

Digital Transformation and Digital Reputation

Project Code: 2023-1-IT02-KA220-SCH-000151182

DIGITAL TRANSFORMATION AND DIGITAL REPUTATION Platform

E-LEARNING

MODULE1: CRITICAL THINKING AND PROBLEM SOLVING IN THE DIGITAL CONTEXT

BRIEF INTRODUCTION TO MODULE 1
UNIT 1: SOURCES AND VALIDITY OF ONLINE INFORMATION
UNIT 2: BIAS AND OPINION IN ONLINE CONTENT
UNIT 3: DECISION MAKING IN THE DIGITAL CONTEXT
QUIZ MODULE 1

MODULE 2: COMMUNICATION AND COLLABORATION SKILLS THROUGH DIGITAL PLATFORMS

BRIEF INTRODUCTION TO MODULE 2
UNIT 1: EFFECTIVE ONLINE COMMUNICATION
UNIT 2: VIRTUAL COLLABORATION
UNIT 3: NETIQUETTE AND ETHICAL COMMUNICATION
QUIZ MODULE 2

MODULE 3: ETHICS AND CYBERSECURITY

BRIEF TEXTUAL INTRODUCTION TO MODULE 3
UNIT 1: DIGITAL ETHICS
UNIT 2: CYBER SECURITY
UNIT 3: PRIVACY AND DIGITAL INFORMATION MANAGEMENT
QUIZ MODULE 3

MODULE 4: BRANDING AND ONLINE REPUTATION

BRIEF INTRODUCTION TO MODULE 4
UNIT 1: CREATING A DIGITAL IDENTITY
UNIT 2: WEB AND DIGITAL MARKETING
UNIT 3: ANALYZING AND MEASURING ONLINE IMPACT
QUIZ MODULE 4

TOOLKIT

CHAPTER 1: PROBLEM SOLVING OF A FAKE NEWS TURNED VIRAL ONLINE linked to module 1 of the e-learning course

INTRODUCTION TO THE TOPIC
CONSOLIDATION EXERCISE
INSIGHT

CHAPTER 2: NETIQUETTE ON INSTAGRAM linked to module 2 of the e-learning course

INTRODUCTION TO THE TOPIC
CONSOLIDATION EXERCISE
INSIGHT

CHAPTER 3: BROWSE SAFELY: DIGITAL CHECK-UP linked to module 3 of the e-learning course

INTRODUCTION TO THE TOPIC
CONSOLIDATION EXERCISE
INSIGHT

CHAPTER 4: TIK TOK CHALLENGE: ETHICAL BRANDING IN ACTION linked to module 4 of the e-learning course

INTRODUCTION TO THE TOPIC
CONSOLIDATION EXERCISE
INSIGHT

TOOLKIT

The Toolkit represents the experiential phase of training and is designed to ensure active and applied learning. In this phase, each module of the course is enriched with an in-depth chapter and a practical consolidation activity, offering a unique opportunity to integrate theory with practice and directly experience the dynamics of digital transformation and online reputation management. The success of this approach will depend on the students' ability to face the practical challenges proposed, thus developing an in-depth and critical understanding of the topics covered.

Each chapter of the Toolkit, linked to the relevant module of the e-learning course, will contain:

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- a theoretical introduction on the subject (about 1 page);
- a consolidation exercise containing all the indications to be able to carry out the activity independently, followed by the parameters of self-evaluation of the results or success of the exercise;
- any appendices with additional documents or links to online tutorials useful for carrying out the exercise.

Below is the detailed proposal of LIM for the structure of the Toolkit, including the topics covered, the assignments, the links with the modules of the e-learning course and the indications for the drafting of the contents.

TOOLKIT**Structure, topics, assignments****CHAPTER 1****PROBLEM SOLVING OF A FAKE NEWS TURNED VIRAL ONLINE**

Assignment: SC REDCATE

Linked to Module 1: Critical thinking and problem solving in the digital context

SECTION 1: INTRODUCTION

Theoretical introduction that offers a clear and concise overview of the topic covered by exposing the main concepts necessary to face the proposed workshop with awareness.

SECTION 2: WORKSHOP

A practical exercise designed to critically and engagingly consolidate the knowledge acquired through module 1. This exercise includes all the necessary instructions for the student to complete it independently, ensuring that they can apply what they have learned effectively. In addition, the section provides clear parameters for self-evaluation.

The information provided must include:

- a) objectives of the activity;
- b) necessary materials;



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- c) description of the activity with an indication of the ideal timing for each phase;
- d) provision of a final phase of discussion of the results and reflection;
- e) parameters for self-evaluation.

SECTION 3: IN-DEPTH APPENDIX

To complete the chapter, additional materials or insights are also included, such as appendices with additional resources or links to online tutorials, which can be consulted to facilitate the implementation of the exercise or to deepen in detail a specific aspect of the topic

CHAPTER 2

NETIQUETTE EXERCISE ON INSTAGRAM

Assignment: LIM

Linked to Module 2: Communication and collaboration skills through digital platforms

SECTION 1: INTRODUCTION

Theoretical introduction that offers a clear and concise overview of the topic covered by exposing the main concepts necessary to face the proposed workshop with awareness.

SECTION 2: WORKSHOP

A practical exercise designed to consolidate the knowledge acquired through module 2 in a critical and engaging way. This exercise includes all the necessary instructions for the student to complete it independently, ensuring that they can apply what they have learned effectively. In addition, the section provides clear parameters for self-evaluation.

The information provided must include:

- a) objectives of the activity;
- b) necessary materials;
- c) description of the activity with an indication of the ideal timing for each phase;
- d) provision of a final phase of discussion of the results and reflection;
- e) parameters for self-evaluation.

SECTION 3: IN-DEPTH APPENDIX



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To complete the chapter, additional materials or insights are also included, such as appendices with additional resources or links to online tutorials, which can be consulted to facilitate the implementation of the exercise or to deepen in detail a specific aspect of the topic

CHAPTER 3

BROWSE SAFELY: DIGITAL CHECK-UP

Assignment: Zespół Szkół Mistrzostwa Sportowego STAL w Rzeszowie

Linked to module 3: Ethics and cybersecurity.

SECTION 1: INTRODUCTION

Theoretical introduction that offers a clear and concise overview of the topic covered by exposing the main concepts necessary to face the proposed workshop with awareness.

SECTION 2: WORKSHOP

A practical exercise designed to consolidate the knowledge acquired through module 3 in a critical and engaging way. This exercise includes all the necessary instructions for the student to complete it independently, ensuring that they can apply what they have learned effectively. In addition, the section provides clear parameters for self-evaluation.

The information must include:

- a) objectives of the activity;
- b) necessary materials;
- c) description of the activity with an indication of the ideal timing for each phase;
- d) provision of a final phase of discussion of the results and reflection;
- e) parameters for self-evaluation.

SECTION 3: IN-DEPTH APPENDIX

To complete the chapter, additional materials or insights are also included, such as appendices with additional resources or links to online tutorials, which can be consulted to facilitate the implementation of the exercise or to deepen in detail a specific aspect of the topic

CHAPTER 4



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TIK TOK CHALLENGE: ETHICAL BRANDING IN ACTION

Assignment: Fondazione Gazzetta Amministrativa della Repubblica Italiana

Linked to Module 4: Branding and online reputation.

SECTION 1: INTRODUCTION

Theoretical introduction that offers a clear and concise overview of the topic covered by exposing the main concepts necessary to face the proposed workshop with awareness.

SECTION 2: WORKSHOP

A practical exercise designed to critically and engagingly consolidate the knowledge acquired through module 4. This exercise includes all the necessary instructions for the student to complete it independently, ensuring that they can apply what they have learned effectively. In addition, the section provides clear parameters for self-evaluation.

The information must include:

- a) objectives of the activity;
- b) necessary materials;
- c) description of the activity with an indication of the ideal timing for each phase;
- d) provision of a final phase of discussion of the results and reflection;
- e) parameters for self-evaluation.

SECTION 3: IN-DEPTH APPENDIX

To complete the chapter, additional materials or insights are also included, such as appendices with additional resources or links to online tutorials, which can be consulted to facilitate the implementation of the exercise or to deepen in detail a specific aspect of the topic.

Target group

The target groups, direct and secondary, will be the same as those identified by the Partners to participate in the experimentation of the e-learning course, as well as in the information and dissemination of the laboratories and the training course tested by the Polish target.



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Guidelines for the presentation of content

Partners are encouraged to use writing programs such as Word when submitting content related to their chapter. It is important to always apply the author, project and co-funding logos (see this document), project code and disclaimer. To ensure consistency in the final product, it is recommended to maintain a standard length of 1-2 pages for section 1, 1-3 pages for section 2, and enclose up to a maximum of 3 documents for the in-depth section.