

# digital sk://up

# Communication Package 1

May 2021



This project has received funding from the European Union.  
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# Introduction

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In a digitally transforming world, understanding how emerging technologies impact our daily lives, work and business gives us a head start into the future. Help us make sure we can all benefit from this knowledge together.

Support your community on their learning journey – use the communication materials available below and spread the word about [Digital SkillUp](#).

We encourage you to use the copies as proposed for each online communication channel or mix and match the content to make it more impactful for your specific audience.

Thank you for your help – we appreciate it!

## Social media posts

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### Twitter

#### Recommended hashtags

#DigitalSkillUp #onlinelearning #learnonline #onlineeducation #lifelonglearning #emergingtech #digitalskills #AI #IoT #robotics #cybersecurity #FutureOfWork

#### General population

1. Emerging technologies transform how we live and work. Learn how to make the most of them with #DigitalSkillUp and give yourself a head start into the future. Visit [www.digitalskillup.eu](http://www.digitalskillup.eu)
2. Keeping up with emerging technologies can be challenging – but not with #DigitalSkillUp. Learn about #AI #IoT #robotics #VR #cybersecurity & more in an easy and accessible way. Visit [www.digitalskillup.eu](http://www.digitalskillup.eu)
3. In a digitally transforming world, understanding emerging technologies is no longer an advantage – it's a necessity. Make sure you are ready for what lies ahead. Start learning with #DigitalSkillUp: [www.digitalskillup.eu](http://www.digitalskillup.eu)
4. Discover emerging technologies with #DigitalSkillUp! With its innovative online learning courses, Digital SkillUp explains #emergingtech in an easy and accessible way, preparing you for future challenges & opportunities. Start your learning journey: [www.digitalskillup.eu](http://www.digitalskillup.eu)



5. Emerging technologies are easier with #DigitalSkillUp! With hundreds of online training opportunities in the Course Catalogue, Digital SkillUp offers all you need to know about #emergingtech to prepare for the future. Start your journey: [www.digitalskillup.eu/course-catalogue](http://www.digitalskillup.eu/course-catalogue)

## Workforce

1. Emerging technologies transform the way we work and do business. Future-proof your career with up-to-date knowledge & skills, and reap the benefits of the digital revolution. Visit [www.digitalskillup.eu](http://www.digitalskillup.eu) #DigitalSkillUp
2. In the coming years, 9 out of 10 jobs in the EU will be digital. Start preparing today – boost your skills and knowledge on emerging technologies with #DigitalSkillUp and make your career future-ready. Visit [www.digitalskillup.eu](http://www.digitalskillup.eu) #DigitalSkillUp
3. The #FutureOfWork is digital. Get ready for the opportunities & challenges that lie ahead - #DigitalSkillUp now makes it easier than ever. Start your learning journey today: [www.digitalskillup.eu](http://www.digitalskillup.eu)

## SMEs

1. Emerging technologies have the potential to boost innovation and performance across your organisation. Learn how to make them work to your advantage with #DigitalSkillUp and help your business thrive in the digital economy. → [www.digitalskillup.eu](http://www.digitalskillup.eu)
2. Innovation, automation, increased competitiveness – these are only some of the opportunities #emergingtech can create for your business. Make sure you have the skills and knowledge to benefit from them. Visit [www.digitalskills.eu](http://www.digitalskills.eu)
3. COVID-19 has pushed businesses into online spaces and accelerated their digital transformation. But with the right #digitalskills & #emergingtech knowledge, the challenge ahead can be turned into an opportunity. Take that step for your business. Start learning: [www.digitalskillup.eu](http://www.digitalskillup.eu)
4. More than 90% of European SMEs consider themselves lagging behind in digital innovation. It is now the time to change it! With innovative online courses on #emergingtech, #DigitalSkillUp helps to boost your and your employees' #digitalskills. Visit [www.digitalskillup.eu](http://www.digitalskillup.eu)



## Training providers

1. Give your online learning courses more visibility and help European citizens & SMEs benefit from digital transformation at the same time. How? Showcase your opportunities in the #DigitalSkillUp Course Catalogue. Find out more: <https://www.digitalskillup.eu/trainers/>
2. The #DigitalSkillUp Course Catalogue is wide open to all European citizens and businesses who want to skill up and boost their knowledge on #emergingtech. Make sure they come across your online courses too. Visit: <https://www.digitalskillup.eu/trainers/>  
#onlinelearning #digitaleducation
3. Digital SkillUp is on a mission to prepare all European citizens and SMEs for the digital future. Help us make that happen with your training opportunities: <https://www.digitalskillup.eu/trainers/>  
#DigitalSkillUp #onlinelearning #digitaleducation

## Civil society organisations

1. Learning about #EmergingTechnologies and their impact on our lives is always worthwhile. Now, #DigitalSkillUp makes it possible and easy for everyone, no matter their age, profession or tech experience. Help your community start their learning journey. Visit: [www.digitalskillup.eu](http://www.digitalskillup.eu)
2. Understanding #EmergingTechnologies gives us the freedom & confidence to fully benefit from the digital revolution. But keeping up with them is a lifelong process. With #DigitalSkillUp, you can help your community learn as the world continues to change. Visit [www.digitalskillup.eu](http://www.digitalskillup.eu)
3. Digital revolution comes with many opportunities: new career choices, online services, better quality of life. Let's make sure women are a part of this change and can benefit from it. Accessible #emergingtech & #digitalskills training is a step towards that direction: [www.digitalskillup.eu](http://www.digitalskillup.eu)
4. It can be hard for schools to keep up with the ever-changing digital world. With up-to-date knowledge on #emergingtech and hands-on #digitalskills, #DigitalSkillUp supports formal curricula, helping young people get ready for the future: [www.digitalskillup.eu](http://www.digitalskillup.eu)
5. For young people, up-to-date knowledge on #emergingtech & hands-on #digitalskills are a ticket to better employment, economic independence and actively shaping the technological future. Help them start their learning journey: [www.digitalskillup.eu](http://www.digitalskillup.eu) #DigitalSkillUp #onlinelearning
6. New technology can feel overwhelming and difficult to engage with. Get actively involved with them with up-to-date knowledge on #emergingtech & hands on #digitalskills from the #DigitalSkillUp courses and create social impact in the digital age. Find out more: [www.digitalskillup.eu](http://www.digitalskillup.eu)



## LinkedIn

### General audience

In the digital world, the #FutureOfWork is defined by emerging technologies. These come with a wide range of opportunities for innovation and growth, but they bring some challenges too.

#DigitalSkillUp is here to help you prepare for what lies ahead.

Developed in collaboration with the EU's Digital Skills and Jobs Platform, Digital SkillUp aims to guide you through the complexities of emerging technologies in an easy and accessible way – whether you already are an ICT professional or a total beginner.

Its 3 online courses in 10 EU languages explain all you need to know about the digital revolution, key technologies and cybersecurity. Hungry for more? You can boost your digital skills and knowledge even further with hundreds of additional training opportunities in the Digital SkillUp Course Catalogue.

Don't wait – skill up for your career and get a head start into the future.

Visit [www.digitalskillup.eu](http://www.digitalskillup.eu)

### SMEs

In our dynamically changing world, the #FutureOfWork is defined by digital solutions. The COVID-19 pandemic has made it even more evident, pushing businesses into online spaces and accelerating their digital transformation.

While this may seem like a challenge, it can be turned into an opportunity too. In fact, new technological tools have an immense potential to boost innovation, performance and competitiveness of your organisation. The catch? You have to understand them first.

Luckily, with #DigitalSkillUp, learning about emerging technologies is easier than ever before. Developed in collaboration with the EU's Digital Skills and Jobs Platform, #DigitalSkillUp is a guide explaining #emergingtech in an easy and accessible way to everyone – whether you are an ICT professional or a total beginner.

With its 3 custom online courses in 10 EU languages, you will learn all you need to know about the digital revolution, key emerging technologies and cybersecurity. Hundreds of additional training opportunities available in the Digital SkillUp Course Catalogue will boost your #digitalskills and knowledge even further.

Learn how to make emerging technologies work to your advantage and help your business thrive in the digital economy. Visit: [www.digitalskillup.eu](http://www.digitalskillup.eu)



## Training providers

Would you like to gain more visibility for your online learning courses and help European citizens and SMEs benefit from digital transformation at the same time? With #DigitalSkillUp you can.

#DigitalSkillUp is an EU-funded online learning tool created to make knowledge on emerging technologies available to all Europeans and Europe-based businesses in an easy and accessible way.

Developed as a learning pillar of the Digital Skills and Jobs Platform, #DigitalSkillUp offers 3 custom online modules on the basics of emerging technologies, as well as an extensive catalogue of top-quality training opportunities on #emergingtech and #digitalskills delivered by external providers.

All users can browse through the #DigitalSkillUp Course Catalogue to find opportunities matching their learning needs best – whether it's about the area of interest, the language or their level of expertise.

Interested in adding your training to the list?

Visit: <https://www.digitalskillup.eu/trainers/>

#DigitalSkillUp #onlinelearning #digitaleducation

## Civil society organisations

Emerging technologies impact how we live, work and interact with one another. In this ever-changing digital world, understanding the opportunities they bring about and the ways they challenge us is key to make the most out of them.

#DigitalSkillUp has been created to help all European citizens and businesses keep up with emerging technologies and learn how they can use them to their advantage. Developed in collaboration with the EU's Digital Skills and Jobs Platform, #DigitalSkillUp is a guide explaining #emergingtech in an easy and accessible way to everyone – no matter their age, profession or ICT experience.

It offers 3 online courses in 10 EU languages, covering all users need to know about the digital revolution, key emerging technologies and cybersecurity. Hundreds of additional training opportunities available in the #DigitalSkillUp Course Catalogue will let the learners boost their digital skills and knowledge even further.

Help us support Europeans in their #lifelonglearning journey of discovering emerging technologies.

Visit: <https://www.digitalskillup.eu/stakeholders-and-partners/>



## Facebook

Emerging technologies impact how we live and work. They come with many wonderful opportunities to push our economy and society forward but pose some challenges too.

Luckily, #DigitalSkillUp is here to help you prepare for what lies ahead.

Developed in collaboration with the EU's Digital Skills and Jobs Platform, Digital SkillUp aims to guide you through the complexities of emerging technologies in an easy and accessible way – whether you are a total beginner or a tech professional.

What exactly does it offer?

- 3 innovative online courses explaining all you need to know about the digital revolution, key #emergingtech solutions and #cybersecurity;
- hundreds of additional training opportunities in the Digital SkillUp Course Catalogue;
- a community on emerging technologies and learning;

and much more!

Begin your learning journey and give yourself a head start into the future.

Visit [www.digitalskillup.eu](http://www.digitalskillup.eu)

#DigitalSkillUp #onlinelearning #AI #robotics #IoT #digitalskills

## Instagram

**Instagram Stories** – we encourage you to use the visual materials developed specifically for Instagram Stories. You can find them here.

### Instagram Post caption:

Emerging technologies come with many wonderful opportunities for our daily lives and careers, but they pose some challenges too. Luckily, #DigitalSkillUp is here to help you prepare for what lies ahead.

Developed in collaboration with the EU's Digital Skills and Jobs Platform, Digital SkillUp aims to guide you through the complexities of emerging technologies in an easy and accessible way – whether you are a total beginner or a tech professional.

- Its 3 innovative online courses explain all you need to know about the digital revolution, key #emergingtech solutions and #cybersecurity.



- With hundreds of additional training opportunities in the Digital SkillUp Course Catalogue, you can boost your skills and knowledge even further.

Make the most out of emerging technologies. Start your learning journey and get ready for the future. Visit [www.digitalskillup.eu](http://www.digitalskillup.eu)

#DigitalSkillUp #onlinelearning #AI #robotics #IoT #emergingtech #digitalskills

*For shorter, more targeted captions, we encourage you to use the copies proposed for Twitter.*

## Newsletter

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### Formal version

In the digital world, the future of work as well as our daily lives, are defined by emerging technologies. New technological solutions come with a wide range of opportunities for innovation and growth, but they bring some challenges too.

**Digital SkillUp** has been created to help all European citizens and businesses keep up with emerging technologies and learn how to make the most of them in both professional and personal context.

Developed in collaboration with the EU's [Digital Skills and Jobs Platform](#) Digital SkillUp is a guide explaining emerging technologies in an easy and accessible way to everyone – no matter their age, profession or ICT experience.

Its **three online courses available in 10 EU languages** cover all users need to know about the digital revolution, key technologies and cybersecurity. Thanks to hundreds of additional training opportunities gathered in the [Digital SkillUp Course Catalogue](#), they can boost their digital skills and knowledge even further. Lastly, everyone interested in emerging technologies and learning can join a **dedicated community space** to exchange best practices and network with other stakeholders.

Prepare for the digital future. Start learning with Digital SkillUp: [www.digitalskillup.eu](http://www.digitalskillup.eu)





## Informal version

In the digital world, the future of work as well as our daily lives, are defined by emerging technologies. New technological solutions come with a wide range of opportunities for innovation and growth, but they bring some challenges too.

**Digital SkillUp** has been created to help you keep up with emerging technologies and learn how to make the most of them in both professional and personal context.

Developed in collaboration with the EU's [Digital Skills and Jobs Platform](#), Digital SkillUp guides you through the complexities of emerging technologies in an easy and accessible way – no matter your age, profession or ICT experience.

Its [three online courses available in 10 EU languages](#) explain all you need to know about the digital revolution, key technologies and cybersecurity. Thanks to hundreds of additional training opportunities gathered in the [Digital SkillUp Course Catalogue](#), you will be able to boost your digital skills and knowledge even further. Lastly, if you're interested in emerging technologies and learning, you can join a [dedicated community space](#) where stakeholders exchange best practices and network with one another.

Don't wait – begin your learning journey and give yourself a head start into the future.

Visit [www.digitalskillup.eu](http://www.digitalskillup.eu)

