

DIGITAL READINESS COMPETENCES DICTIONARY

COMPETENCE 8



DIGITAL COMMUNICATION

communicating,
influencing, and
maintaining a rapport
with others via technology



INTERMEDIATE

KNOWLEDGE

- Explain the importance of being proficient in digital communication in the 4.0 industry.
- Identify the main social networks and digital communication platforms.

SKILLS

- Communicate with customers via social networks, applying and respecting netiquette rules.
- Generate relevant content for the company's social networks and digital presence in general.
- Communicate with peers via digital communication tools, applying and respecting netiquette rules.

COMPETENCES

- Demonstrate enthusiasm about new social networks and digital trends.
- Show concern in maintaining a good online presence.
- Build interest in maintaining a rapport with others via technology.

LEVEL

ADVANCED

KNOWLEDGE

- List tools to become more proficient in digital communication in the 4.0 industry.
- Identify trends in the use of social networks and digital communication platforms.

SKILLS

- Implement a social media strategic plan to communicate with customers.
- Make use of social networks analytics to learn more about the company's customer base.
- Decide the best digital communication tools to communicate with peers and costumers.

COMPETENCES

- Demonstrate proficient knowledge about new social networks and digital trends.
- Show concern in becoming an online influencer.
- Maximise the potential of networking by maintaining a rapport with others via technology.

Find out more: <https://women-get-ready.erasmus.site/>



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