PROJECT NAME: I.MAM VIRTUAL - dIgital sMArt Mother VIRTUAL

PROJECT ACRONYM: I.MAM VIRTUAL

PROJECT NUMBER: 101083431

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Programme(s): Erasmus+

Topic(s): ERASMUS-EDU-2021-VIRT-EXCH-NDICI

Type of action: ERASMUS Project Grants

Start date: 01 December 2022

End date: 30 November 2025

LEAD PARTNER: EUROMAMME A.S.D

DELIVERABLE: D1.2 E-LEARNING PLATFORM

SUMMARY

1.1 INTRODUCTION

DELIVERABLE D1.2 – E-LEARNING PLATFORM

Creation of an interactive e-learning platform through which participants can follow the video lessons, download the study material, fill in the assessment tests to access the next module and interact with the trainers in real time during some pre-established time slots.

During the kick off meeting, which took place on 29 November 2023 in Rome, the consortium worked together on the structure of the e-learning platform. Deciding to use FACEBOOK. This social platform was chosen, not only because it emerged to be the most used by the community of each partner country, but also because of its simplicity of use, the presence of a chat that allows participants to ask for any information.
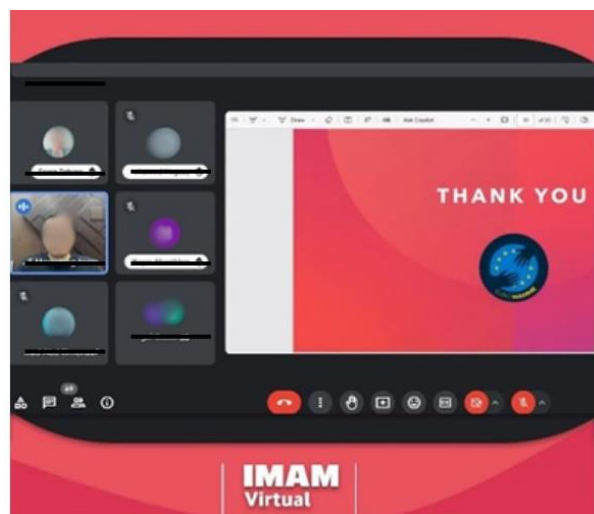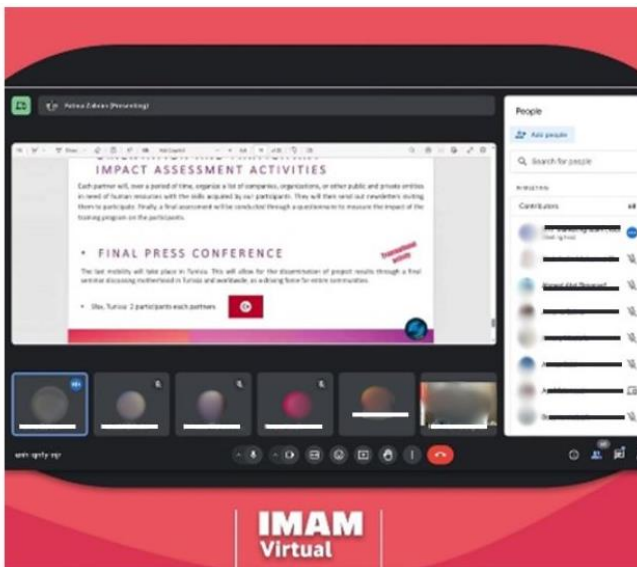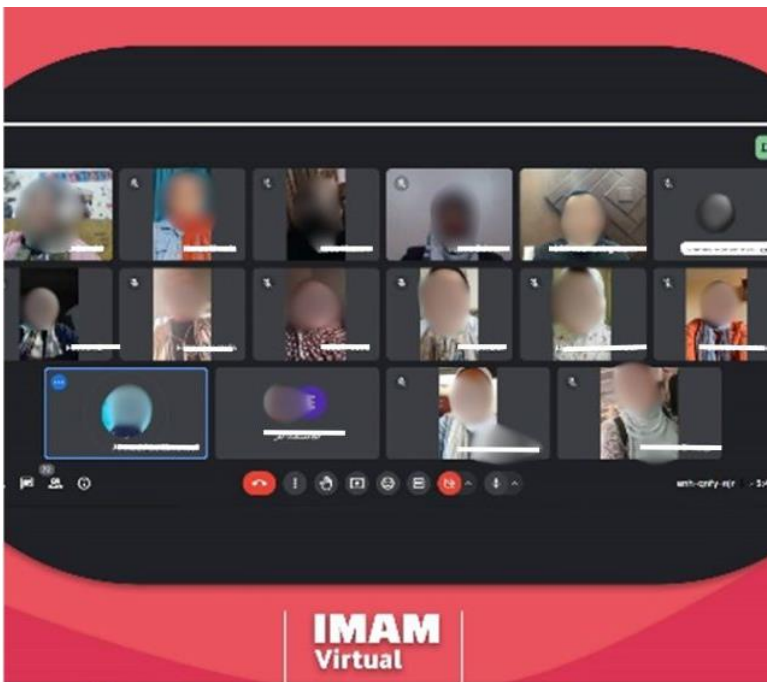
The platform has been structured in this way:

1.1 COMMUNICATION

The consortium, each in its own country, organized a series of webinars and events to reach as many participants as possible, including through a targeted campaign on its social channels, and the monthly newsletter.

https://www.facebook.com/story.php?story_fbid=740540958284567&id=100069860072930&mibextid=WC7FNe&rdid=x8Qh8u9DDVqA6QHS

https://www.piattaformaprogetti.eu/i-mam/

1.2 PRE-REGISTRATION FORM

The dissemination campaign continued with the sharing of a pre-enrolment questionnaire. The pre-registration form was also a tool for monitoring and evaluating participants. Through the module, in fact, they were asked about their knowledge of professions that use digital tools and their digital knowledge.

Once the form was filled out, participants received an email containing the link to access the closed FACEBOOK group.

Form pre-registration: https://form.jotform.com/233443747028054

 Facebook Group: https://www.facebook.com/share/6d4xykUocaCnEpgN/


1.3 PREPARATION OF THE MATERIALS

In parallel with this selection phase, the partnership took care of the preparation of the video lessons and the training material (PDF). The training team, in making the video lectures, followed the guidelines developed during the kick off meeting, respecting the roles validated during the launch meeting. Each human resource has developed modules based on their skills and knowledge. It was a remote job, with constant weekly meetings for discussion.

The video lessons, with attached reference PDFs, have been created in English and Arabic, this is because most of the consortium is made up of Arabic-speaking associations.

Once all the lessons and the related intermediate tests have been completed, a final test has been prepared that collects all the notions of the 16 lessons, at the end of which an expected participation will be released.
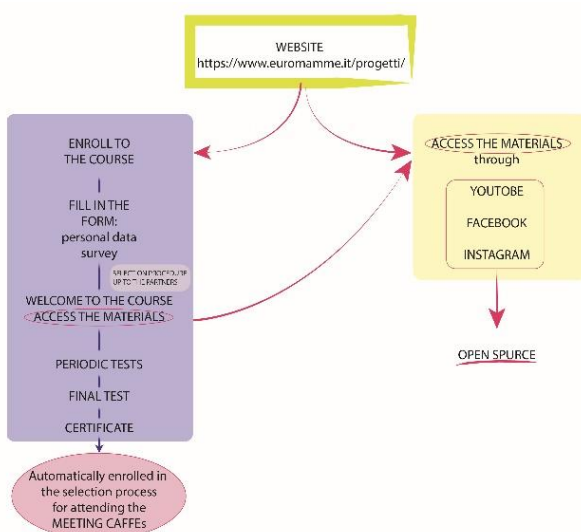
1.4. ACQUISITION OF SKILLS

After all the video lessons, the participants will have acquired the following skills:

Creating and Evaluating projects. SMART Objectives and SMART KPIs. Logical Framework.

Concept and applications of SEO Services and SEM Services. Indexing Factors and Positioning on Google

Basics of HTML and WordPress

Advanced use of Social Networks and New Technologies

Developing Digital Contents. Theory and application of AI and how to use Chat GPT effectively.

Target Audience and Defining Objectives for the Digital Project Work Plan. Basics use of Jotform and how to create sound surveys.

Text Processing, Techniques for Writing Digital Content, Communication Style. Content creation software like Canva.

Theory and methods of Digital Storytelling

Theory and methods of Digital Marketing

Research, archive, and manage information, files, or online content. Use of Google as a research tool. How to manage, organize, and share files. Google Suite.

Utilize office software (Word, Excel, PowerPoint) to create, format, and print documents and spreadsheets.

Communicate using various tools such as mobile phones, tablets, and conferencing tools. Create, set and manage emails. E-meeting platforms such as Zoom and Google Meet. Social network: opportunities and risks.

Self branding, present themselves for self-promotion in the job market on platforms like LinkedIn.

Stay updated on digital innovations in an organized and systematic manner.

Be capable of data and device protection in compliance with privacy regulations. Media channels privacy.

Perform backups and create copies to prevent data/document loss.

2. HOW TO PARTECIPATE

CLICK ON THE LINK: https://form.jotform.com/233443747028054 and fill the questionaire with your datas.

1.Name and surname

Name   Surname

2. Date of birth

3. country

4. E mail

5. Do you have children?

YES   NO

6. What is your job?

7.Do you have a pc?

YES	NO

8.Do you have a phone?

YES	NO

9. How do you rate your level of digitalization? (0= I have no digital expertise; 5 = I am very digitalized)

●   ●   ●   ●   ●

1   2   3   4   5

10. Gender

MALE	FEMALE	OTHER

CHECK YOUR EMAIL!

Once the form was filled out, participants received an email containing the link to access the closed FACEBOOK group.

https://www.facebook.com/share/6d4xykUocaCnEpgN/

Now you are subscribed to the platform!

3. *THE PLATFORM*

FACEBOOK CLOSE GROUP: https://www.facebook.com/groups/1688862381608439?locale=it_IT

WEB SITE OF THE PROJECT: https://www.piattaformaprogetti.eu/i-mam/

(On the web site is possible to find all the video lessons and the PDF)

YOUTUBE LINK OF THE VIDEO LESSONS:

- LESSON 1: SEARCHING ON WEB

https://youtu.be/TOwr_vhsDHg

https://youtu.be/NuMrrng-0YM

- LESSON 2.1: INTRO TO OFFICE

https://youtu.be/9vzuJBIKw_w

https://youtu.be/HkjZdQz-dhY

- LESSON 2.2: HOW TO USE EXCEL

https://youtu.be/8KsjXwAz9do

https://youtu.be/z5J4fD7NsKk

- LESSON 2.3: HOW TO USE WORD

https://youtu.be/CS4g8FMarsU

https://youtu.be/qobI-GLgim8

- LESSON 2.4: HOW TO USE POWER POINT

https://youtu.be/Nq5UNlebA_E

https://youtu.be/FUJhj9lVW-E

- LESSON 3: HOW TO USE WORDPRESS

https://youtu.be/Ydyt_ADMpiw

https://youtu.be/KKDjkCuctUs

- LESSON 4: HOW TO USE GOOGLE

https://youtu.be/SvkIif4z760

https://youtu.be/8CAAtBortnE

1st INTERMEDIATE TEST

- LESSON 5: THEORY AND METHODS OF DIGITAL MARKETING

https://youtu.be/hjxmSeNL_94

https://youtu.be/oWz_h45x6Oo

- LESSON 6: DIGITAL CONTENT WITH AI

https://youtu.be/V9ch6NFRgGY

https://youtu.be/VhW8teO2k3w

- LESSON 7: VIDEO BACK UP

https://youtu.be/gvX0GyMmztw

https://youtu.be/hF64mslfGyA

- LESSON 8: CREATING AND EVALUATING PROJECTS. SMART OBJECTIVES AND SMART KPIS. LOGICAL FRAMEWORK.

https://youtu.be/QvXG9imYlbA

https://youtu.be/MZxfVfzXpmc

2st INTERMEDIATE TEST

- LESSON 9: SEO_SEM

https://youtu.be/nyEXwrMojpY

https://youtu.be/UwR-qb_RQhU

- LESSON 10: HOW TO USE SOCIAL MEDIA

https://youtu.be/SVyGnZRzPmg

https://youtu.be/SgqPncaBvxk

- LESSON 11: DATA AND DEVICE PROTECTION

https://youtu.be/MrZWetuNhf8

https://youtu.be/q1DggOGDgdA

- LESSON 12: COMUNICATE USING VARIOUS TOOLS

https://youtu.be/dpMOKLtfLrs

https://youtu.be/ov9c-6yIEu8

3st INTERMEDIATE TEST

- LESSON 13: THEORY AND METHODS OF DIGITAL STORYTELLING

https://youtu.be/7AdCcEB6fGI

https://youtu.be/JLSCFZCacho

- LESSON 14: TARGET AUDIENCE AND DEFINING OBJECTIVES FOR THE DIGITAL PROJECT WORK PLAN

https://youtu.be/vw_rdcV3YvA

https://youtu.be/RIU8dv1xKB4

- LESSON 15: HOW TO USE LINKEDIN

https://youtu.be/QaGJnam3Fu0

https://youtu.be/rz_bC08KZVY

- LESSON 16: HOW TO USE CANVA

https://youtu.be/Jj8Eesdz0Z0

https://youtu.be/laGJoXseIxM

4st INTERMEDIATE TEST + FINAL TEST

CERTIFICATE

THANK YOU