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Digital Skills  
Training UK  
by **facebook**



# Digital Skills Training Programme



## What is it about?

- This program enables people to learn the new skills required in a digital community.
- It will also help them to strengthen their previous skills to help them succeed in both professional and personal environment.
- The objective of the programme is to help citizens increase their future opportunities, improve their digital skills and help build community.
- It is planned that the face to face events will be delivered in different locations across the country.



# Programme Targets



- By 2020, Facebook will offer training to a minimum of 75,000 people; 18-30 year olds across the EU in Poland, France, Germany, Italy, UK and Spain.
- Increasing opportunities for more meaningful employment.

## **Target audience:**

- Opinion Formers and Storytellers
- 18+ school leavers
- University leavers
- First jobbers and those who would like a more meaningful job
- Interested in proposition outside of core criteria



# Duration of Programme

- 3 hours of workshop.
- A choice from the 6 event topics to be selected for each session.



# What is the learning experience?



- **6 Event topics:**
- **Social Marketing** - Make the most of it for you, your career, community or business!
- **Innovation** - come up with your next big idea and prototype it!
- **Web Presence** - make the web work for you
- **Cyber** - tips to make you safer online
- **AI & Automation** - how can AI and Automation influence my life and my work?
- **Data:** how to embed data-informed decision making into your life and work.



# Categorization of People

- **2 Event types:**
- **Large Scale Event:** 18- 24 year olds (older audience not excluded), those leaving full time education, seeking 1st job, seeking a better job. Larger events of up to 200 participants
- **Small Scale Event:** 25-30 year old young professionals (younger audience not excluded), seeking to develop a better job. Smaller events of up to 30 participants



# Outcome of the Programme

- Participants feel invigorated, informed and up-skilled.
- They are motivated to apply their new learnings in their personal and professional lives, and are aware of the impact of new and acquired knowledge on their employability.
- They will feel inspired to carry on developing themselves to be part of the digital economy and community.
- They will recommend friends to future events based on their experience.
- They will be inspired to go online and learn more.



## The Programme

### TRAINING

75000

citizens aged 18-30 in the UK, Spain, Italy, Poland, Germany & France



### CURRICULUM

6 Facebook approved modules translated and localised into 6 languages

### PARTNERS

30 in-country partner organisations marketing and running events in their communities



### TRAINERS



250+ certified trainers delivering workshops

### HUBS



Thousands of participants trained in Zona from Facebook and Przestrzen from Facebook

### PROGRESS



### RESPONSE



80% of participants believe the training will be useful for their career development

NPS = 40

### FUN FACT

We have trained citizens in more than

200

villages, towns and cities across the 6 countries!



## The Impact

### CONFIDENCE

60% of participants interviewed 90 days after their training have noticed a boost in their digital confidence



### DIGITAL FUTURE

75% of participants feel ready for the changes brought by digital technology



73% of participants believe digital skills are critical to the future of the economy

### CAREER

34 participants have new jobs

25% have seen a positive change from employer

62 participants have applied for digital roles



### FACEBOOK

62% of participants see Facebook as an influencer of Digital Skills



## The People

### LIFE-CHANGING

*In January, I got a job as head of marketing of a brand. I'm really happy and I owe it to the course. My confidence is much higher now, I'm more analytical and think I'm ready to take on new challenges.*

- Tibaïre Morao Correia, Spain

### SKILLS

*There were two tools that I discovered at the training, and I now use to support analysis of my projects.*



- Sandra Martinez, Spain



*A spark for me was learning all the different tools available via Facebook in terms of marketing. The data available is so detailed and if you know how to use it you can target campaigns so much more effectively and to the right audience. This is what I am going to do with my future marketing campaigns.*

- Laura Murray, UK

### DIGITAL FUTURE

*I believe digital skills to be essential for future success across all industries. It is becoming a fundamental, transferable skill just like communication is.*

- Kelly Letts, UK

### MINDSET

*In previous experiences, working against the clock provokes anguish and frustration when I can't complete the tasks, but as a result of this event, I've learned to cope and get the best out of my time.*



*Javier encouraged us to be creative, not to silence the ideas we come up with, but to fight for them.*

- Ruth Martin, Spain

### CORPORATE

Letter from the dean of High School in Tarnobrzeg thanking FARMA for the training. The attendees of the training were also working at the tax office in a small town.

During the training they discovered that the whole Tax Office in the region is not secure and all passwords could be hacked within 10 minutes. No-one had taught them this practical knowledge before.







**For further information & to book your slot, reach us @**

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