose any pre-sized template or search for any template using the search box
- You can adapt/change everything from the pre-sized template for your needs

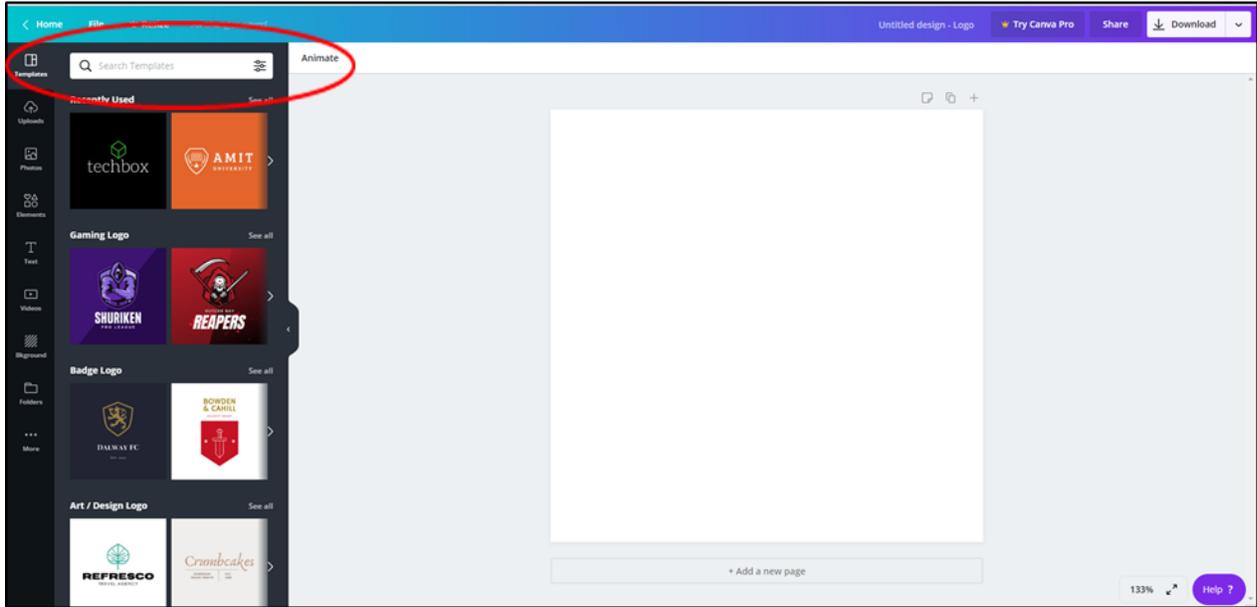


Figure 10: Screenshot from Canva - Logo Design which explains how to search for templates

**STEP 7: Side Panel**

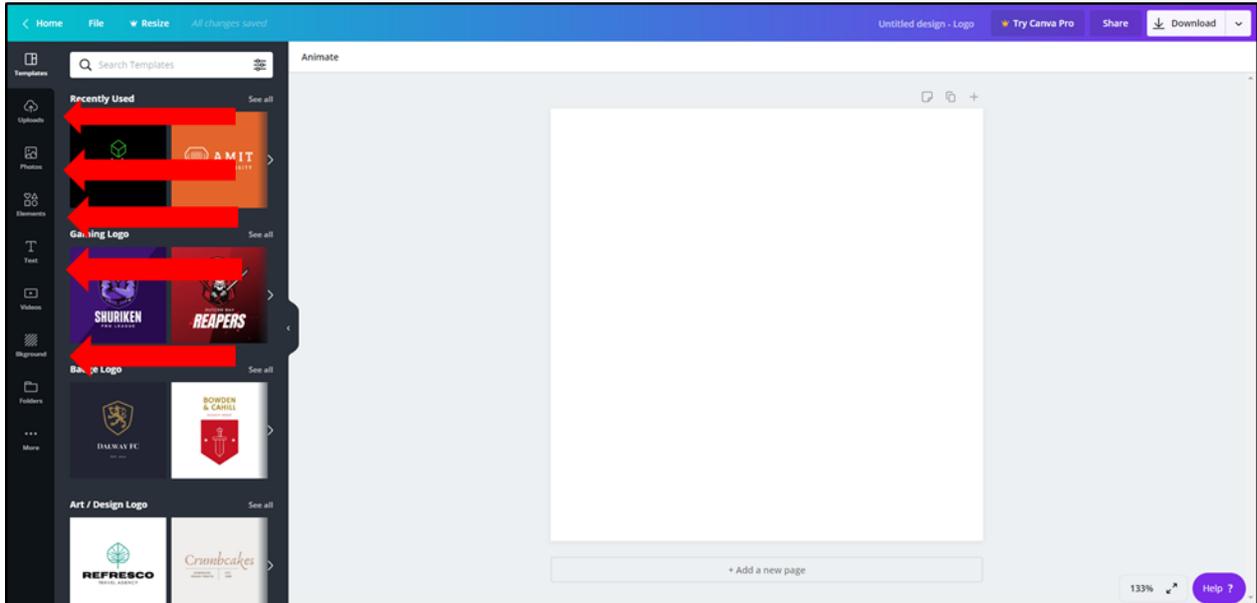
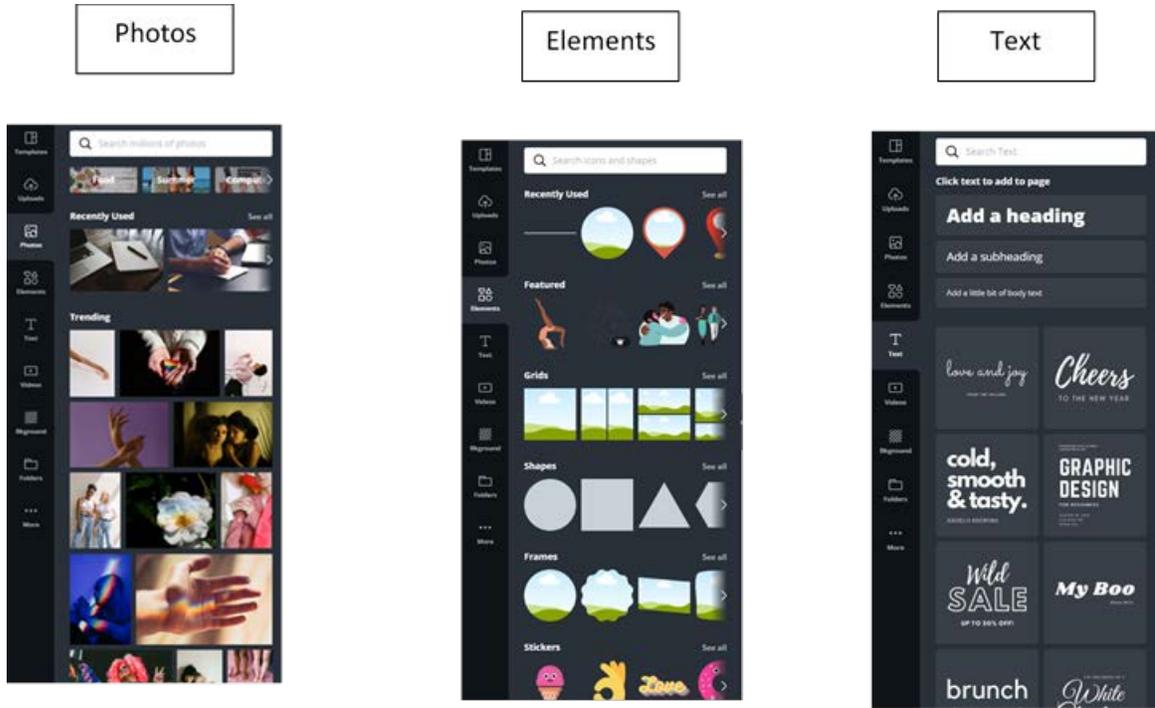




Figure 11: Screenshot from Canva - Logo Design how to use the Left Side menu 'Templates, Uploads, Photos, Text, Videos, Background etc.'

**\* NOTE:**

- Side panel includes the main tabs which are used to create any Canva's design. You can click on each tab and add anything into the template such as Photos (or upload a photo), Elements (such as lines, graphs, grids, frames, shapes, stickers etc.), Text or Change the background etc.



**2. Create a LinkedIn banner**

- **TIP:** You can create as many designs as you want.

**STEP 1:** Click 'Create a design'

**STEP 2:** Click 'LinkedIn Banner'

**STEP 3:** Choose any template and start edit the LinkedIn pre-sized banner.

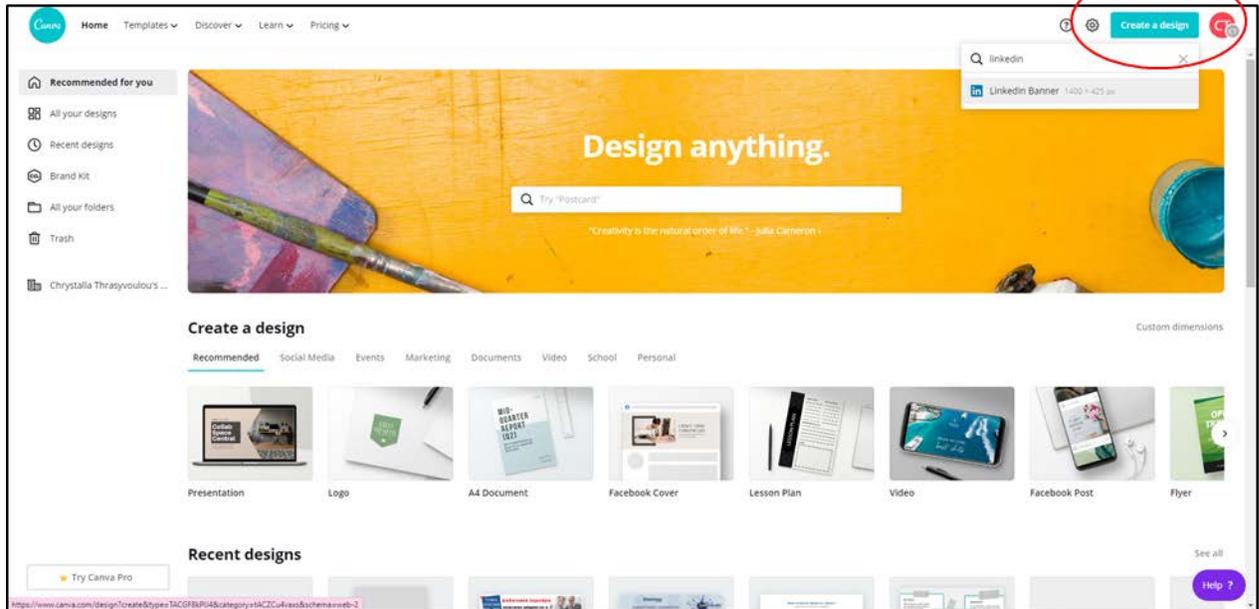


Figure 13: Screenshot from Canva which explains how to create a new design for LinkedIn banner

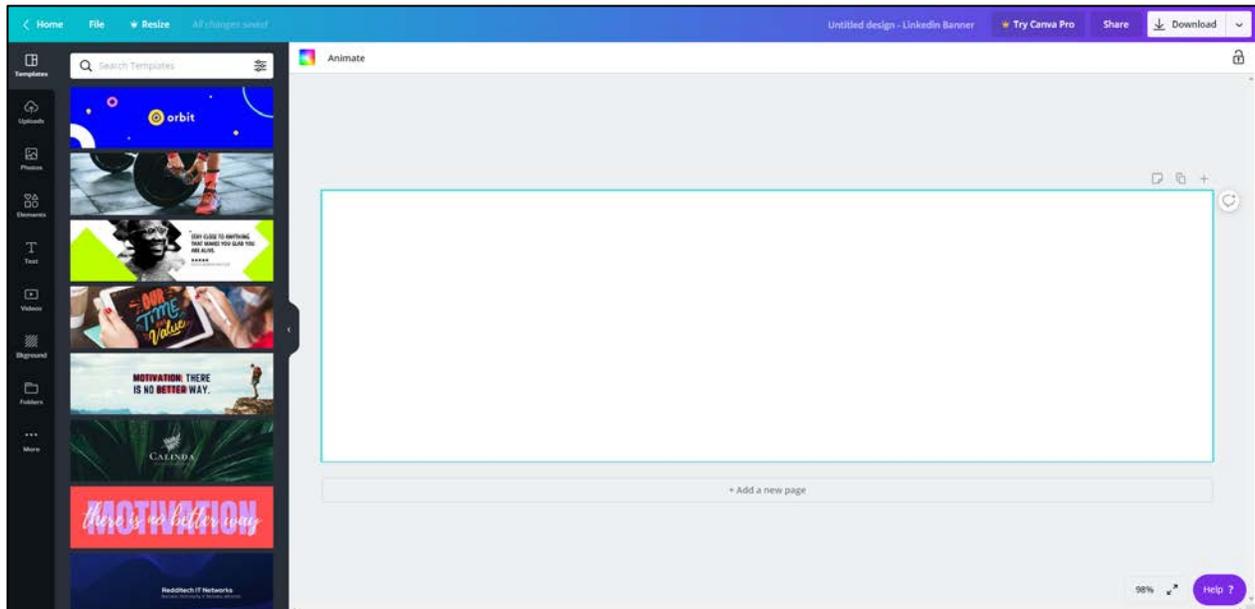


Figure 12: Screenshot from Canva which explains how to edit the pre-sized LinkedIn Banner

**\*NOTE:**

- Pre-sized LinkedIn Banner dimensions: 1400 x 425 px



### TOOLS & RESOURCES NEEDED

Canva

### TIME REQUIRED

60 min

### ASSESSMENT

**3-4 Assessment questions** based on what the user has learnt from the activity  
The questions can be true/false or multiple choice  
Each question should have only one correct answer

1. Users can search for templates  
  - a) **True**
  - b) False
2. Users cannot rename the templates  
  - c) True
  - d) **False**
3. Users cannot share the designs with others  
  - a) True
  - b) **False**
4. Users can select any file type to download their design (PNG, JPG, PDF)  
  - a) **True**
  - e) False

### IMAGE



<https://pixabay.com/illustrations/paper-messy-notes-abstract-3033204/>



## Activity Card 7 - Build your online portfolio

### Build your online portfolio

#### LEVEL

Advanced

#### DESCRIPTION OF THE ACTIVITY

The main goal of this activity is to provide a step-by-step guide on how to start building the online portfolio using the 'Portfoliobox' online tool.

1. Build the online portfolio

**STEP 1:** Click 'Manage Pages'

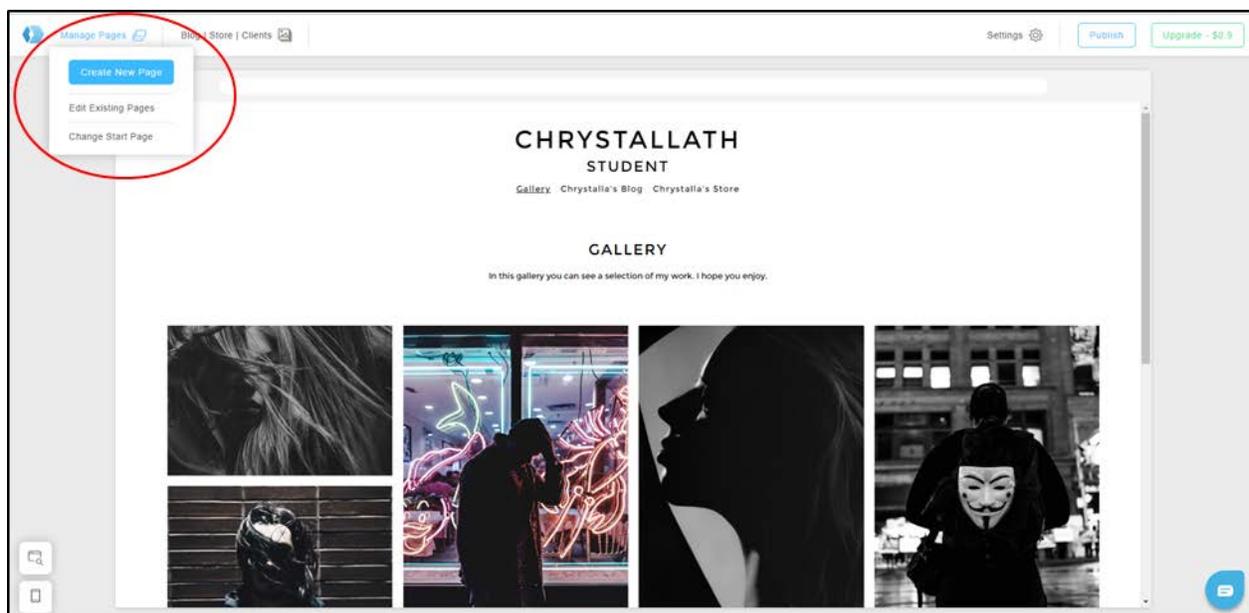


Figure 1: Screenshot from Portfoliobox which explains how to create new pages in the portfolio. On the top left menu you can click on the 'Manage Pages' tab and click 'Choose New Page'

**\* NOTE:**

- It is recommended to create one page per CV's section: Education, Work Experience, Qualifications, etc.

**STEP 2:** Select any type of content to be added in an existing page

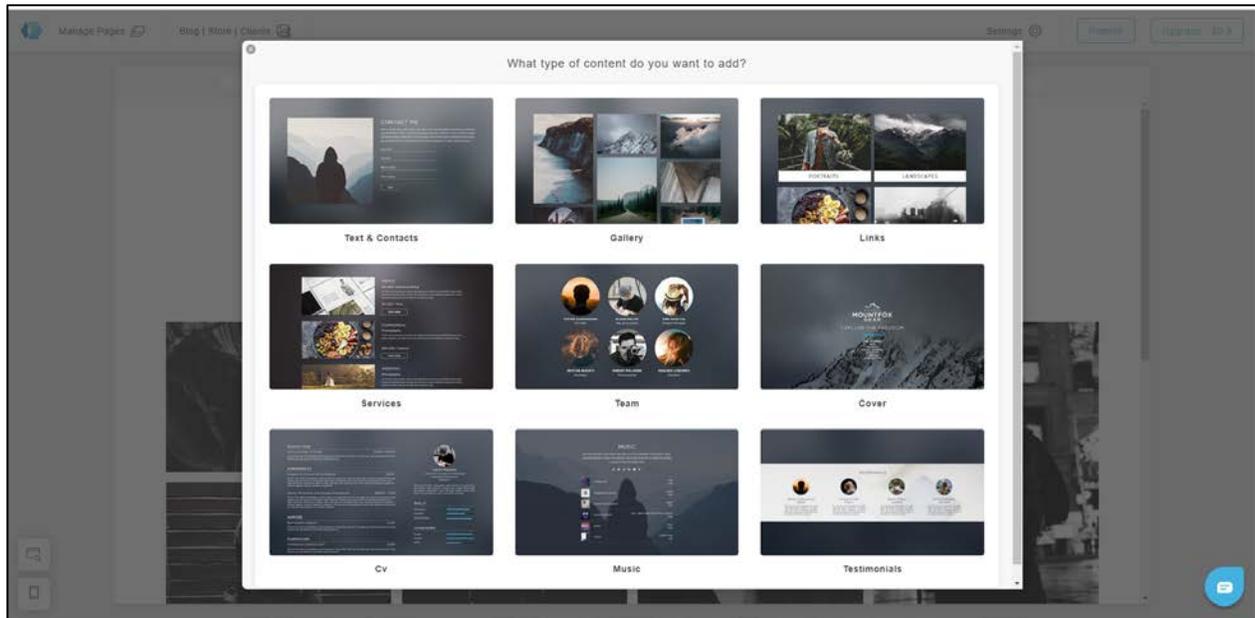


Figure 2: Screenshot from PortfolioBox which explains how to create new pages in the portfolio and how to choose the appropriate page for the portfolio

**STEP 3:** Type the page name and to add it to main menu

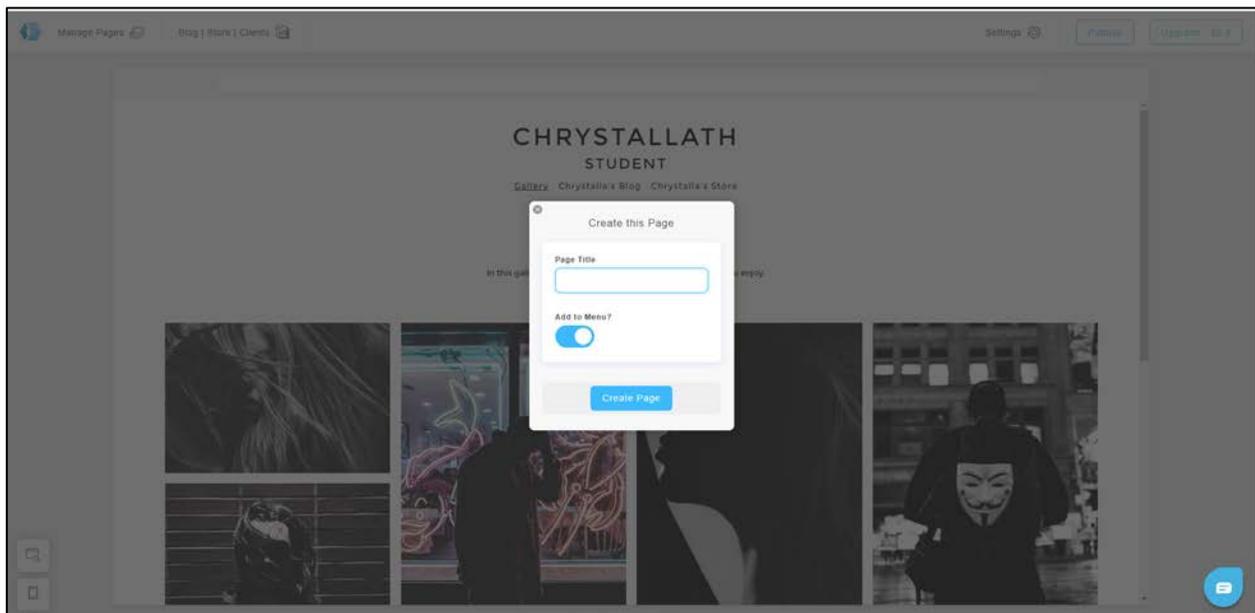


Figure 3: Screenshot from PortfolioBox which explains how to give page titles



**STEP 5:** Add content to your pages

**STEP 6:** Click on the name of the page in order to edit the page menu link

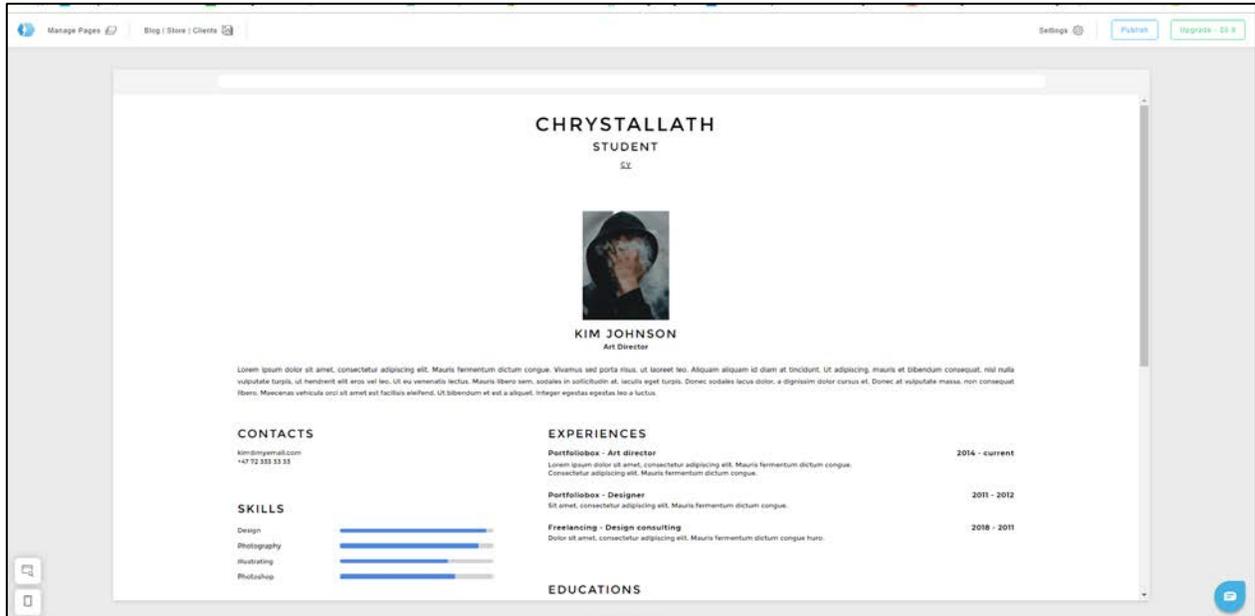


Figure 5: Screenshot from PortfolioBox which shows how the new page looks like

\* NOTE: To delete a page, click on 'Change content' and click 'Delete'

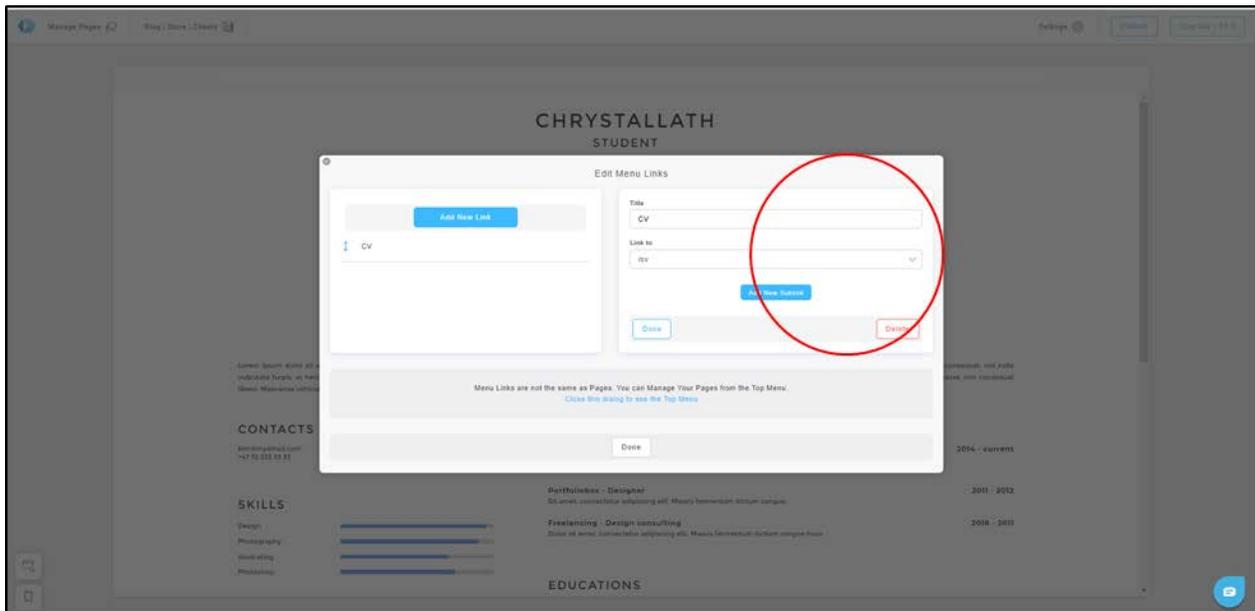


Figure 8: Screenshot from PortfolioBox which explains how to delete a page

## 2. Publish the online portfolio

### STEP 7: Click 'Publish'

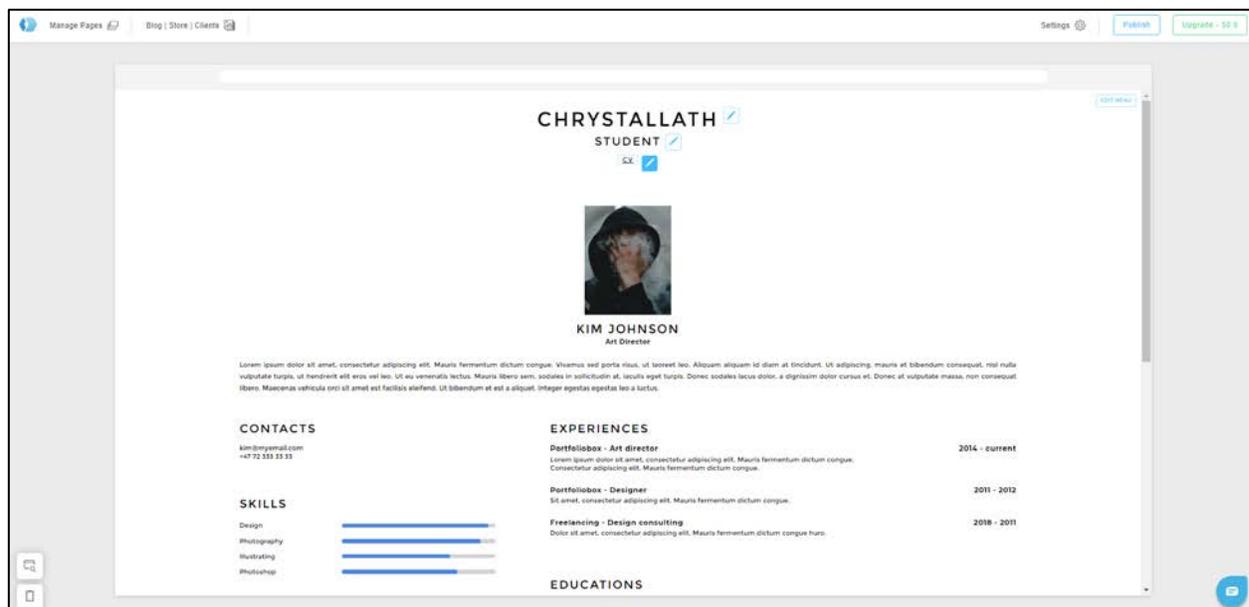


Figure 9: Screenshot from PortfolioBox which explains how to publish a page into the portfolio

### STEP 8: Select 'New domain' or 'Existing domain' to define where you want to publish your page

### STEP 9: Click 'New Domain'

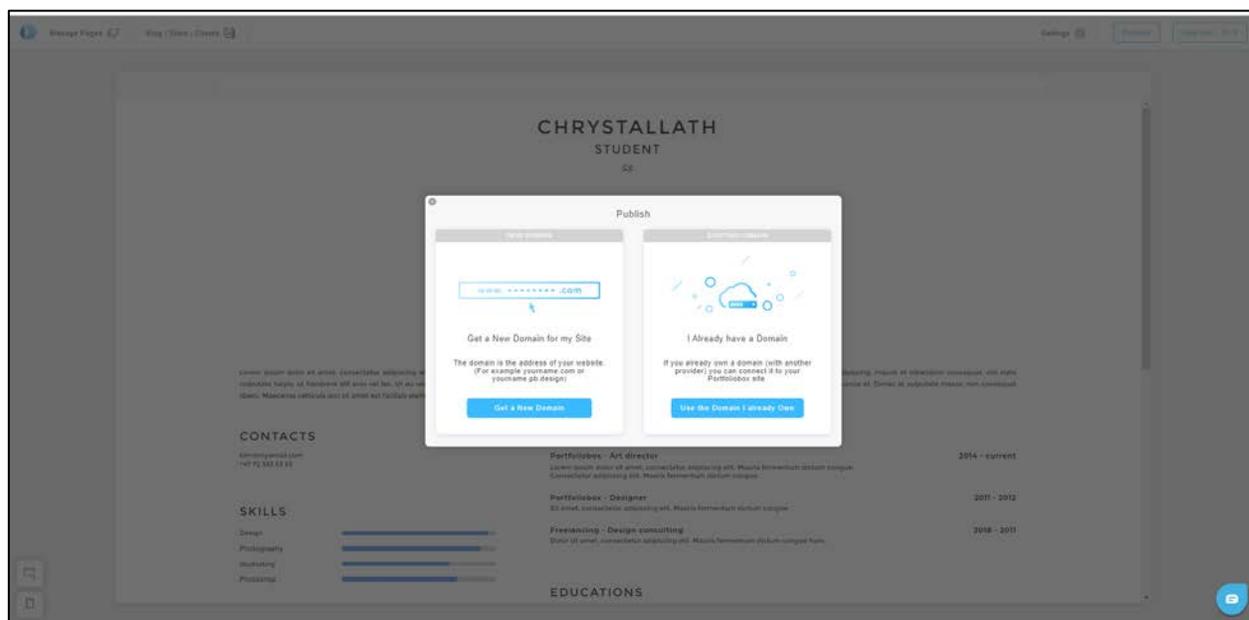


Figure 10: Screenshot from PortfolioBox which explains how to publish your website in a new Domain

**STEP 10:** Type your preferred domain name and click ‘Search’ to see the availability of the domain

**STEP 11:** Click for the domains on the right menu which are free and available to use and then click ‘Get it’

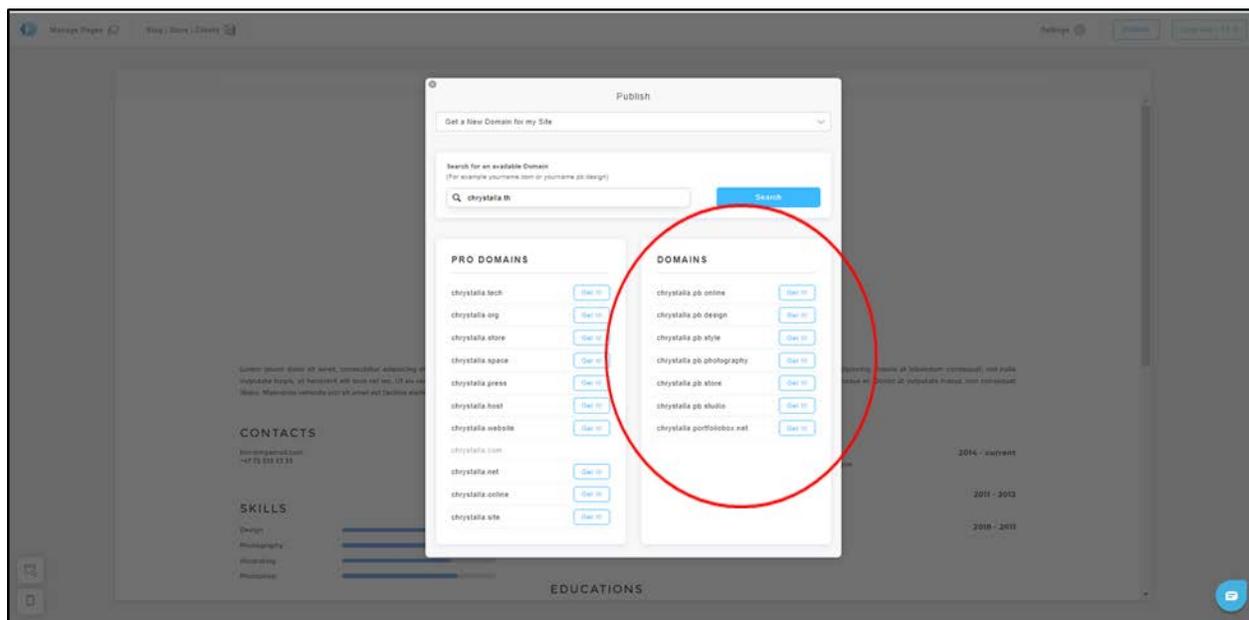


Figure 12: Screenshot from PortfolioBox which explains how to search for new domain

## TOOLS & RESOURCES NEEDED

Portfoliobox

## TIME REQUIRED

60 min

## ASSESSMENT

**3-4 Assessment questions** based on what the user has learnt from the activity

The questions can be true/false or multiple choice

Each question should have only one correct answer

1. Users can select any type of content to be added in the pages
  - a) True
  - b) False
2. Users cannot delete any page



- a) True
  - b) **False**
3. Users can select where they want to publish their online portfolio 'New domain' or 'Existing domain'
- a) **True**
  - b) False
4. Users can get and search for a new domain
- a) **True**
  - b) False

#### IMAGE



<https://pixabay.com/vectors/mobile-devices-website-mockup-web-2017978/>

## Activity Card 8 - Write your blog

### Write Your Blog

#### LEVEL

Advanced

#### DESCRIPTION OF THE ACTIVITY

##### Blog Content

Now comes the moment of truth. You must **write the blog content** – in the blogging world, any useful information that you bring to readers can be called “content.” It must be something people will want to interact with and come back to get more, something of value.

Without regularly updated content, there is little reason to visit a website more than once.

You must decide what content you need to make for your new blog and whether your blog will be composed primarily of words, photos, graphics, audio, video, etc.

Your content will be the bait that draws your crowd.

Three things your content should do

1. Your content should **speak to a specific audience and provide value to them** in some significant way. Never forget this point. It's not about you; it's about them.
2. Your content should be **easily accessible and attractively presented**. Your presentation must equal the quality of your content. Don't use low-quality graphics or designs. Everything about your blog should attract your visitors and encourage them to interact with your content. Make sure you check your spelling.



3. Your blog should normally **not be commercially focused**. Never greet your visitors with pop-up ads and giant banner ads. Greet them with content and reasons to engage with that content. Let them know you are there to help them, not to use them.

Here are three simple steps to create quality content:

- Point. State your **main idea** and the point you are covering.
- Prove. Give **an example** of the idea you are covering.
- Perform. Give a simple **way to execute** the idea.

For a personal blog, you might want to share some ideas, observations, or reviews. So to write your blog you need ideas, many ideas, not only for your first post, but for your next posts too.

Start by **creating a file for your notes and ideas** in Notepad or Word for example. Make a note of every new idea you have.

The most important rule for your first blog post is to write about something that will help your target audience. So, think about what you already know and what topics you are passionate about, as well as what your friends frequently ask you about.

If you're stuck, start with a post like: *My Ten Favourite Blog Posts*

Here is a list of ideas and tips for your blog posts, but your own ideas are always more important!

- 1) Create your first blog post on the topic you know better than anything else. Be sure to link to other websites/bloggers in your niche and notify them when you publish your post.
- 2) Write about yourself and the jobs you are looking for.
- 3) Do some research in the area you feel a passion for and write about that.
- 4) Share some statistics and figures: people love posts with data.
- 5) Dispel some myths in a particular area and match them against facts.
- 6) Create a list of inspiring quotes relevant to your niche.
- 7) Describe in detail how you created something.
- 8) Make a list of ideas from other authoritative bloggers on some specific topic.
- 9) Tell people how they can make money in your niche area.
- 10) Describe how can something be done better and faster.
- 11) Describe the most common problem your target audience faces and suggest a way of solving it.
- 12) Remember what inspires you, and create an inspirational post.
- 13) Create an expert roundup post. Ask at least 40 authoritative bloggers in your niche and use their advice in your article. Don't forget to add your opinion on this topic!
- 14) Create a blogger roundup post. Ask your online friends / contacts how they would solve a problem you also face.
- 15) Advise your target audience whom to read and follow.
- 16) Compare one thing with another (tools, books, tactics...)
- 17) Give advice about free products and courses that would be helpful to your audience. Make a big list of such freebies, link to your friends, and notify them about it.
- 18) Become a member of relevant groups on Facebook and find the questions you know the answers to.
- 19) Pick some very interesting and successful people in your niche. Tell about their best posts.
- 20) Make a list of those in your niche whom you read and who inspire you.
- 21) Make an interview with an influencer. Be sure to make a list of questions that interest you in advance.
- 22) In your blog post, answer your readers' questions.
- 23) Study the comments on other blogs in your niche. Find repetitive questions and write the answers.
- 24) Write about what skills are necessary for your niche.
- 25) Make a list of links to the best tutorials and guides on a topic.
- 26) Write a detailed review on a product that you used.



- 27) Reach out to fellow-bloggers and ask them to share with you their ideas for blog posts.
- 28) Write a thank-you post and mention everyone who helped you on your way.
- 29) Tell the latest news and mention the novelties in your niche.
- 30) Write about a popular topic but from a new angle.

Copy and paste the best ideas to help you into Notepad or a Word document.

You can use special tools for keyword research. For example, look at [Answerthepublic](https://answerthepublic.com/) (<https://answerthepublic.com/>) or [Alsoasked](https://alsoasked.com/) (<https://alsoasked.com/>). Find relevant queries based on these keywords and create your blog post.

Explore the do's and don'ts of blogging at <https://blog.hubspot.com/marketing/beginner-blogger-mistakes>

### **Create and write your blog post**

To create a blog, you should sign in to Blogger. On the left, click the Down arrow. Click New blog. Enter a name for your blog. Click Next. Choose a blog address or URL. Click Save. Now write your blog, remembering to save it regularly.

### **Some Basic Blogging Tips**

Starting a new blog is difficult and this can put many people off. Some may get off to a good start only to become quickly discouraged because of the lack of comments or visits. You want to stand out from the millions of other bloggers, you want yours to be a blog that people visit.

Here are some simple tips to help you on your way:

- Post regularly, but don't post if you have nothing worth posting about.
- Only blog about a few specific categories.
- Don't put 'subscribe' links all over the front page as they are usually just in the way.
- Use a clean and simple theme if possible.
- Enjoy blogging, blog for fun.
- Comment on other peoples' blogs (as they normally visit you back).

### **TOOLS & RESOURCES NEEDED**

Internet access  
Notepad, Word document

### **TIME REQUIRED**

60 minutes

### **ASSESSMENT**



1. If you don't update your blog regularly there is little reason for people to visit.  
**A) True**  
B) False
2. Use lots of banner and notices on the blog front page to get people to subscribe to your blog  
A) True  
**B) False**
3. You should use your blog to share ideas, observations, or reviews  
**A) True**  
B) False
4. The three simple steps to create quality content are – Point – Prove - Perform  
**A) True**  
B) False

**IMAGE**

[https://live.staticflickr.com/2526/4218276816\\_4630c1561a\\_w.jpg](https://live.staticflickr.com/2526/4218276816_4630c1561a_w.jpg)

## 2. Copyrights and licenses

### 2.1 Unit Introduction

The below card will be visible to users of all levels when they click on the respective block (see design document)

<b>COPYRIGHTS AND LICENSES</b>
<b>DESCRIPTION OF THE TOPIC</b>
This topic provides information about 'Copyright and Licenses', how to stay safe online, how to find 'free content' and why, and why creative commons are important for content creators.
<b>EMPLOYABILITY SKILLS</b>
<ul style="list-style-type: none"> <li>• Creative Thinking: the ability to consider or looking something in a new way, the definition of 'thinking outside the box'</li> <li>• Critical and Innovative Thinking: the logical, sequential disciplined process of rationalizing, analyzing, evaluating, and interpreting information to make informed judgments and/or decisions.</li> <li>• Problem-solving: the ability to identify the source of a problem and find an effective solution or looking for alternative methods to solve the problem.</li> </ul>
<b>LEARNING OUTCOMES</b>
<p>At the end of this unit you will:</p> <ul style="list-style-type: none"> <li>• Understand the definition of 'Copyright and Licenses'</li> <li>• Understand the main difference between copyright and license</li> <li>• Understand the law between social media platforms and copyright</li> <li>• Understand how to protect your own work (intellectual property) in the social media platforms</li> <li>• Understand what the 'Creative Commons' are</li> <li>• Understand what 'Creative Commons licenses' are</li> <li>• Understand how and why to find 'free content'</li> </ul>
<b>DIGCOMP FRAMEWORK</b>
Competence area 3
Competence area 3.3 Copyrights and Licenses
<b>REFERENCES (if applicable)</b>



APA style

#### ADDITIONAL RESOURCES (if applicable)

- Creative Commons <https://creativecommons.org/>
- Copyright alliance (n.d.). *Copyright basics*. Retrieved from [https://copyrightalliance.org/ca\\_faq\\_post/what-is-copyright/#:~:text=A%20copyright%20is%20a%20collection,and%20display%20the%20work%20publicly.](https://copyrightalliance.org/ca_faq_post/what-is-copyright/#:~:text=A%20copyright%20is%20a%20collection,and%20display%20the%20work%20publicly.)
- Johnston, K. (n.d.). *The Reasons Why Copyright Laws Should Be Respected*. Retrieved from <https://smallbusiness.chron.com/reasons-copyright-laws-should-respected-61322.html>
- Stack Exchange (n.d.). *What's the difference between Copyright and Licensing?*. Retrieved from <https://opensource.stackexchange.com/questions/297/whats-the-difference-between-copyright-and-licensing>
- Wipo (n.d.). *Copyright*. Retrieved from <https://www.wipo.int/copyright/en/>

## 2.2 Action cards

### 2.2.1 Beginners level

#### Activity Card 9 - Definition of copyright and licenses

##### Definition of copyright and licenses

##### LEVEL

Basic

##### DESCRIPTION OF THE ACTIVITY

The main goal of this topic is to provide information regarding the copyright and licenses, the main definition, the law between social media platforms and copyright and how to protect your work (intellectual property) in the social media platforms.

**Copyright** is the legal term of a collection of rights used to define the owner of an original work or a product. When someone creates a product, this becomes an intellectual property that must be protected from unauthorized duplication. Copyright law aims to balance the interest of creators with the public interest to have access into a specific content.

Some products that can be protected by copyright are:

- Books, articles, reviews, poems, essays, blocs etc.



- Website content (text, pictures, graphics)
- Motion pictures or audio (movies, TV programs, podcasts etc.)
- Music (lyrics and instrumentals)
- Artistic works (paintings, drawings etc.)
- Architectural designs
- Software programs

Moreover, some of the benefits of copyright are:

- Ownership: Only the copyright-holder has the authority to use a copyrighted work.
- Longevity: Copyright protection under modern law lasts 70 years after the creator's death.
- Penalties
- Coverage
- Clarity

The best way to protect your work (intellectual property) is to use free-content graphics/images and to mention a copyright statement on the file for photos.

**License** is a legal document of an agreement in which one person or company gives to another person of company the permission to copyright the original work.

**Social media platforms**, such as Facebook, Twitter, and Pinterest, allow to the users to post online any kind of material that may be copyrighted. Any kind of social media site *does not* own the work that has been posted on their site; the copyright is still retained by the owner. However, by agreeing to post any material on the site, the user sign a 'license agreement' that gives the permission to the social media site a to use the work.

### TOOLS & RESOURCES NEEDED

- YouTube Video: <https://www.youtube.com/watch?v=ukFl-siTFtg>

### TIME REQUIRED

30 min

### ASSESSMENT

**3-4 Assessment** questions based on what the user has learnt from the activity

The questions can be true/false or multiple choice

Each question should have only **one correct answer**

1. Copyright is the legal term of a collection of rights used to define the owner of an original work or a product.
  - a) True
  - b) False



2. The best way to protect your work is to use free-content graphics/images and to mention a copyright statement on the file for photos.
  - a) **True**
  - b) False
3. License is a legal document of an agreement in which one person or company gives to another person of company the permission to copyright the original work.
  - a) **True**
  - b) False
4. Any kind of social media site own the work that has been posted on their site; the copyright is still retained by the owner.
  - a) True
  - b) **False**

**IMAGE**



<https://pixabay.com/illustrations/email-keyboard-computer-copyright-826333/>

### 2.2.2 Intermediate level

#### Activity Card 10 - Creative Commons

**Creative Commons (CC)**

**LEVEL**

Intermediate

**DESCRIPTION OF THE ACTIVITY**

The main goal of this activity is to present the most common license agreement called 'Creative Commons', the importance of the CC license and how the public can use the CC for their intellectual property.



Nowadays, one of the most used known public licenses is the Creative Commons. The **Creative Commons** licenses are developed and maintained by the non-profit Creative Commons organisation in the USA and the main goal is to provide from individual creators to large institutions a standardized way to share their work.

Figure 1 illustrates the simple, standardized way to give license for sharing your creative work/intellectual property which is to choose features and get the appropriate license (<https://creativecommons.org/share-your-work/#platform>)

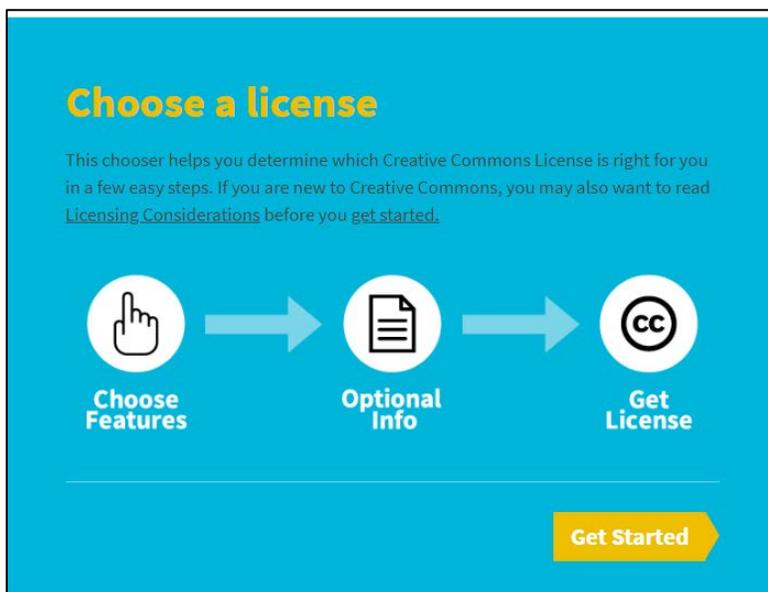


Figure 1: Screenshot from Creative Commons (CC) website and how to choose a license. You need to type <https://creativecommons.org/>

There are **six different licence types** and the creator needs to decide which is the most appropriate for their work:



- 

**CC BY:** This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. The license allows for commercial use.

CC BY includes the following elements:  
 BY  – Credit must be given to the creator
- 

**CC BY-SA:** This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. The license allows for commercial use. If you remix, adapt, or build upon the material, you must license the modified material under identical terms.

CC BY-SA includes the following elements:  
 BY  – Credit must be given to the creator  
 SA  – Adaptations must be shared under the same terms
- 

**CC BY-NC:** This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format for noncommercial purposes only, and only so long as attribution is given to the creator.

It includes the following elements:  
 BY  – Credit must be given to the creator  
 NC  – Only noncommercial uses of the work are permitted

- 

**CC BY-NC-SA:** This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format for noncommercial purposes only, and only so long as attribution is given to the creator. If you remix, adapt, or build upon the material, you must license the modified material under identical terms.

CC BY-NC-SA includes the following elements:  
 BY  – Credit must be given to the creator  
 NC  – Only noncommercial uses of the work are permitted  
 SA  – Adaptations must be shared under the same terms
- 

**CC BY-ND:** This license allows reusers to copy and distribute the material in any medium or format in unadapted form only, and only so long as attribution is given to the creator. The license allows for commercial use.

CC BY-ND includes the following elements:  
 BY  – Credit must be given to the creator  
 ND  – No derivatives or adaptations of the work are permitted
- 

**CC BY-NC-ND:** This license allows reusers to copy and distribute the material in any medium or format in unadapted form only, for noncommercial purposes only, and only so long as attribution is given to the creator.

CC BY-NC-ND includes the following elements:  
 BY  – Credit must be given to the creator  
 NC  – Only noncommercial uses of the work are permitted  
 ND  – No derivatives or adaptations of the work are permitted

**The Creative Commons Public Domain Dedication**



**CC0** (aka CC Zero) is a public dedication tool, which allows creators to give up their copyright and put their works into the worldwide public domain. CC0 allows reusers to distribute, remix, adapt, and build upon the material in any medium or format, with no conditions.



Figure 2: Screenshot from Creative Commons (CC) licenses

### TOOLS & RESOURCES NEEDED

- Creative Commons <https://creativecommons.org/>
- Creative Commons license types - <https://creativecommons.org/about/cclicenses/>

### TIME REQUIRED

40 min

### ASSESSMENT

3-4 Assessment questions based on what the user has learnt from the activity  
The questions can be true or false and multiple choice  
Each question should have only one correct answer

1. The main goal of 'Creative Commons' is to provide from individual creators to large institutions a standardized way to share their work.
  - a) **True**
  - b) False
2. To choose a license you need to choose firstly the 'Features'
  - a) **True**
  - b) False
3. The BY element describes that – Credit must be given to the creator
  - a) **True**
  - b) False
4. There are 4 (four) different licenses types
  - a) True
  - b) **False**

### IMAGE

<https://pixabay.com/vectors/copyright-media-warning-exclamation-40846/>





## 2.2.3 Advanced level

### Activity Card 11 - Copyright-free content

#### Copyright-free content

#### LEVEL

Advanced

#### DESCRIPTION OF THE ACTIVITY

This topic provides information regarding the copyright-free content, why is important to use it and examples of copyright-free websites with graphics/images, music and videos.

Copyright is one of the vital rights set forth in the United States Constitution (Johnston, n.d.) and as a consequence, everyone should respect and protect the creators' ideas/knowledge/work. There are several websites available that can help you use copyright free-content, which means that everyone is allow to use the specific content as many times they want without any permission.

Copyright free graphics/images:

- [www.pexels.com](http://www.pexels.com)
- [www.pixabay.com](http://www.pixabay.com)
- <https://unsplash.com/>
- <https://www.flaticon.com/home>

Copyright free music:

- [www.youtube.com](http://www.youtube.com)
- <https://freesound.org/>
- <https://freemusicarchive.org/>

Copyright free videos:

- <https://www.pexels.com/videos/>
- <https://www.dareful.com/>
- <https://www.clipstill.com/>
- <https://www.videezy.com/>

Moreover, you can use the 'Advance Google Search Settings' in order to use worldwide copyright-free and reusable content.

**STEP 1:** Visit [www.google.com](http://www.google.com)

**STEP 2:** Type any keyword you want to search for example job market

**STEP 3:** Click 'Images'

**STEP 4:** Click 'Tools'

**STEP 5:** Click 'Usage Rights'  
**STEP 6:** Click 'Labelled for Reuse'

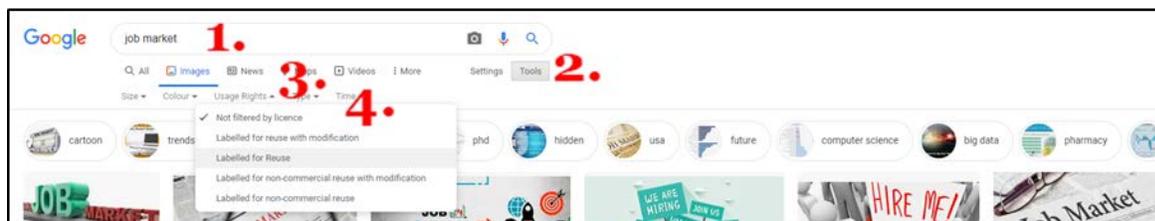


Figure 1: Screenshot from Google Homepage and how to use the Advanced Google Search Settings

### TOOLS & RESOURCES NEEDED

Copyright free graphics/images:

- [www.pexels.com](http://www.pexels.com)
- [www.pixabay.com](http://www.pixabay.com)
- <https://unsplash.com/>
- <https://www.flaticon.com/home>

Copyright free music:

- [www.youtube.com](http://www.youtube.com)
- <https://freesound.org/>
- <https://freemusicarchive.org/>

Copyright free videos:

- <https://www.pexels.com/videos/>
- <https://www.dareful.com/>
- <https://www.clipstill.com/>
- <https://www.videezy.com/>

### TIME REQUIRED

60 min

### ASSESSMENT

3-4 Assessment questions based on what the user has learnt from the activity  
The questions can be true or false and multiple choice  
Each question should have only one correct answer

1. Users can find copyright-free images/photos from websites such as [www.pexels.com](http://www.pexels.com), [www.pixabay.com](http://www.pixabay.com)
  - a) True
  - b) False



2. Users cannot find copyright-free music
  - a) True
  - b) False**
3. Users cannot find copyright-free videos
  - a) True
  - b) False**
4. Users can find copyright-free content with the 'Advance Google Search Settings'
  - a) True**
  - b) False

#### IMAGE



<https://pixabay.com/illustrations/photography-freelance-sell-camera-4433529/>