



ACTIVATING WOMEN'S ENTREPRENEURIAL MINDSETS AND SOCIAL CHANGE THROUGH CREATIVITY AND CULTURE IN THE COVID-19 ERA

Intellectual Output 1 - A4: ENTREPRENEURIAL AND DIGITAL COMPETENCE FRAMEWORK

ANI



ANI



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

ACT4WOMEN – Framework, Submission Number: 2020-1-UK01-KA227-ADU-094516

ENTREPRENEURIAL COMPETENCE DIGITAL

1. General description of the module

“Entrepreneurial competence digital” these are the basics of communication on social networks.

Adults will learn how to:

1. Empowering women to communicate on social networks
2. Develop your business through social networks
3. Attracting new prospects

2. List of Topics: HOW many per one module

1. **Topic 1:** Empowering women to communicate on social networks

Short description: Communication is the art of conveying a message to a target in an effective and intelligible way. This principle, apparently simple, represents a major challenge for brands wishing to develop their reputation.

Social networks, now a must for any professional looking for visibility, have indeed developed their own communication codes and rules.

1. **Topic 2:** Develop your business through social networks

Short description: Startups often lack the human and budgetary resources to prioritize their marketing activities. Nevertheless, more and more startups see social media marketing as a way to engage and increase their customer base, but also their brand awareness.

1. **Topic 3:** Attracting new prospects

Short description: For an active online entrepreneur, social networks have become a must. However, it is necessary to master its strategy by creating quality content, well referenced and able to engage visitors, in order to flush out new prospects and maximize their conversion rate into future customers.



MODULE X: ENTREPRENEURIAL COMPETENCE DIGITAL

Topic 1	Main Objectives:	KNOWLEDGE <i>(In the context of EQF, knowledge is described as theoretical and/or factual)</i>	SKILLS <i>(In the context of EQF, skills are described as practical)</i>	ATTITUDE <i>(In the context of the EQF, attitude is described as the ability of the learner to apply knowledge and skills autonomously and with responsibility)</i>	Activities/Lesson Plan
Empowering women to communicate on social networks	The main objective is to let women learn how to develop their own communication codes and rules.	1. I understand the communication on social networks 2. I understand why the social media are a gain for my business	1. I know the communication codes 2. I know the communication rules 3. I can develop my communication codes and rules	1. I'm able to communicate on social networks 2. I am able to respect communication codes 3. I'm able to respect communication rules	1. adult learners observe various social media posts from companies similar to their own 2. adult learners learn how to create a set of proposed rules and codes 3. Adult learners use social networks
Topic 2 Develop your business through social networks	They will learn how to engage and grow their customer base, but also how to improve their brand awareness.	1. I understand how to engage the customer 2. I understand how I can improve the brand awareness	1. I know my customers 2. I know the brand awareness of my business 3. I can develop my brand awareness	1. I am able to create social media content that can grow my customer base. 2. I am able to develop awareness for my brand.	1. Adult learners observe the characteristics of their clients 2. Adult learners learn how to measure awareness of their business 3. Adult learners learn how to improve their brand awareness
Topic 3 Attracting new prospects	Women need to know how to master their strategy by creating quality, well-referenced content that engages visitors in order to flush out new leads and	1. I understand I need to have a strategy to communicate on social networks 2. I understand why it is important to create quality and well reviewed content.	1. I know the strategy to communicate 2. I know how to create quality and well reviewed content. 3. I can maximize the conversion rate into future customers	1. I'm able to create a strategy to communicate 2. I am able to create quality posts on social networks 3. I'm able to maximise the conversion rate into future customers	1. Adult learners learn how to target their clients 2. Adult learners learn how to create quality, targeted content 3. Adult learners use data tools to improve their conversion rate



	maximize their conversion rate into future customers.	3. I understand I can maximize the conversion rate into future customers.			
--	---	---	--	--	--

