

# digital springboard

A program by Infoxchange and Google



## Digital Springboard courses



### SKILLS FOR WORK

- Build your CV
- Write a cover letter
- Introduction to email
- Presentation skills
- Spreadsheets for beginners



### SKILLS TO BOOST YOUR CAREER OR BUSINESS

- Social media strategy
- Writing for social media
- Answering questions with data
- Get started with code



### SKILLS FOR STARTING YOUR OWN BUSINESS

[3-part series]

- Getting started
- Bringing your business ideas to life
- Making a plan for success



## SKILLS FOR WORK

### BUILD A CV

Ideal for jobseekers or those looking to refresh their CV, get tips on how to write and layout your CV so it stands out from the crowd.

### WRITE A COVER LETTER

Learn how to write and structure a strong cover letter when applying for a job, including how to examine the skills you need for the job and how to identify your strongest characteristics.

### INTRODUCTION TO EMAIL

If you're new to using email in the workplace, this course covers all the essentials, including best practices when sending and receiving emails, adding attachments and images, and managing email signatures, settings and Out of Office responses.

### PRESENTATION SKILLS

Learn how to lay out and deliver a powerful presentation, and gain the skills and confidence you need to present in front of an audience.

### SPREADSHEETS FOR BEGINNERS

Learn about the many different ways in which spreadsheets are used in the workplace and get hands-on with building and formatting a simple spreadsheet.



## SKILLS TO BOOST YOUR CAREER OR BUSINESS

### SOCIAL MEDIA STRATEGY

Learn the best practice for using social media strategies to help grow a business.

### WRITING FOR SOCIAL MEDIA

Learn the key principles for good social media copywriting, explore the building blocks for shaping your own brand tone of voice, and discover useful and affordable tools for content creation.

### ANSWERING QUESTIONS WITH DATA

Learn how to use data to measure the success of your business online, and what you can do with that knowledge.

### GET STARTED WITH CODE

Try your hand at simple computer programming in this introduction to coding basics.



## SKILLS FOR STARTING YOUR OWN BUSINESS

[3-part series]

This 3-part series has been designed to support everyday people to build and grow their own businesses. We'll help you map out a simple plan to prepare you for kickstarting your own business or work on a business idea you already have.

## Learn more

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