

Activity 4: Digital Communication online training course

Course plan

- **Title:** Digital Communication for inclusiveness
- **Modality:** online training
- **Duration:** 4 weeks
- **Dates:** 25 October – 19 November 2021
- **Participants:** 25/30

Through distance modality, the course on Communication will provide participants with tools and skills to improve the communication strategy and the outreach of the organisation. The course is designed around 4 weeks engaging with different aspects of the communication process. Participants will explore latest communication tools and trends.

The course will be organised around the following topics:

1. Digital communication tools

In this module, participants will explore the theory behind a successful communication strategy by getting an overview of digital communication system, including social media. At the end of the module, they will be able to:

- Identify the different ways to engage on social media
- Identify the digital tools used by different groups of people and recognize their strengths and weaknesses,
- capacity to prepare, produce and assess written material, presentations and digital material communicating workers' voice

2. Communication for equality – project planning

During this module, participants will have the opportunity to share information about the organisation actions and initiatives with a special attention on tips to design content sensitive to diversity, promoting equality and providing a fresh institutional image. Participants will be able to:

- Evaluate communication approaches and identify channels and tools for effectively reach different groups of workers: women, migrants, youth, precarious and domestic workers, etc.
- Identify the suitable strategy to address particular issue or to outreach specific target group
- Maximize the impact of trade unions' action through social media

3. Storytelling in digital communication

Participants will discover how to communicate workers' stories and trade unions' initiatives and successful actions through websites and social media pages. Special focus will be on the design of an awareness-raising campaign through the identification of key objectives and ways to convey key elements of the message

- Pinch your speech – focus on video messages
- Communication through images: from infographic to pictures – tell a story
- Use storytelling to create engaging human experiences
- Website layout – how to engage with your content

4. Communication for organizing

This module will allow participants to reflect on the use of the acquired knowledge and skills in the organisation. The module will allow participants to:

- Gauge the impact different types of influencers can have on improving the campaigning activities.
- Learn and test presentation design rules
- Outline own communication action/initiative
- Share and get inspiration by the collection of good practices and new initiatives across European sectoral trade unions.