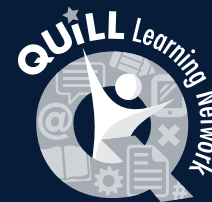


Digital Skills Promotion Toolkit

Developed by



Digital Skills in Unexpected Places

There are some jobs that are synonymous with digital skills...and some that are more surprising.

When we first think of digital skills at work, our thoughts tend towards computer skills in office jobs. But it also includes browser safety, password security, online shopping, video chats, and much more.

And that's just computers. There are job-specific tasks that include touchscreen controls on equipment, biometric punch clocks, point-of-sale systems, online scheduling systems, and using a GPS.

When you consider how integrated smartphones have become in our lives, and that there's an app for everything, technology really is used at some point in every job there is.

This resource is meant to help your agency identify what digital skills are required for entry-level jobs in your area so you can create and promote programming to address the need in your clientele. You can use the resources in this toolkit through social media, posters, and communication with employers to promote your ability to help clients improve their digital skills.

Included in this guide you will find:

- **A chart indicating** several digital skills and the various job sectors where that skill is used
- **Suggested wording** and calls to action that can be used in social media posts
- **Photos and infographics** that can be used to illustrate the wording on social media or in posters
- **Suggested wording for communications** with employers & the public to promote how your program can help prepare employees for entry level jobs in various sectors

Digital Skills in Different Sectors

To find out what digital skills are used regularly in entry-level jobs, we looked at hundreds of job postings, talked to employers in the different sectors, and had discussions with Employment Service providers about observations they had from their work.

We divided jobs into eight different sectors:



Accommodations/ Food & Beverage

Hotel workers, restaurant and fast-food cooks, bar and restaurant servers, etc.



Health Care

Personal Support Workers (PSW) and other health care aides



Manufacturing

Production workers, warehouse staff, etc.



Agri-Food

Jobs in agriculture and related industries, as well as food production.



Construction

General labourers as well as apprentices



Retail

Cashiers, warehouse, and floor staff



Logistics/Transportation

Truck drivers, warehouse equipment operators



Admin/Clerical

Data entry, accounting clerk, and reception jobs in any office environment

Digital Skills by Sector

This chart is not an exhaustive listing, just the ones that we discovered in our research. There are always new advancements that employers will use in the workplace, and new skills that entry-level workers will need to learn.

Skill	Accom/Food & Bev	Health Care	Manufacturing	Agri-Food	Construction	Retail	Logistics/Transport	Admin/Clerical
Computer literacy	✓	✓			✓	✓	✓	✓
Keyboard proficiency	✓							✓
Email communication skills		✓			✓	✓		✓
Website navigation skills						✓	✓	
Ability to set up video calls		✓						✓
MS Office proficiency (Word, Excel, etc.)	✓		✓		✓			✓
Professional accounting software knowledge								✓
Comfort using touch screens	✓		✓	✓		✓		
Data entry skills			✓					
Familiarity with Smartphone apps			✓					
Ability to take/send pictures						✓	✓	

Skill	Accom/Food & Bev	Health Care	Manufacturing	Agri-Food	Construction	Retail	Logistics/Transport	Admin/Clerical
Ability to send/receive texts					✓			
Online maps/GPS technology experience				✓	✓		✓	
Computerized cash register experience	✓					✓		
Ability to use point of sale system	✓					✓		
Ability to use barcode scanner			✓	✓		✓		
Familiarity with electronic measuring tools		✓	✓	✓	✓			
Comfortable operating automated equipment through control panels			✓	✓	✓	✓		
Ability to use biometric punch clock		✓	✓	✓	✓			
Key card experience	✓						✓	
Ability to use multi-line phone system	✓							✓
Ability to use online calendar/scheduling system	✓						✓	✓

Promoting Digital Skills on Social Media

If your program is active on social media platforms (such as Facebook, Twitter, Instagram, or LinkedIn), this is a very easy way to reach a wide audience for the investment of just a bit of staff time. If you're not sure how to use social media effectively for your program, check out [this article](#).

The Anatomy of a Social Post



Post Text (see [page 8](#) for examples)

Hashtags

They're keywords that users can search for when they need information on certain topics.

Try: **#digitalskills #adultlearning #adulthoodeducation**

Call to Action

Without a call to action, it's just information. Let your audience know what to do next.

Tag Partners (if applicable)

This will have your post show up on their newsfeed as well. If you're working with a new employer that's coming into town, or with your local employment service provider, tagging them broadens the audience for your post.

Graphic (see [page 10](#) for available options)

What to Consider When Planning a Social Media Campaign

There are many websites that can give you more detailed instructions on planning a successful social media campaign. Here are some key tips to keep in mind for starting out:



Make sure your contact information is up-to-date on all platforms that your program uses, including Google and your website. Nothing is quite as frustrating as trying to reach out to an organization that you've found online only to discover that the phone number or hours of service aren't correct.



Plan a post per day, at the right time to catch people. Depending on how busy someone's social media newsfeed is, your post can get buried quickly, meaning that if you post at the wrong time of day your audience will miss it completely. Posts can be pre-scheduled on most platforms so you don't need to sit online waiting for the right time.



Know your audience and use the right social media platform to reach them. Here's a fantastic blog post explaining the demographics of the different platforms: <https://sproutsocial.com/insights/new-social-media-demographics/>



Plan a mix of different types of posts to engage with your audience – some text only, ask a question to start a conversation, some pictures, some videos (if you're able to).

Wording For Your Social Media Posts

Writer’s block? Here are some wording suggestions to get you going. Tailor the messages to fit your organization’s needs. Don’t forget to add a photo, tags, and hashtags!

Suggested Verbiage	Sector or Theme	Suggested Verbiage	Sector or Theme
Food orders are much more than just pen & paper these days. Be ready for the technology that you’ll be using – come see how we can help.	<ul style="list-style-type: none"> • Food & beverage • Keyboarding • Touchscreen 	From biometric punchclocks, to touchscreen machine controls, to online applications, manufacturing has changed. Make sure you’re ready.	<ul style="list-style-type: none"> • Manufacturing • Smartphone use • Touchscreen
When you’re on a construction site, getting information to and from the office is critical. Texting is a necessary communication skill.	<ul style="list-style-type: none"> • Construction • Smartphone use 	A robot is only as good as the operator. Be confident in your ability to manage the technology – call us to see how we can help!	<ul style="list-style-type: none"> • Manufacturing • Keyboarding
A picture really is worth a thousand words. Being able to take and send a photo on your smartphone when there’s an issue saves time and money on the job. Come practise with us!	<ul style="list-style-type: none"> • Construction • Manufacturing • Smartphone use 	Online security is important at home and at work. Protect your personal information and your employer’s network by learning how to recognize scams.	<ul style="list-style-type: none"> • Admin/clerical • Emails • Online safety
Improving your typing speed and accuracy makes you an efficient and reliable administrative employee. We can help!	<ul style="list-style-type: none"> • Admin/clerical • Emails • Keyboarding 	Passwords, passwords everywhere! We need to login to everything these days. Learn how to create (and remember!) secure passwords for personal and work use.	<ul style="list-style-type: none"> • Admin/clerical • Online safety • Smartphone use
First impressions mean a lot. Learn the etiquette behind sending professional emails that will raise your communication above the rest.	<ul style="list-style-type: none"> • Admin/clerical • Construction • Emails 	When the answer to, “How are things looking?” can be most easily sent as a picture. Keep the boss (and the customer) happy.	<ul style="list-style-type: none"> • Construction • Manufacturing • Retail

Suggested Verbiage	Sector or Theme
Tablets are often found in manufacturing, for entering quality control data on products, tracking production numbers, and recording health and safety concerns. Be ready to do your part!	<ul style="list-style-type: none"> • Admin/clerical • Construction • Manufacturing • Retail • Touchscreen
Farm record-keeping no longer involves stacks of paperwork. Online learning, daily data entry, and computerized tracking are the norm. We can teach you the skills you need.	<ul style="list-style-type: none"> • Agri-food • Emails • Keyboarding • Online safety
It takes more than your AZ licence to be a trucker! Using GPS, computerized logbooks, emailing and texting shippers and receivers are just the basics. We can help you get those skills ready for the road.	<ul style="list-style-type: none"> • Transportation • Keyboarding • Smartphone use • Texting
Just how smart is your Smartphone? Learn how to get the most out of the tool in your back pocket.	<ul style="list-style-type: none"> • Online safety • Smartphone use
There's an app for everything these days! Put your Smartphone to work for you...so you can work smarter instead of harder. We can help, contact us to find out how.	<ul style="list-style-type: none"> • Online safety • Smartphone use

Suggested Verbiage	Sector or Theme
It's your personal cell phone, but using it properly can help you at work. Learn how to communicate effectively in the modern age.	<ul style="list-style-type: none"> • Online safety • Smartphone use
Tablets are often found in manufacturing, for entering quality control data on products, tracking production numbers, and recording health and safety concerns. Be ready to do your part!	<ul style="list-style-type: none"> • Construction • Manufacturing • Retail • Touchscreen
Multi-tasking on a computer is a skill in itself – emailing, scheduling appointments, checking room or table status, and more. Ask us how we can help!	<ul style="list-style-type: none"> • Accommodations • Admin/clerical • Food/beverage • Emails • Keyboarding
Personal support is more than just hands-on these days. Being able to keep families connected is critical to mental health. Make sure you know the technologies to help.	<ul style="list-style-type: none"> • Health care • Emails • Smartphone use • Touchscreens

Images for Your Social Media Posts

We've provided a number of ready-to-use photos for your social posts. They can be downloaded from the [Digital Skills Promotional Toolkit page](#) in the QUILL Learning Network's Resources section. Below are small thumbnail images for reference.



Image 1

- Admin/clerical
- Keyboarding
- Word/Excel



Image 5

- Health care
- Keyboarding



Image 2

- Admin/clerical
- Email
- Keyboarding
- Word/Excel



Image 6

- Admin/clerical
- Online safety
- Touchscreens



Image 3

- Admin/clerical
- Email
- Keyboarding



Image 7

- Admin/clerical
- Internet searches



Image 4

- Agricultural
- Keyboarding



Image 8

- Health care
- Keyboarding



Image 9

- Admin/clerical
- Smartphones



Image 10

- Construction
- Manufacturing
- Smartphones



Image 11

- Health care
- Smartphones



Image 12

- Construction
- Smartphones



Image 13

- Construction
- Smartphones



Image 14

- Online safety
- Smartphones



Image 15

- Food/beverage
- Smartphones
- Transportation



Image 16

- Health care
- Smartphones
- Touchscreens



Image 17

- Retail
- Touchscreens



Image 18

- Food/beverage
- Touchscreens



Image 19

- Retail
- Touchscreens



Image 20

- Retail
- Touchscreens



Image 21

- Touchscreens
- Transportation



Image 22

- Keyboarding
- Online safety



Image 23

- Agri-business
- Manufacturing



Image 24

- Construction

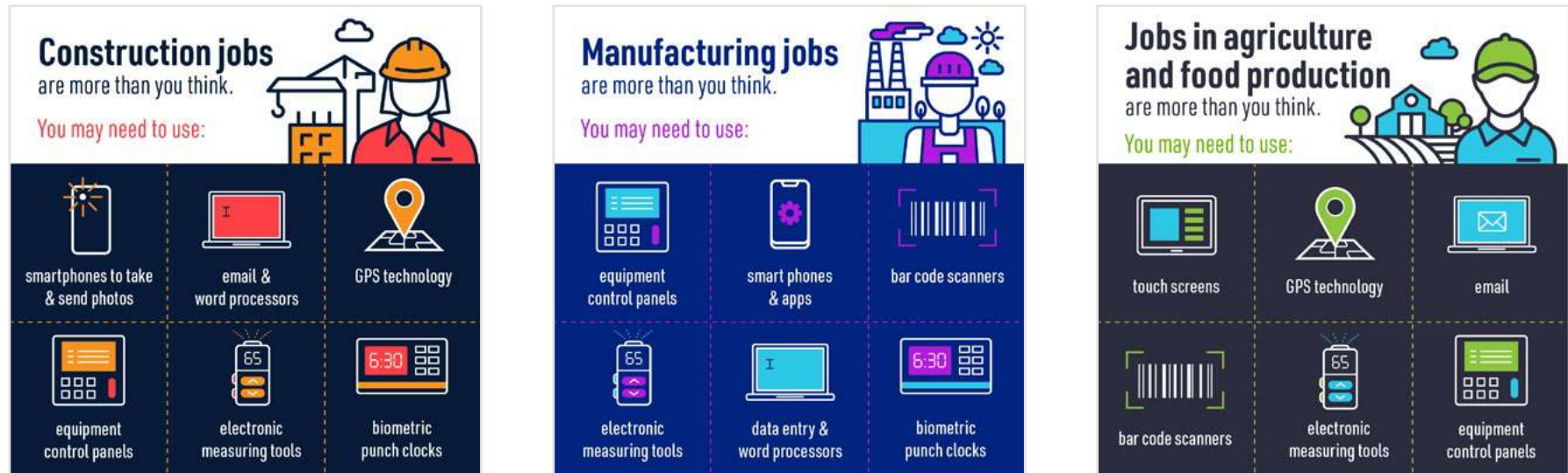


Image 25

- Agri-business

Infographics for Your Social Media Posts

We've created a number of ready-to-use infographics for your social posts. For example, if there's a new manufacturing plant opening soon in your area, use the appropriate infographic to create digital skills awareness for job seekers. They can also be used on a flyer or poster, just add your program logo and contact information underneath. These graphics can be downloaded from the [Digital Skills Promotional Toolkit page](#) in the QUILL Learning Network's Resources section.



Communications with Employers

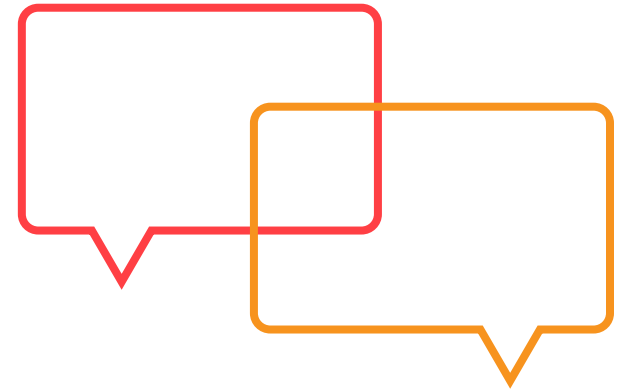
Anyone in business today is busy, and their time is valuable, so keep your first contacts brief and to the point. There's no need to explain the entire history of your program – this information should already be on your website, and anyone who is interested can go there to learn more.

When reaching out to employers, find out who the right contact will be in the organization. Is their Human Resources (HR) department doing the hiring, or have they outsourced that to an agency or employment service provider?

Once you know who to contact, introduce yourself with a phone call. Have a brief conversation that allows them to get to know you, and lets you better understand what their needs (with regards to digital skills, in this case) so you can help to address them.

Follow up with an email so they have your information in writing. This email is also your opportunity to attach a flyer or poster for them to reference or share with employees.

See the following page for an example.



An Example of a Follow-up Email

Dear Jessica:

Thank you for taking the time to chat with me this morning. It was great learning more about the technology that your new employees need to use on a regular basis.

Our program has a “Be Smart with your Smartphone” course that helps people become familiar with all of the features that we discussed, such as taking and sending pictures, and using different apps. We can deliver that at your site or ours as needed. More information is available on our website: www.literacyprogram.com.

I’ve attached a flyer that you are welcome to print and post on your employee bulletin board.

Please reach out at any time, we are here to support your success in our community!

Use a personal greeting.

Recognize the time they shared with you and summarize the conversation.

Reiterate how your program can address their need.

Direct them to your website for more information so you can keep the email very short.

Attach anything that you said you’d share.

Call to action/next steps – if you scheduled a follow-up conversation, reference it here as well.

Using Graphics

The photos provided in this resource are all public domain or CC0 licensed. **Public domain** means the copyright has expired or never existed, and **CC0 licensing** means that the owner of the photo has placed it in the public domain for the widest available usage. Both designations can be used in social media and commercial use. If you wish to find other photos to use for social media or other promotional use, a quick Google search will help you find several websites with appropriate images. Be sure to verify that the images you want to use have one of these two designations.

Beware of using images from previous work that your program has done. Even though the stock image may have been purchased, it is still limited by the original licence—few of which allow them to be shared on social media.

If you intend to use photos taken by your agency, please ensure that you have written permission of the people featured in them before sharing them publicly. Photo release forms can be found online. Check that the paper and screen content visible in your photos does not include any personal or identifying information.



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