

# digital sk://up

# Digital SkillUp Communication Pack

Digital SkillUp Course  
– Emerging Technologies  
September 2021



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## Introduction

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Emerging technologies transform the world we live in and continue to shape our future. To make the most of them in our daily lives and careers, we have to understand their working principles, applications, benefits that they bring along and potential risks that come with them. The more we know, the better we can prepare for the opportunities ahead – let's make sure we can all use this knowledge to our advantage.

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

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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### Recommended hashtags

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

Tag: @DigitalSkillsEU (Twitter and Facebook)

### Twitter

#### General audience

1. 🤖 #EmergingTechnologies shape today's world and define the future - but what are they really? The more you understand them, the more you can use them to your advantage in your daily lives & careers. ❓

🎓 Start your learning journey: <https://bit.ly/3sYshKk>

2. They are the future - but what are truly emerging technologies? Where are they applied? How will they evolve, and how will they impact our jobs, businesses & lives?

Explore these topics with #DigitalSkillUp, with a deep dive into #IoT, #Robotics & #AR #VR #MR 📌

<https://bit.ly/3sYshKk>



3. 🔍 Take a closer look at what emerging technologies are – and may be in the future – through multiple examples from industry and personal applications.

Discover the world of emerging technologies with #DigitalSkillUp: <https://bit.ly/3sYshKk>

4. What are the Internet of Things, Robotics, Augmented/Virtual Reality? How do they work and how can they benefit our everyday lives and jobs?

🎓 Discover more about key emerging technologies with #DigitalSkillUp:  
<https://bit.ly/3sYshKk>  
 #IoT #robotics #AR #VR

## Workforce

1. What are the Internet of Things, Robotics, Augmented/Virtual Reality? How are they used in professional environment and how can we make the most of them at work?

🔍 Discover more about key emerging technologies with #DigitalSkillUp:  
<https://bit.ly/3sYshKk>  
 #IoT #robotics #AR #VR

2. How will emerging technologies shape the #FutureOfWork? What opportunities lie ahead and what about new technological solutions that will challenge the way we work today?

🎓 Start learning with #DigitalSkillUp and find out: <https://bit.ly/3sYshKk>

## SMEs

1. Digital revolution has brought along new opportunities for businesses. What will be the impact of the newest technological solutions on SMEs? 🚀

🚀 Stay ahead of the curve – start learning about emerging technologies with #DigitalSkillUp: <https://bit.ly/3sYshKk>

2. COVID-19 has pushed businesses into online spaces & accelerated their digital transformation. 📱  
 But with the right #emergingtech knowledge, the challenge ahead can be turned into an opportunity 🎯  
 Take the next step for your business. Start learning: <https://bit.ly/3sYshKk>



3. SMEs lag in the digital transition, despite potentially tremendous benefits. Now's the time to change it! ✓

Help your team stay ahead of the curve 🤖 with the innovative #DigitalSkillUp course on emerging technologies: <https://bit.ly/3sYshKk>

### Civil society organisations

1. Understanding #EmergingTechnologies gives you 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: <https://bit.ly/3sYshKk>

2. New technology can feel overwhelming and difficult to engage with. But up-to-date knowledge on #emergingtech serves as an opportunity to create social impact in the digital age. 🎯

🎓 Ready? Start learning: <https://bit.ly/3sYshKk> #DigitalSkillUp

3. Emerging technologies come with a wide range of opportunities ✓ but also risks and challenges. ✗

🔍 Take a critical look at the impact of #emergingtech on the wider society and economy with #DigitalSkillUp. Start learning: <https://bit.ly/3sYshKk>

### LinkedIn & Facebook

They are the future - but what are emerging technologies? Where are they applied? How will they evolve, and how will they impact our jobs, businesses, and lives?

Take a closer look at what emerging technologies are – and may be in the future – through multiple examples from industry and personal applications. Discover the world of emerging technologies with #DigitalSkillUp: <https://bit.ly/3sYshKk>

### Instagram

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



## Newsletter

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### Emerging Technologies

They are the future - but what are emerging technologies? Where are they applied? How will they evolve, and how will they impact our jobs, businesses, and lives?

The Emerging Technologies course by Digital SkillUp explores these topics, with a deep dive into key technologies like the Internet of Things (IoT), Robotics and Augmented/Virtual/Mixed Reality. It also takes a closer look at how the technologies can interact with one another, paving the way to new solutions, at the opportunities that lie ahead, and at the potential threats these technologies pose.

Discover emerging technologies with #DigitalSkillUp: <https://bit.ly/3sYshKk>

[\[START LEARNING\]](#)

### All courses

Emerging technologies come with many wonderful opportunities for our daily lives and careers, but they pose some challenges too. [Digital SkillUp courses](#) have 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 as a contribution to the EU's [Digital Skills and Jobs Platform](#), Digital SkillUp guides you through the complexities of emerging technologies in **an easy and accessible way** - whether you are a total beginner or a tech professional.

Skill up with the courses on:

- [The Digital Revolution](#)
- [Emerging Technologies](#)
- [Cybersecurity](#)

& more!

Give yourself and your team a head start into the future. Visit: [www.digitalskillup.eu](http://www.digitalskillup.eu)

