DIGITAL & AI CAREER PLAYBOOK

Your Practical Guide to Digital Skills, AI Tools & Career Success



IVAIGO

Innovative Youth

FEU CACHÉ

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WELCOME

Welcome to the Digital & AI Career Playbook, a practical guide designed for young women who want to build digital skills, grow their confidence online, and create new career and income opportunities. Whether you are new to digital tools or already have some experience, this playbook will guide you step by step with clear explanations and practical activities.

Inside, you will find 10 modules covering digital accounts, content creation, portfolios, job searching, freelancing, online safety, and long-term career growth. Each module includes practical exercises, AI tools, real examples, and a clear outcome you will create and keep.



You will also find a Digital Code of Conduct, a template pack (including Canva templates for CVs, cover letters, portfolios, proposals, invoices, and more), an AI prompt library, and an accessibility checklist.

Work through the playbook at your own pace. By completing each task, you will build a professional digital portfolio and toolkit to support your future career.

THE 10 MODULES OF IMPORTANCE

MODULE 1 — Digital Foundations & Mindset

Output

By completing this module, you will have produced three concrete outputs:

- A completed digital skills self-assessment, including 10 questions that are answered honestly with your score and notes on areas to develop.
- A SMART personal digital goal statement, which is written in the template format that is specific to your situation and timeline.
- A simple name card or introduction graphic created in Canva with your first designed digital asset that is saved to your portfolio folder.

What You Learn

This foundational module is where your digital journey begins. Before you can use AI tools, build a portfolio, or apply for jobs online, you need to understand what the digital world looks like — and how you fit into it. In this module, you will explore what a digital identity is, why it matters for employment, and how to use the most important tools and platforms safely and strategically.

- **Digital Identity & Employability Basics**

Your digital identity is everything that exists about you online, including your social media profiles, email accounts, websites, and content you have posted or been tagged in.

Employers and clients often search for people online, and what they find or do not find shapes their first impression. A strong digital identity can open doors, while a messy or absent one can close them.

- **Understanding Platforms**

Not all digital platforms serve the same purpose. LinkedIn is a professional networking site, while Upwork and Fiverr allow freelancers to offer services and find clients. Instagram and Facebook can be used for both personal and professional content. Understanding how to use each platform safely and strategically is a core digital skill.

- **Introduction to AI Tools**

Artificial Intelligence (AI) may sound complicated, but its tools are designed to be simple. AI can help you write, research, design, and organise in seconds. You will be introduced to three key tools: ChatGPT (for writing and research), Canva AI (for creating visuals), and Google Gemini (for searching and summarising). You do not need to understand how they work, only what they can do for you.

- **Risks & Opportunities in Digital Environments**

Every powerful tool comes with risks. The internet offers real income opportunities and career pathways but it also carries risks like misinformation (false information presented as true), privacy breaches (your personal data being exposed), phishing scams (fake messages designed to steal your information), and digital footprints (the trail of information you leave online). In this module, you will learn to identify these risks and take practical steps to protect yourself.

Why It Matters

Many young women in our partner countries have had limited access to digital education and tools. Perhaps you have never had a stable internet connection, or you have only used a phone rather than a computer, or the people around you never used LinkedIn or Canva.

That is completely fine and this module is built exactly for you.

Digital literacy is not a luxury. In today's economy, it is the foundation for almost every job, freelance opportunity, and professional development pathway. The skills you build here will support every single other module in this playbook.

TIP: You don't need to already be 'good with technology' to succeed here. Every expert started as a beginner. The only thing you need is curiosity and a willingness to try.



Step-by-Step Guide

Work through each step carefully. Do not rush the goal is to build a solid, honest foundation.

Step 1: Complete a Personal Digital Skills Self-Assessment

Answer each question honestly there are no wrong answers, only honest ones. Tick everything that currently applies to you:

- ☐ I have a personal email address that I check regularly.
- ☐ I can use Google Search to find information online.

- [ ] I have a personal email address that I check regularly.
- [ ] I have at least one social media account (Instagram, Facebook, TikTok, etc.).
- [ ] I have a LinkedIn profile (even if incomplete).
- [ ] I have used a cloud storage service (Google Drive, Dropbox, or iCloud).
- [ ] I have created or edited a document or spreadsheet online (Google Docs or similar).
- [ ] I have used a video call platform (Zoom, Google Meet, or WhatsApp Video).
- [ ] I have heard of ChatGPT or another AI tool.
- [ ] I have used Canva or a similar design tool.
- [ ] I feel confident using a smartphone for work-related tasks.

Count your ticks: 0-3 = You are at the very beginning this playbook is perfect for you. 4-7 = You have a foundation now you will build on it. 8-10 = You have strong basics — use this module to fill any gaps and set a powerful goal.



Step 2: Map Your Digital Footprint

Open a browser on your phone or computer and search your full name on Google using quotation marks (for example, "Maria Santos"). Then search for yourself on LinkedIn, Facebook, and Instagram. Review what you find and ask yourself: What impression would this give an employer or client? What should you remove, update, improve, or add?

TIP: If nothing comes up when you search your name that's actually common. It means you have a clean slate and can build your digital presence intentionally from scratch.

Step 3: Set Up a Professional Email & Google Drive

A professional email is one of the simplest and most important digital assets you can have. If your current email is informal, create a new one in this format: firstname.lastname@gmail.com. Then log in to Google and set up Google Drive free cloud storage where you can save all your playbook work. Create a folder called "Digital Playbook Portfolio" and save everything there from now on.

EXAMPLE: Professional: sarah.jones@gmail.com | Not recommended: sarahjones1995xo@gmail.com

Step 4: Create Your First ChatGPT Account & Write Your First Prompt

Go to chat.openai.com. Click "Sign Up" and create a free account using your email. Once logged in, you will see a text box — this is where you type your "prompt" (your message to the AI). Try your very first prompt:

"I am a young woman learning digital skills for employment. What are the 5 most important digital skills I should learn first? Please explain each one in simple language."

Read the response carefully. Try asking a follow-up question. Notice how the AI responds based on exactly what you write the more specific your message, the better the answer. This is called prompting, and you will master it throughout this playbook.

TIP: The "free" version of ChatGPT (GPT-3.5 or GPT-4o mini) is completely sufficient for everything in this playbook. You do not need to pay for a subscription.

Step 5: Explore Canva — Create a Simple Name Card

Go to canva.com and create a free account. Once logged in, click "Create a design" and search for "Business Card". Browse the free templates. Choose one you like, then customize it with your name, professional email address, and one skill or role (e.g., "Content Creator" or "Virtual Assistant"). Download it as a PDF or PNG. Save it to your Google Drive portfolio folder.

Step 6: Write Your SMART Digital Goal

A SMART goal is Specific (clear and precise), Measurable (you can tell when you have achieved it), Achievable (realistic for your situation), Relevant (it matters to your career), and Time-bound (you have a deadline). Use this template:

"By [date], I will [specific achievement] by [how — e.g., completing all 10 modules of this playbook and practicing each skill for at least 30 minutes per day]."

EXAMPLE: "By 30 September 2025, I will have a complete LinkedIn profile, a Canva portfolio with 3 work samples, and will have submitted my first Upwork proposal by working through this playbook module by module."

Step 7: Identify 3 Digital Risks & Your Protection Steps

Think about the digital platforms you already use or plan to use. For each risk below, note which ones feel most relevant to you, and write one concrete action you will take to protect yourself:

Digital Risk	Why It Is a Risk	Your Protection Step
Phishing scam emails	Fake emails that look real try to steal your password or financial details.	Never click links in unexpected emails. Go directly to the website instead.
Oversharing personal info	Posting your address, phone number, or daily schedule publicly can make you a target.	Keep personal details private. Only share contact info via direct messages.
Weak or reused passwords	Easy-to-guess passwords can result in your accounts being hacked.	Use Bitwarden (free password manager) to generate and store strong passwords.
Fake job offers	Scammers post fake jobs that ask for money upfront or personal documents.	Research every employer. Never pay money to apply for any job.

Step 8: Research One Real Job or Gig Opportunity Online

Go to LinkedIn Jobs (linkedin.com/jobs), Upwork (upwork.com), or Fiverr (fiverr.com) and search for a role or service that interests you. In your Google Drive folder, note the platform, the job title or gig type, the required digital skills, and which of those skills you already have or need to develop.

INFO: This research exercise gives you a concrete target. Every module in this playbook is building you towards exactly the kind of opportunity you found here.

Tools (AI + Platforms)

- **ChatGPT (chat.openai.com):** A free AI tool developed by OpenAI. Enter a prompt to receive help with writing, research, brainstorming, and questions. In this module, use it to explore digital skills and career pathways.

- **Canva (canva.com):** A free, beginner-friendly design tool with ready-to-use templates for CVs, business cards, social media graphics, and more. In this module, create a simple name card.

- **Google Workspace (Drive, Docs, Gmail):** Google's free productivity tools. Use Gmail for email, Google Drive to store your work, and Google Docs to create and edit documents online.

- **LinkedIn (linkedin.com):** The world's largest professional networking platform. In this module, search for your name and explore a LinkedIn profile. You will create your own in Module 4.

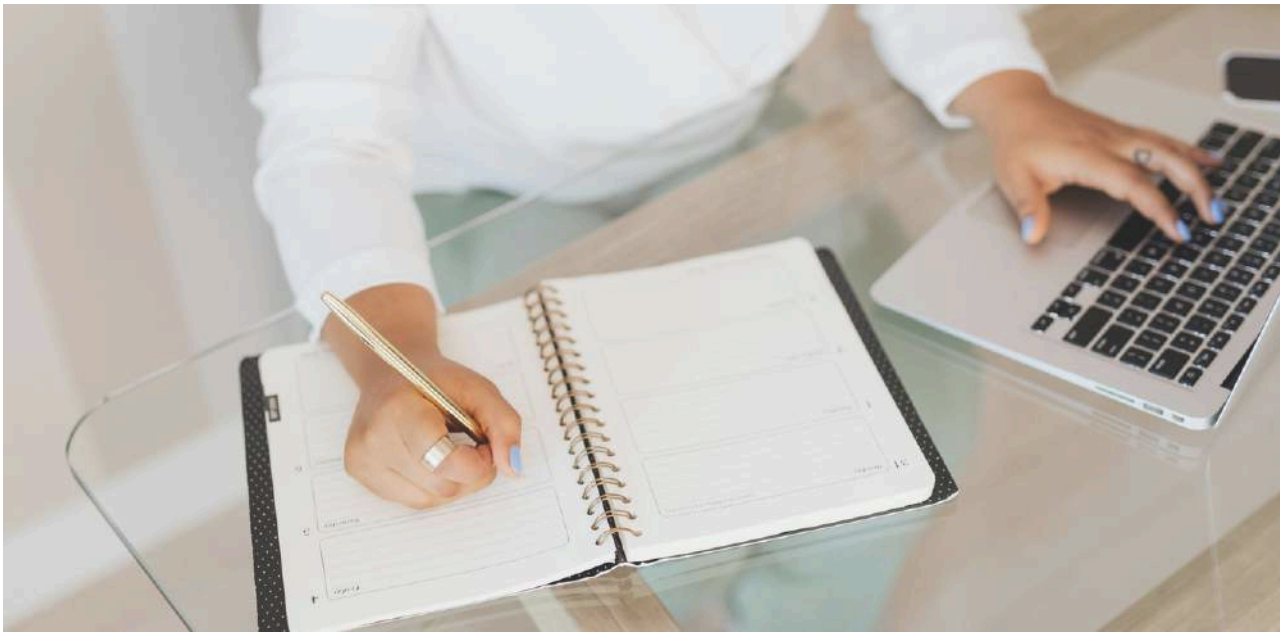
- **Have I Been Pwned (haveibeenpwned.com):** A free security tool that checks whether your email has been exposed in a known data breach. If it has, change your password immediately.



Mini Task

YOUR MINI TASK:

1. Finish the 10-question digital skills self-assessment above and note your score.
2. Search your name on Google and at least one social media platform and write down what you found in 2-3 sentences.
3. Write your SMART digital goal using the template in Step 6 above.
4. Create a simple name card in Canva using Step 5 — download it and save it to your Google Drive "Digital Playbook Portfolio" folder.



INFO: Save all three outputs in your "Digital Playbook Portfolio" folder on Google Drive. You will add to this folder throughout the programme and by the end of Module 10, you will have a complete collection of professional digital work.

MODULE 2 — Personal Branding

Output

By completing this module, you will have produced a complete personal brand package:

- A personal brand statement in 50 words, which is written by using the provided formula.
- A personal bio for three platforms: LinkedIn (150 words), Instagram (80 words) and your portfolio page (100 words) that is all generated with AI and personalized in your own voice.
- A simple visual identity that references your 2-3 brand colours (with hex codes), 1-2 chosen fonts and a profile photo or avatar ready to use.

What You Learn

Your personal brand is how the world sees you professionally. It combines your skills, story, values, and how you communicate them across the platforms you use. In this module, you will learn to define your personal brand, create a visual identity, and use AI tools to write effective bios and profiles for LinkedIn, Instagram, and your portfolio.

Here is what you will cover in detail:

- **What Is a Personal Brand and Why It Matters**

A personal brand is about presenting who you are clearly and confidently. It reflects your skills, values, and personality through a consistent message, tone, and visual identity. In the digital job market, your personal brand is often the first impression employers and clients have of you.

- **Defining Your Strengths, Story & Niche**

Before you can communicate who you are, you need to understand it yourself. This module helps you identify your technical and soft skills, core values, and what makes you unique. Your niche is the area you want to be known for, such as creating social media content or providing administrative support. A clear niche helps clients quickly understand what you offer.

- **Tone of Voice & Visual Identity**

Your tone of voice is how you communicate in writing, while your visual identity includes elements such as colours, fonts, and your profile photo. Together, they create a consistent and professional impression across your digital platforms.

- **AI-Assisted Bio Creation**

Writing about yourself can be challenging. In this module, you will use ChatGPT to create professional bios for LinkedIn, Instagram, and your portfolio. AI provides a strong first draft, but your final bio should always reflect your own voice.

- **Consistency Across Platforms**

Your profiles should communicate a consistent message across all platforms. While the tone may vary depending on the platform, your skills, expertise, and professional identity should remain clear and consistent.

Why It Matters

In today's digital job market, skills alone are not enough. A clear and professional personal brand can help you stand out and attract more opportunities.

This module is especially valuable for young women entering the job market, returning after a break, or transitioning into digital careers. Your personal brand helps people find you and remember you.

WATCH OUT: Don't fall into the trap of waiting until you feel 'ready' or 'good enough' to build your brand. Personal branding is about where you are going, not just where you have been. You can start right now.

Step-by-Step Guide

Work through each step in order. By the end of Step 8, you will have everything you need to complete your output.

Step 1: Complete an Inventory for Strengths

Write down your answers to all three of the following questions in your Google Drive portfolio folder. Take at least 10 minutes on this step — do not rush it:

- List 10 skills you have — include both technical skills (e.g., data entry, graphic design, writing in two languages, social media management) and soft skills (e.g., reliability, creativity, problem-solving, communication, attention to detail).
- List 5 core values — what matters most to you in the work you do and how you do it? (Examples: honesty, creativity, community, quality, efficiency, empathy)
- List 3 things people often ask for your help with — this could be anything: explaining things clearly, organising information, designing something, translating, fixing tech problems.

TIP: If you struggle to identify your skills, ask a friend, family member, or colleague: "What do you think I am good at?" Their answers might surprise you.

Step 2: Identify Your Niche

A niche is the specific area of work or service you want to be known for. It is more focused than a job title and connects your skills to a particular audience or type of work.

Vague / Too Broad	Clear Niche (Better)
"I do design"	"I create social media graphics for small businesses and online coaches"
"I write content"	"I write educational blog posts for NGOs and non-profits"
"I help with admin"	"I provide virtual assistant services to busy female entrepreneurs"
"I know computers"	"I offer data entry and spreadsheet management for e-commerce stores"

Write your niche in one sentence: "I [service or skill] for [specific audience or industry]."

Step 3: Define Your Target Audience

Think about who you want to reach with your personal brand. Are you targeting employers, freelance clients, collaborators, or a mix? Consider the industry, type of organisation, and how your skills can help solve their needs.

EXAMPLE: Target audience: "Small business owners in the fashion industry who need consistent, professional-looking Instagram content but don't have time or budget to hire a full-time designer."

Step 4: Draft Your Personal Brand Statement — 50 Words

Your personal brand statement is a short, powerful sentence that captures who you are, who you help, what you do, and what the outcome is. Use this formula:

[Name] is a [role/skill] who helps [audience] by [what you do] so that [outcome].

EXAMPLE: "Sofia is a bilingual content creator who helps small businesses in South East Europe build their social media presence so that they can attract more customers without spending on expensive advertising."

Write your own version in your Google Drive. Do not worry if it is not perfect yet — you will refine it in the next steps.

Step 5: Choose Your Tone of Voice & Write 3 Example Sentences

Decide how you want to sound across your professional platforms. Choose one of the following tones (or a combination), and write 3 example sentences in that tone about what you do:

Tone	Description	Example Sentence
Professional & Precise	Clear, expert, confident — suits corporate or B2B audiences	"I deliver data-driven social media strategies that increase engagement and drive measurable results."
Warm & Conversational	Friendly, approachable, human suits small business, community, creative sectors	"I love helping small businesses find their voice online — let's make your social media feel like you."
Creative & Energetic	Playful, bold, inspiring — suits creative industries, youth audiences	"Let's build something that actually gets people excited. Bold visuals. Real stories. Your brand, louder."

Step 6: Select 2-3 Brand Colours & 1-2 Fonts Using Canva

Log in to Canva. Click "Create a design" and choose "Instagram Post." Select 2–3 colours that match your brand personality and 1–2 clean, readable fonts that fit your tone (e.g., Playfair Display, Lato, or Nunito). Save your colour hex codes (e.g., #2E5FA3) and font names in your portfolio folder.

TIP: Choose colours that make you feel like 'this is me'. Avoid colours that are hard to read (very light colours on white backgrounds, for example). Stick to 2-3 colours maximum more than that can look chaotic.

Step 7: Create a Consistent Profile Photo or Avatar

Your profile photo creates a first impression in less than a second. Use a clear, well-lit photo of your face that reflects your professional image (avoid group, holiday, or cartoon photos). Use the same or a similar photo across LinkedIn, Instagram, and your portfolio. If you prefer not to use a real photo, create a professional illustrated avatar in Canva or use a simple graphic with your initials.

WATCH OUT: Avoid using heavily filtered selfies, photos from social events, or images where your face is not clearly visible. These reduce trust and professionalism immediately.



Step 8: Use ChatGPT to Draft Your Bios — 3 Platforms

Use your personal brand statement (Step 4) and strengths inventory (Step 1) as your input for the following ChatGPT prompts. Copy each prompt below, fill in your information in the brackets, and paste it into ChatGPT:

LinkedIn Bio (150 words):

"Write a professional LinkedIn About section for me in first person (using 'I'). I am a [your role/skill]. I help [your target audience] by [what you do]. My key skills include [list 3-5 skills]. I am currently looking for [job opportunities / freelance clients / collaborations]. Please write 150 words in a tone that is [professional / warm / creative]. End with a call to action inviting people to connect with me."

Instagram Bio (80 words):

"Write a short, engaging Instagram bio for me. I am a [your role/skill] who helps [your audience]. My tone is [conversational / inspiring / creative]. Keep it under 80 words and include one emoji that fits my brand. Do not use hashtags in the bio itself."

Portfolio Page Bio (100 words):

"Write a portfolio page 'About Me' section in first person. I am a [your role/skill] with experience in [your key skills or experience areas]. I want to work with [type of clients or employers]. Keep it to 100 words, confident and clear. Start with a strong opening line that grabs attention."

Once ChatGPT gives you each bio, please read it carefully. Edit at least 3 sentences in your own words so that it genuinely sounds like you — not like a robot. Remove anything that is not true or does not feel right.

WATCH OUT: Never copy AI-generated bios word for word without editing them. Recruiters and clients can often tell. Your authentic voice is your biggest asset.

Tools (AI + Platforms)

- **ChatGPT (chat.openai.com):** Use it to draft bios, refine your personal statement, improve your brand messaging, and generate tone of voice ideas.
- **Canva (canva.com):** Design your visual identity, including your colour palette, profile headers, and simple graphics using your chosen fonts and colours.
- **LinkedIn (linkedin.com):** Your main professional networking platform. A strong profile helps employers and clients find you more easily.
- **Instagram (instagram.com):** A visual platform that is valuable for creatives, content creators, and small businesses.
- **Grammarly (grammarly.com):** A free writing assistant that helps improve grammar, spelling, and clarity.



Mini Task

YOUR MINI TASK:

1. Write a 3-word professional pitch that describes what you do (e.g., "creative digital storyteller" or "organised virtual assistant").
2. Complete the full strengths inventory from Step 1 with 10 skills, 5 values and 3 things people ask your help with.
3. Use the LinkedIn bio prompt from Step 8 to generate your LinkedIn bio in ChatGPT and then edit it until it sounds like you.
4. Create a simple profile header graphic in Canva by using your chosen brand colours and fonts.

INFO: Save your brand statement, all three bios, your colour codes and your font names in a single document called "My Personal Brand Kit" in your Google Drive portfolio folder. You will use this reference document in every module going forward.



MODULE 3 — CV & Cover Letter with AI

Output

By completing this module, you will have produced:

- One tailored CV formatted professionally by using the Canva template with AI-assisted bullet points that have been personalized in your own voice.
- One cover letter (250-300 words) structured by using the 4-part framework that is generated with AI assistance and personalised to feel genuinely yours.

What You Learn

A well-crafted CV and cover letter remain essential for securing job interviews and freelance opportunities. In this module, you will learn how to create modern, professional application documents, use AI to improve and speed up the writing process, and ensure they reflect your own voice and experience.

You will cover the following areas in detail:

- **Modern CV Formats Chronological, Functional & Hybrid**

The best CV format depends on your experience and the role you are applying for. A chronological CV highlights work experience, a functional CV focuses on skills, and a hybrid CV combines both. You will also learn how Applicant Tracking Systems (ATS) scan CVs and how to optimise your CV for them.

- **AI-Assisted CV Tailoring**

ChatGPT can help tailor your CV to specific job descriptions. In this module, you will learn how to identify key skills and keywords, improve your CV, and write a professional summary using AI.

- **Cover Letters Using Prompts**

A strong cover letter is concise, relevant, and personalised. You will learn its key structure and use ChatGPT to create a first draft, then edit it to reflect your own voice.

- **Avoiding AI Misuse — Why Authenticity Matters**

AI should support your writing, not replace it. This module shows you how to use AI effectively while keeping your application authentic and professional.

Why It Matters

A strong CV and cover letter are essential for securing job interviews and freelance opportunities. A clear, targeted application is far more likely to attract an employer's attention than a generic one.

AI tools can help present your skills and experience more clearly and professionally, even if you have limited formal work experience.

TIP: Include informal experience such as volunteering, community projects, family business support, or caring responsibilities. These experiences demonstrate valuable skills, and AI can help you present them professionally.



Step-by-Step Guide

Step 1: Choose the Right CV Format for Your Situation

Review the comparison table below and choose the format that best suits your experience:

CV Format	Best For	Structure	Watch Out For
Chronological	People with consistent employment history	Contact → Summary → Experience (reverse order) → Education → Skills	If you have large employment gaps, this format highlights them.
Functional	Career changers, people with gaps, new graduates	Contact → Summary → Skills (grouped) → Brief Work History → Education	Some recruiters dislike this format — it can seem like you are hiding experience.
Hybrid (Recommended)	Most people — especially those with mixed experience	Contact → Summary → Skills → Experience → Education	The most modern and widely accepted format. Best for digital and creative roles.

Step 2: Gather All Your Information — Including Informal Experience

Before you can write your CV, you need a complete list of everything relevant you have done. In your Google Drive folder, create a document called "My CV Raw Material" and write down everything under these categories:

- Work experience in every job, internship, volunteer role, and community work, even if unpaid or informal.
- Education for all degrees, diplomas, certificates, online courses, and training programmes, including those completed online (Coursera, Google, etc.).

- Technical skills (software, tools, languages) and soft skills (communication, organisation, leadership).
- Projects any personal, school, or community projects where you produced something tangible.
- Achievements any time you improved something, solved a problem, saved time or money, or were recognised for your work.

TIP: Don't dismiss informal experience. Looking after a family business, running a community event, managing social media for a local group, or tutoring younger students — all of these demonstrate real, valuable skills.

Step 3: Identify Keywords from a Target Job Description

Choose a job posting from LinkedIn, Indeed, or a local job board. Read the description and identify 5–8 key words or phrases. Include these keywords naturally in your CV.

EXAMPLE: Job description keywords: "content creation", "social media management", "Canva", "engagement analytics", "brand consistency", "schedule posts". These should all appear somewhere in your CV if you have relevant experience.

Step 4: Use ChatGPT to Rewrite 3-5 CV Bullet Points

Weak, vague bullet points are the most common problem for a CV. Use the prompt below to turn them into strong, specific, impact-focused bullet points:

"Act as an expert recruitment consultant. Please rewrite the following CV bullet points for a [job title] application. Make each bullet point: (1) begin with a strong action verb, (2) be specific about what I did, and (3) include a result or impact where possible. Here are my original bullet points: [paste your bullet points here]. The key skills for this role are: [paste the keywords from the job description]."

Original vs improved examples:

Before (Weak)	After (Strong — AI-assisted & personalized)
"Did social media posts"	"Created and scheduled 15+ social media posts per week across Instagram and Facebook using Canva and Later, increasing page engagement by 23% over three months."
"Helped with admin"	"Managed email correspondence, organised digital filing systems, and coordinated scheduling for a team of 8 using Google Workspace reducing administrative backlogs by 40%."
"Worked with customers"	"Provided bilingual customer support in English and Portuguese for an e-commerce business, maintaining a 4.8/5 satisfaction rating over 6 months."

Step 5: Write a Professional Summary Section

The professional summary is the 3-4 sentence paragraph at the top of your CV that gives the reader an immediate, compelling overview of who you are and what you bring. Use this ChatGPT prompt:

"Write a 4-sentence professional CV summary for someone applying for a [job title] role. Include: (1) who I am professionally, (2) my 2-3 key strengths, (3) one relevant achievement or experience, and (4) what I am looking for. My background includes: [brief summary of your experience]. Keep the tone professional and confident."

TIP: Edit the AI output to make sure it sounds like your voice and every claim is accurate.

Step 6: Format Your CV in Canva or Google Docs

Open the Canva CV template in the Template Pack and make a copy by following the provided instructions. Complete all sections with your information. Use a clean, readable font (e.g., Arial, Calibri, or Lato) in 10–12 pt and keep the design professional, especially for corporate roles.

Step 7: Write Your Cover Letter Using the 4-Part Structure

Structure your cover letter in exactly 4 short paragraphs:

- **Hook:** Open with a specific, engaging sentence that shows why you are excited about this role — not a generic opener like "I am writing to apply for..."
- **Why This Company:** Show you have done your research. Mention one specific thing about the company, its mission, or its work that genuinely interests you.
- **What You Bring:** Connect 2-3 of your key skills or experiences directly to the requirements in the job description. Be specific.
- **Call to Action:** Thank the reader for their time and clearly express that you look forward to discussing the opportunity further.

Step 8: Use ChatGPT to Draft Your Cover Letter — Then Personalise It

Use this prompt to generate your first draft:

"Write a 280-word cover letter for a [job title] role at [company name]. I have the following relevant experience: [briefly list 2-3 key experiences or skills]. The job description emphasises: [paste 3-4 key requirements]. Use the following structure: (1) an engaging opening hook, (2) why I am interested in this specific company, (3) how my skills match their needs, (4) a clear call to action. Keep the tone [professional / warm / enthusiastic] and avoid clichés like 'I am a team player' or 'I am passionate."

After ChatGPT gives you the draft, do the following:

- Read it out loud. Does it sound like you? If not, rewrite those sentences.
- Check every claim to make sure everything stated about your experience is accurate.
- Rewrite at least 3 sentences in your own words.
- Check that the company name and role title are correct throughout. AI sometimes forgets to change these.

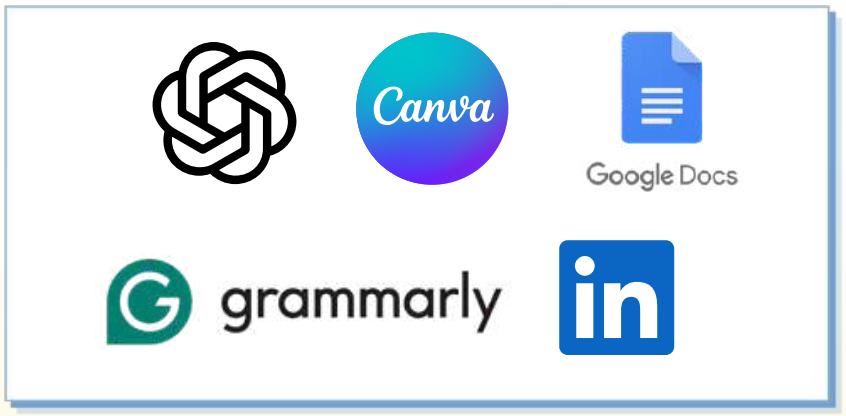
WATCH OUT: Never submit a cover letter without reviewing and editing it first. Generic or company-mismatched cover letters are often rejected immediately.

Step 9: Proofread with Grammarly & Peer Review

Check your final CV and cover letter with Grammarly (free version) and correct any grammar, spelling, or clarity issues. Then ask a peer, trainer, or mentor to review them and provide feedback on whether your skills, suitability for the role, and overall message are clear.

Tools (AI + Platforms)

- **ChatGPT (chat.openai.com):** Use it to improve CV bullet points, write professional summaries, and draft cover letters.
- **Canva (canva.com):** Create professional CVs and cover letters using the Template Pack.
- **Google Docs (docs.google.com):** A simple alternative to Canva for creating, editing, and sharing your CV.
- **Grammarly (grammarly.com):** Check your CV and cover letter for grammar, spelling, and clarity.
- **LinkedIn Jobs (linkedin.com/jobs):** Review job descriptions to identify keywords and skills to include in your CV.



Mini Task

YOUR MINI TASK:

1. Find a real or fictional job posting (from LinkedIn Jobs or a local job board) that interests you.
2. Extract 5 keywords from the job description.
3. Use the ChatGPT prompt in Step 4 to rewrite 3 of your own CV bullet points and then, personalise them to whatever you wish.
4. Use the ChatGPT prompt in Step 8 to write a 200-280 word cover letter and then, rewrite at least 3 sentences in your own voice.
5. Format your CV by using the Canva CV Template from the Template Pack.



MODULE 4 — Portfolio & LinkedIn

Output

By completing this module, you will have produced:

- A fully optimised LinkedIn profile with a professional photo, strong headline, personalised About section, skills listed and portfolio link in the Featured section.
- A portfolio draft with at least 2 work samples each, including a title, brief context, description of your role, and a result or outcome.

What You Learn

In today's competitive digital job market, your CV and cover letter help you get noticed, while your portfolio and LinkedIn profile build credibility with employers and clients. In this module, you will learn how to create or improve both using free, beginner-friendly tools.

Here is exactly what you will cover:

- **Creating a Portfolio, What to Include & Where to Build It**

A portfolio showcases your skills through examples of your work. In this module, you will learn what to include, how to present projects even with limited experience, and how to choose the right platform for your portfolio.

- **Optimising a LinkedIn Profile**

LinkedIn is the leading professional networking platform and an important tool for employers, clients, and collaborators. You will learn how to optimise your profile, including your photo, headline, About section, experience, skills, and featured content.

- **Showcasing Work Safely**

When sharing your work online, it is important to protect your intellectual property, respect client confidentiality, and present your work professionally. This module introduces the basics of safe and ethical sharing.

- **AI for Profile Improvement**

Use ChatGPT to create professional LinkedIn headlines, summaries, and project descriptions. You will then edit the AI-generated content to reflect your own voice and experience.

Why It Matters

Creating a digital portfolio is one of the key outcomes of this programme. It allows employers and clients to see your work before they meet you, increasing your chances of securing interviews and opportunities.

A strong LinkedIn profile can also attract employers, clients, and collaborators, helping new opportunities find you.

TIP: You don't need 10 pieces of work to start a portfolio. You just need 2-3 pieces that genuinely represent what you can do. Quality always beats quantity.

Step-by-Step Guide

Step 1: Decide What to Showcase — Brainstorm Your Work

In your Google Drive folder, create a document called "Portfolio Content List". Write down every piece of work you have produced that could potentially be included. Do not filter yet list everything. Then highlight your 3-5 best or most representative pieces.

Acceptable portfolio items include:

- Work projects from jobs, internships, volunteer roles, or community work.
- School or course projects, assignments, presentations, research papers, designs.
- Personal projects: your own blog, Instagram page, designed materials, or side projects.
- Mock or practice work things you created to demonstrate a skill, even if no client paid for them.
- Module outputs from this playbook, your Canva name card, your social media content set, your CV design, etc.

Step 2: Choose Your Portfolio Platform

The platform you choose depends on your technical comfort level, the type of work you are showing, and your goals. Review the comparison below:

Platform	Best For	Pros	Cons
Notion	Writers, virtual assistants, admin, researchers	Free, clean, flexible, shareable link	Not as visually striking for designers
Canva	Designers, content creators, visual work	Beautiful templates, easy to use, downloadable as PDF	Limited interactivity — mostly static
Google Sites	Anyone wanting a basic website portfolio	Free, simple, connects to Google Drive	Limited design customisation
Linktree	Link hub connecting to multiple platforms/samples	Very quick to set up, free tier available	Not a full portfolio — just a link page
Behance	Designers, illustrators, photographers	Large creative community, great for discovery	Best for visual/creative fields only

Recommendation for beginners: Start with Canva (beautiful, free, no coding) or Notion (flexible, free, shareable). You can always build a more sophisticated portfolio later.

Step 3: Build Your Portfolio Page in Notion or Canva

Your portfolio page must include three core sections:

- **About Section:** A brief introduction (3-4 sentences) who you are, what you do, and what you are looking for. Use your personal brand statement from Module 2 as a starting point.
- **Work Samples:** At least 2-3 pieces of work, each with a title, a brief description (what it was, what you did, what the result was), and the image or document itself.
- **Contact Information:** Your professional email address and LinkedIn profile link. You may also include a WhatsApp or phone number if you are comfortable sharing it.

Step 4: Present Each Work Sample Professionally

For every piece of work you include, write a short case study in this format:

- **Title:** What is the project called?
- **Context:** What was the situation or brief? (1-2 sentences)
- **What I did:** What specifically did you do? (2-3 sentences)
- **Result or outcome:** What happened as a result? (1-2 sentences even if the "outcome" is just what you learned or produced)

EXAMPLE: "Social Media Content Calendar for a Local Bakery | Designed 12 Instagram posts and captions using Canva and ChatGPT, helping the bakery increase its followers by 15% in one month."

Step 5: Optimise Your LinkedIn Profile Photo

Your profile photo is the single most important visual element of your LinkedIn profile — profiles with professional photos receive up to 14x more views. Follow these guidelines:

- Use a clear, recent photo of your face, not a group photo, not a photo from a social event.
- Ensure good lighting natural light from a window works perfectly.
- Use a neutral or simple background, a plain wall, a bookshelf, or a blurred outdoor background.
- Dress professionally for your field — this means different things in different industries.
- Make sure your face fills at least 60% of the frame.

Step 6: Write Your LinkedIn Headline Using the Formula and ChatGPT

Your LinkedIn headline is the text line immediately below your name. It is your single most visible piece of professional copy; it appears in search results, connection requests, and comment sections. Use this formula:

[Role/What You Do] | [Key Skill or Specialisation] | [Value You Offer or Audience You Serve]

EXAMPLE: "Freelance Content Creator | Social Media & Canva Design | Helping Small Businesses Build Their Online Presence"; "Junior Data Analyst | Excel & Python | Turning Data into Clear Business Insights".

Use this ChatGPT prompt to generate 3 headline options to choose from:

"Generate 3 LinkedIn headline options for someone who is a [your role] with skills in [your key skills]. The target audience is [employers / small business clients / creative agencies]. Each headline should be under 220

characters, include a value proposition, and be optimised for LinkedIn search."

Step 7: Write Your LinkedIn About Section

Your About section (also called the LinkedIn Summary) is your chance to tell your professional story in first person. Structure it as follows:

- **Paragraph 1:** Who you are and what you do professionally (2-3 sentences).
- **Paragraph 2:** Your key skills and what makes you different (2-3 sentences).
- **Paragraph 3:** What you are looking for — a job, freelance clients, collaborations (1-2 sentences).
- **Final line:** A clear call to action “Feel free to connect with me" or "Message me to discuss how I can help your business."

Use the LinkedIn bio prompt from Module 2 to generate a draft, then personalize it.

TIP: LinkedIn profiles written in the first person ("I am a..." rather than "Maria is a...") feel much more human and are more engaging to read. Always write in first person.

Step 8: Add Portfolio Link to LinkedIn Featured Section & Request Endorsements

Once your portfolio is published, add its link to the Featured section of your LinkedIn profile. Then ask 1–2 peers, trainers, or colleagues to endorse 2–3 of your skills using a short, polite message.

A simple message: "Hi [Name], I’m building my LinkedIn profile. Would you be able to endorse my skills in [Skill 1] and [Skill 2]? I’d be happy to endorse yours too!"

Tools (AI + Platforms)

- **LinkedIn (linkedin.com):** Your main professional networking platform. Keep your profile updated and engage with your network.
- **Notion (notion.so):** A free workspace for creating and sharing a portfolio with work samples.
- **Canva (canva.com):** Use the Portfolio Page Template from the Template Pack to build a visually stunning portfolio PDF with no design experience needed.
- **Google Sites (sites.google.com):** A free tool for creating simple portfolio websites. Connects seamlessly with Google Drive so you can embed your documents and designs directly.
- **ChatGPT (chat.openai.com):** Use it to generate LinkedIn headlines (Step 6), write your About section (Step 7), and create compelling project descriptions for your portfolio work samples (Step 4).



Mini Task

YOUR MINI TASK:

1. Create a one-page portfolio in Notion or Canva that includes an About section and at least 2 work samples (can include outputs from previous modules).
2. Use the LinkedIn headline prompt from Step 6 to generate 3 options and then, choose and apply your favourite.
3. Rewrite your LinkedIn About section by using the structure from Step 7 (and the ChatGPT prompt from Module 2 Step 8).
4. Add your portfolio link to your LinkedIn Featured section.

MODULE 5 — AI for Content Creation

Output

By completing this module, you will create:

- One written post or caption (100–150 words) generated with ChatGPT using the RCTFT formula and personalised in your own voice.
- One Canva social media graphic using your brand colours and fonts.
- One short CapCut video (30–60 seconds) with captions, text overlays, and background music based on the same topic.

What You Learn

Content creation is one of today's most in-demand digital skills, and AI tools have made it more accessible than ever. In this module, you will learn how to create professional written content, visuals, and short videos using AI alongside your own creativity. You will also learn how to use AI responsibly by checking for accuracy and ensuring your content remains authentic.

Here is everything you will cover:

- **Written Content Posts, Captions, Emails & Blog Snippets**

Using ChatGPT, you will learn to create social media posts, emails, blog snippets, and educational content. You will also learn how to write effective prompts that generate high-quality results for different audiences and purposes.

- **Visual Content Canva, Canva AI & DALL-E**

Use Canva and its AI features to create social media graphics, infographics, and branded visuals. You will also explore DALL·E to generate custom AI images from text prompts.

- **Short Videos CapCut, Auto-Captions & Basic Editing**

Learn how to create short videos with CapCut by adding captions, text overlays, music, and simple edits, then export them for different platforms.

- **Prompt Basics Writing Good Prompts for AI Tools**

Discover the RCTFT framework (Role, Context, Task, Format, Tone) and use it to create clear, effective prompts for AI-assisted content creation.

- **Ethical Use of AI Content Copyright, Disclosure & Accuracy**

Learn how to review AI-generated content for accuracy, avoid copyright issues, disclose AI use when appropriate, and create content responsibly.

Why It Matters

Content creation is a valuable digital skill for freelancing, employment, and promoting your personal brand. It is often how employers and clients first discover your work.

AI tools make professional content creation more accessible, allowing you to create high-quality content with just a smartphone and a few free tools.

TIP: Every post, graphic, or video you create strengthens your personal brand and showcases your skills.



Step-by-Step Guide

Step 1: Define Your Content Goal Before You Create Anything

Before opening ChatGPT or Canva, answer these three questions for every piece of content you create:

- Who is this for? (Be specific not "everyone", but "young women learning digital skills" or "small business owners who use Instagram")
- What platform is it for? (Instagram, LinkedIn, Facebook, TikTok, email each has different norms, dimensions, and audiences)
- What do you want the audience to do after seeing it? (Learn something, feel inspired, click a link, follow your account, contact you?)

Write your answers down before you start creating. Content with a clear purpose is always better than content created without direction.

Step 2: Write a Social Media Post Using ChatGPT — The RCTFT Formula

Use the following formula to build your prompt. The more specific you are in each part, the better the output:

Prompt Element	What It Means	Example
Role (R)	Tell ChatGPT who to act as	"Act as an experienced social media copywriter"
Context (C)	Explain the background	"I am a freelance graphic designer helping small businesses"
Task (T)	Describe exactly what you need	"Write an Instagram caption about my new social media package"
Format (F)	Specify how to present it	"150 words, 3 short paragraphs, end with a question to the reader"
Tone (T)	Define the voice and style	"Warm, conversational, and encouraging — not corporate"

Full example prompt:

"Act as an experienced social media copywriter. I am a freelance graphic designer who helps small businesses create professional brand visuals. Write an Instagram caption for a post showing my latest logo design project. Keep it to 120 words, use 3 short paragraphs, ask a question at the end, and use a warm, conversational tone. Include 5 relevant hashtags at the bottom."

Step 3: Edit & Personalize the AI Output

Never post AI-generated text without editing it first. Read it out loud — if it sounds robotic or generic, it will feel that way to your audience too. Ask yourself:

- Does this sound like me? If not, rewrite 2-3 sentences in your own voice.
- Is every claim accurate? If the AI invented statistics or credentials, remove them.
- Is there anything generic or clichéd? ("I am passionate about..." or "In today's fast-paced world...") Replace with something specific and genuine.
- Is the call-to-action clear and relevant?

WATCH OUT: AI-generated text can reproduce biases, make factual errors, and use cultural references that may not fit your context. Always read carefully before publishing.

Step 4: Create a Matching Visual in Canva

Log in to Canva and choose the correct design format for your platform. Select a template that matches your content, customise it with your brand colours and fonts (from Module 2), replace the text and images with your own, and download it as a PNG.

Platform-specific dimensions:

Platform	Post Size	Story/Reel Size
Instagram	1080 x 1080 px (square) or 1080 x 1350 px (portrait)	1080 x 1920 px
LinkedIn	1200 x 628 px (landscape) or 1080 x 1080 px	1080 x 1920 px
Facebook	1200 x 630 px or 1080 x 1080 px	1080 x 1920 px

Step 5: Try Canva's AI Features — Step by Step

Canva has built-in AI tools that make the design process even faster. Here is how to use them:

- **Magic Write:** In any text box in Canva, click on it, then look for the "Magic Write" option. Type a short prompt (e.g., "3 reasons why small businesses need social media") and Canva will generate text directly inside your design.
- **Magic Design:** On the Canva home page, click "Magic Design". Upload an image or describe your design in text, and Canva will automatically generate a full template for you.
- **Text-to-Image:** In the Canva editor, go to the left panel, scroll to "Apps", and look for "Text to Image". Type a description of the image you want (e.g., "a confident young woman working on a laptop in a bright cafe, warm tones, professional style") and Canva will generate a custom illustration or image.

TIP: As of 2024, Canva AI-generated images can be used commercially. Always check the latest Canva terms of service.



Step 6: Record Footage for a Short Video — Filming Tips for Smartphones

You do not need a professional camera or studio to create great video content. Here are the most important tips for filming on a smartphone:

- **Lighting:** Film facing a window with natural light, this is always the most flattering and professional-looking lighting. Avoid having a window or bright light behind you (backlight makes you appear as a silhouette).
- **Stability:** Prop your phone against books, use a phone stand, or ask someone to hold it. The shaky video is immediately off-putting.
- **Audio:** If you are speaking on video, good audio matters more than good visuals. Film in a quiet room. If possible, use earphones with a built-in microphone.
- **Length:** For social media, 15-60 seconds is ideal. Focus on one clear message per video.
- **Orientation:** Film vertically (portrait) for Instagram and TikTok. Film horizontally (landscape) for YouTube or LinkedIn presentations.

Step 7: Edit Your Video in CapCut — Step by Step

Download CapCut from the app store (free on iOS and Android). Open the app and tap "New Project". Import your video footage. Follow these steps:

- **Trim:** Tap on your clip to trim the start and end to remove any awkward pauses or mistakes.
- **Auto-Captions:** Tap "Text" in the bottom toolbar, then "Auto Captions". CapCut will automatically generate subtitles from your spoken audio. Review them for accuracy and correct any mistakes.
- **Text Overlays:** Tap "Text" to add key words or a headline across your video this helps viewers understand your content even without sound.

- **Music:** Tap "Audio" to add background music from CapCut's library (all copyright-cleared for social media use).
- **Export:** Tap "Export" in the top right corner. Choose 1080p HD quality. Save to your phone's camera roll.

INFO: Auto-generated captions are typically 85–95% accurate. Always review them before publishing, especially for names, technical terms, and non-English words.

Step 8: Review All Outputs for Ethics & Accuracy Before Publishing

Before you publish any AI-assisted content, run through this checklist:

- ☐ Is every factual claim in my content accurate? (AI can invent statistics and always verify.)
- ☐ Does my text sound like me? (Or does it sound like a corporate AI?)
- ☐ Are there any cultural insensitivities, stereotypes, or inappropriate images?
- ☐ If I used AI-generated images, do I know their copyright status?
- ☐ Should I add an AI disclosure statement? (E.g., "This content was created with AI assistance." This builds trust, not distrust.)
- ☐ Have I checked the dimensions and format requirements for this platform?



Tools (AI + Platforms)

- **ChatGPT (chat.openai.com):** Create social media captions, blog posts, email drafts, content ideas, and hashtags using effective prompts.
- **Canva + Canva AI (canva.com):** Design social media graphics with AI-powered tools for text, layouts, and images.
- **CapCut (capcut.com or app):** Create and edit short videos with captions, music, transitions, and effects.
- **DALL·E via ChatGPT:** Generate custom images from text prompts for social media and other creative projects.
- **Later or Buffer (later.com / buffer.com):** Schedule and manage posts across multiple social media platforms.



Mini Task

YOUR MINI TASK:

Create one complete content package on a topic of your choice (e.g., a digital skill you have learned, a freelance service you offer, a tip for young women in digital careers):

1. Use the RCTFT prompt formula to write a 100-120 word Instagram caption in ChatGPT then personalise it.
2. Design a matching 1080x1080px graphic in Canva using your brand colours and fonts.

3. Record and edit a 30-45 second video in CapCut on the same topic, add auto-captions and one text overlay.
4. Complete the ethics and accuracy review checklist before "publishing" (or sharing with your trainer).

INFO: Save all three pieces to your "Digital Playbook Portfolio" folder. Together, they form your first complete content set, which you can adapt and reuse for real clients or your own social media in the future.



MODULE 6 — Job Search & Gig Platforms

Output

By completing this module, you will have produced:

- At least 2 tailored job or gig applications submitted through real platforms with personalised materials, not generic templates.
- A basic application tracking system set up in Google Sheets or Notion ready to manage your ongoing job search.

What You Learn

Knowing how to use digital job and freelance platforms is one of the most valuable career skills you can develop. In this module, you will learn how to use major platforms, present yourself effectively, apply strategically, and avoid scams.

- **Platforms Overview, LinkedIn Jobs, Upwork, Fiverr & Local Platforms**

Different platforms offer different opportunities. LinkedIn Jobs focuses on employment, Upwork connects freelancers with project-based work, and Fiverr allows you to offer services through fixed-price gigs. You will also explore relevant local and regional platforms.

- **How to Search and Apply Effectively**

Successful job searching is about quality, not quantity. You will learn how to use search filters, tailor your applications, and write proposals that match each opportunity.

- **Building Trust Online, Verified Profiles, Reviews & Response Rate**

A complete profile with a professional photo, strong bio, verified identity, and positive reviews helps build credibility. This module shows how to create a trustworthy profile, even if you are just starting out.

- **Avoiding Scams, Red Flags & How to Report Them**

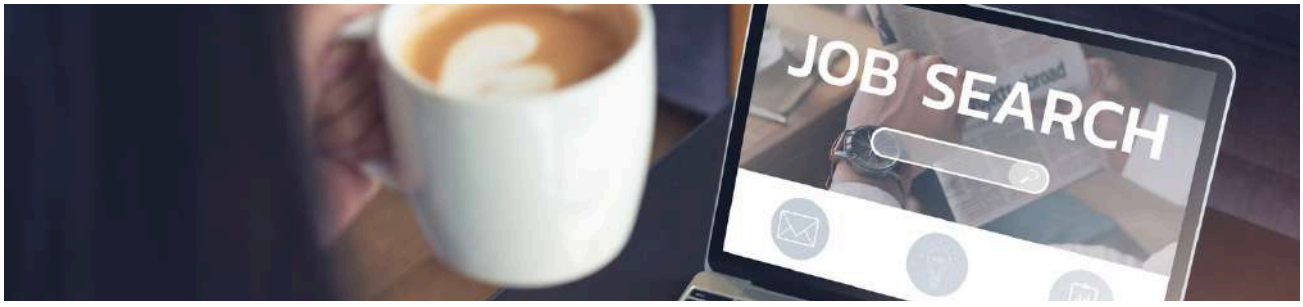
Learn how to recognise common online scams, identify warning signs, and report suspicious jobs or clients safely.

Why It Matters

Access to job and freelance opportunities is one of the main outcomes of this programme. The digital skills, personal brand, CV, portfolio, and content you have developed all help you compete successfully on these platforms.

For young women with limited local employment opportunities, international freelance platforms can provide greater flexibility and access to clients around the world.

INFO: Case in point, many freelancers working on Upwork and Fiverr earn competitive rates in international currencies (USD, EUR) while living in countries with lower costs of living, meaning their income goes significantly further than a local salary might.



Step-by-Step Guide

Step 1: Set Up or Complete Your Profiles on Key Platforms

Before you can apply for anything, your profiles need to be complete, professional, and consistent with your personal brand from Module 2. For each platform, ensure you have:

Profile Element	LinkedIn	Upwork	Fiverr
Profile Photo	Professional headshot	Same professional headshot	Same professional headshot
Bio / About	Full About section (Module 4)	Professional summary (3-4 paragraphs)	Short seller bio (200 words)
Skills Listed	At least 10 skills endorsed	Specific skill tags (up to 15)	Relevant service tags
Portfolio Link	In Featured section	Work samples uploaded	Portfolio images or PDF
Contact / Verification	Professional email linked	Identity verification completed	Account linked to PayPal/Payoneer

Step 2: Define Your Job or Gig Target Clearly

Before searching, write down your target in your Google Drive folder:

- What is your job title or gig category? (Be specific not "social media" but "Instagram content creation for small businesses")
- What industry or client type are you targeting? (NGOs, e-commerce businesses, coaches, startups)
- What is your preferred rate range? (Research what similar work pays on Upwork/Fiverr before setting this)
- What type of work do you prefer? (Remote only, short projects, ongoing retainer, etc.)

TIP: Setting a clear target before you search saves enormous time and leads to much higher application quality. Knowing exactly who you are targeting also makes your proposals more compelling.

Step 3: Search LinkedIn Jobs Using Boolean Search Techniques

Boolean search is a technique that makes your job searches far more precise and effective. Here are the key operators to use in LinkedIn Jobs search:

Boolean Operator	What It Does	Example
"Quotes"	Finds exact phrase	"social media manager" returns only those exact words together
AND	Both terms must appear	"content creator" AND "remote" finds remote content creator roles
OR	Either term can appear	"graphic designer" OR "visual designer" broadens your search
NOT	Excludes a term	"marketing" NOT "paid" removes paid advertising roles from results
(Brackets)	Groups terms together	"(graphic designer OR visual designer) AND remote AND entry-level"

Practice exercise: Build a Boolean search string for a role you are interested in and run it in LinkedIn Jobs. Write down how many results it produces and refine until you have a useful, focused set of results.

Step 4: Search Upwork for Relevant Projects

Log in to Upwork and go to "Find Work". Use the following filters to narrow your search to the most relevant opportunities:

- **Category:** Choose your primary skill category (e.g., Writing & Translation, Design & Creative, Data Science & Analytics, Customer Service)
- **Experience Level:** Start with "Entry Level" if you are new to Upwork these projects often pay less but are excellent for building your rating and reviews.

- **Job Type:** Choose between Hourly (ongoing work, billed by the hour) and Fixed Price (a set payment for a complete deliverable). Both are valid choices based on the project type.
- **Client History:** Filter for clients who have hired successfully before this reduces the risk of scams and vague projects.
- **Budget Range:** Set a minimum that aligns with your target rate from Step 2.

Step 5: Write a Tailored Upwork Proposal

The biggest mistake most new Upwork freelancers make is sending generic proposals. Every proposal you send should be tailored to the specific project. Use this structure:

- **Hook (1-2 sentences)**: Open with something that shows you actually read and understood the project briefly reference a specific detail from it.
- **Relevant Experience (2-3 sentences)**: Briefly describe your most relevant experience for this specific project not your entire career history.
- **Your Approach (2-3 sentences)**: Explain briefly how you would approach this project. This shows you have thought about it, not just clicked "apply".
- **Call to Action (1-2 sentences)**: Express enthusiasm and invite them to connect: "I would love to discuss this project with you. Feel free to message me with any questions."

Use this ChatGPT prompt to generate a first draft:

"Write a personalised Upwork proposal for the following job posting: [paste the job description]. I am a [your role] with experience in [your 2-3 most relevant skills]. My proposal should: (1) open with a hook showing I read the brief, (2) briefly mention my most relevant experience, (3) describe my approach to this specific project, and (4) end with a friendly call to action. Keep it under 200 words, conversational but professional."

WATCH OUT: Never copy a proposal template and send it unchanged to multiple clients. Upwork's algorithm and most clients can detect generic proposals, and they are almost always ignored.

Step 6: Create Your First Fiverr Gig

A Fiverr "gig" is a service listing you create to tell clients what you offer, how much it costs, and what they will receive. Follow this structure:

- **Title Formula:** "I will [action verb] [specific deliverable] for [specific audience]" e.g., "I will create 5 branded Instagram graphics for your small business"
- **Description:** Write 200-300 words explaining exactly what the client gets, your process, what information you need from them, and your experience. Use bullet points for clarity.
- **Pricing Tiers (Basic / Standard / Premium):** Offer three tiers at different price points. Basic should be your entry-level offering (e.g., 3 designs). Standard adds more (e.g., 5 designs + revisions). Premium is your full package (e.g., 10 designs + revisions + scheduling advice).
- **Tags:** Add 5 relevant keywords that clients would search for when looking for your service.
- **Portfolio Images:** Add 3-5 images showing examples of your work (use your portfolio samples from Module 4).





Step 7: Track Your Applications, Build a Simple System

Job searching without tracking is like navigating without a map. Create a simple spreadsheet in Google Sheets or a table in Notion with these columns:

Column	What to Record
Platform	LinkedIn / Upwork / Fiverr / Other
Role or Gig Title	The specific job title or project name
Company / Client	Name of the company or Upwork/Fiverr client
Date Applied	The date you submitted your application or proposal
Status	Applied / Viewed / Shortlisted / Interviewed / Rejected / Offer
Follow-up Due	Date to send a follow-up if you have not heard back (usually 5-7 days)
Notes	Any relevant notes about the opportunity or conversation

Review your tracker weekly. If you have not heard back within 7 days of a LinkedIn application or within 3 days of an Upwork proposal, it is generally appropriate to send a brief, polite follow-up.

Step 8: Recognise and Report Scams - 8 Red Flags

Protecting yourself from scams is just as important as applying for legitimate opportunities. Learn to recognise these warning signs:

1. You are asked to pay money to apply or access training.
2. The job description is vague or promises unrealistic earnings.
3. You receive an unexpected job offer through WhatsApp or email.

4. The pay is unusually high for simple tasks with no experience required.
5. You are asked for personal or banking details before a contract.
6. The company has no online presence or professional profile.
7. The employer uses a personal email address instead of a company domain.
8. You are pressured to act or pay immediately.

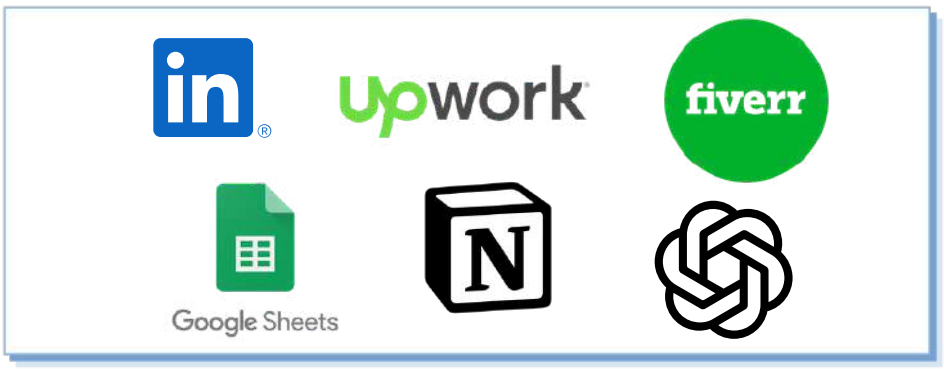
If you encounter any of these red flags, do not respond further. Report the suspicious listing directly on the platform (every major platform has a "Report" button) and tell your trainer or programme lead.



Tools (AI + Platforms)

- **LinkedIn Jobs (linkedin.com/jobs):** Search for jobs, build your network, set job alerts, and research employers.
- **Upwork (upwork.com):** Find project-based freelance work and build long-term client relationships.
- **Fiverr (fiverr.com):** A service-based gig marketplace where you create listings for specific services at set prices. Best for beginners entering the freelance market because clients come to you.
- **ChatGPT (chat.openai.com):** Use the Upwork proposal prompt from Step 5 to generate tailored, professional proposals quickly. Also use it to research companies, prepare for interviews, and draft follow-up messages.

- **Google Sheets / Notion:** Track your job applications and organise your job search.



Mini Task

YOUR MINI TASK:

1. Set up or update your profile on at least one platform (LinkedIn, Upwork, or Fiverr) to ensure it has a professional photo, a complete bio, and your portfolio link.
2. Identify 3 real job or gig opportunities using the search techniques from Steps 3-4.
3. Use the ChatGPT Upwork proposal prompt from Step 5 to write one tailored proposal for one of the opportunities then personalise it.
4. Set up a simple application tracking spreadsheet in Google Sheets or Notion using the columns from Step 7.

WATCH OUT: Never pay to apply for a job or share banking details before signing a contract. If something feels wrong, trust your instincts.



MODULE 7 — Freelancing Basics

Output

By completing this module, you will have produced:

- One completed proposal tailored to a real or fictional brief, structured in 5 sections, and personalized in your own voice.
- One professional invoice template fully designed with your details, ready to customize and send to your first client.

What You Learn

Success in freelancing requires more than skills. In this module, you will learn how to price your services, write proposals, communicate with clients, create invoices, and manage your time. You will also create the practical documents needed to start earning from your skills.

- **Writing Winning Proposals**

A proposal explains why you are the right person for a project. In this module, you will learn how to structure professional proposals and use ChatGPT to create and personalise them.

- **Pricing & Invoices Knowing Your Worth**

Learn how to price your services confidently, research market rates, and create professional invoices that support timely payments.

- **Client Communication Onboarding, Revisions & Professionalism**

Good communication builds trust and long-term client relationships. You will learn how to onboard clients, set clear expectations, manage revisions, and communicate professionally throughout a project.

- **Time Management Tracking Hours & Avoiding Overcommitment**

Effective time management helps you meet deadlines and avoid overcommitting. This module covers estimating project time, tracking your hours, and managing your workload professionally.

Why It Matters

Freelancing is one of the most accessible ways to earn income with digital skills. However, success requires more than technical skills—you also need to understand pricing, proposals, invoicing, and client management.

This module helps you build the confidence and practical knowledge to start and manage your own freelance business.

TIP: Your first freelance project will almost certainly be the hardest. Once you have one positive review and one satisfied client, the next one gets easier. Start small, deliver excellently, and build from there.

Step-by-Step Guide

Step 1: Create Your Service Menu, Define What You Offer

Before you can write a proposal or set a price, you need to know exactly what you are selling. Create a simple "Service Menu" document in your Google Drive folder. For each service you plan to offer, write down:

Service Name	What is Delivered	Estimated Timeline	Starting Price
Social Media Content Pack	10 graphics + captions for Instagram	5 business days	From $80 / €69

CV Design & Writing	1 professionally formatted CV in Canva with AI-assisted bullet points	2 business days	From $50 / €43
Canva Brand Kit	Logo, color palette, 2 fonts, business card design	3-4 business days	From $120 / €104
Data Entry & Spreadsheet Tidy-Up	Formatting and cleaning of up to 500 rows in Google Sheets	1-2 business days	From $30 / €26

Fill in this table with your own services based on your skills. Your service menu does not need to be long, 2-4 focused services are ideal when you are starting out.

Step 2: Calculate Your Minimum Viable Hourly Rate

Use this simple formula to calculate the minimum you need to charge per hour to meet your financial goals:

Monthly income goal ÷ Number of billable hours available per month = Minimum hourly rate

Example:

- Monthly income goal: $500
- Billable hours per month: 40 hours (10 hours per week)
- Minimum hourly rate: $500 ÷ 40 = $12.50 per hour

Research hourly rates for similar services on Upwork. Set a rate that reflects your experience and the market, but never below your minimum viable rate.

TIP: On Fiverr, you can start with lower prices to build reviews, then increase your rates as you gain positive feedback. Many successful Fiverr sellers start at $5-$15 per project and reach $50-$200 per project within 6-12 months.

Step 3: Write a Proposal Using the 5-Section Structure

Your proposal should contain exactly these five sections:

- **Introduction**: 2-3 sentences about: who you are, your relevant experience, and why you are excited about this project.
- **Project Understanding**: 2-3 sentences demonstrate that you understood the brief. Restate the client's main goal in your own words.
- **Proposed Solution**: 3-4 sentences that describe exactly how you will complete the work. Include your tools, your approach, and any key decisions the client needs to make.
- **Timeline**: A simple breakdown e.g., "Day 1-2: Research and initial drafts. Day 3: First version delivered. Day 4-5: Revisions and final delivery."
- **Pricing & Next Steps**: State your price clearly. Include what is covered (and what is not). End with a clear call to action: "I would love to discuss this with you. Please feel free to message me with any questions."

Step 4: Use ChatGPT to Draft Your Proposal

Use this prompt to generate your first draft proposal for a real or fictional client brief:

"Act as a professional freelance consultant. Write a 5-section proposal for the following client brief: [paste the brief or describe the project in 3-4 sentences]. Use these sections: (1) Introduction — 2 sentences about my experience, (2) Project Understanding — show I understood the client's goal, (3) Proposed Solution — my specific approach, (4) Timeline — broken into clear stages, (5) Pricing & Next Steps [insert your price] for [your deliverables]. Tone: confident, professional, warm. Total length: 300-350 words."

After reviewing the draft, personalize all 5 sections so they reflect your actual experience, approach, and pricing accurately.

Step 5: Create a Professional Invoice Template

Every completed project requires a professional invoice. It should clearly state what the client is paying for, the amount, the payment due date, and how to pay. Use the Canva Invoice Template from the Template Pack or Wave Accounting (waveapps.com) to create your invoice:

- Your name and contact information (email, country)
- Client name and contact information
- Invoice number (start from 001 and count)
- Invoice date and payment due date (typically 7-14 days)
- A clear description of the service delivered
- Amount charged (and currency)
- Payment method accepted (PayPal, bank transfer, Wise, Payoneer)
- A short note of thanks (optional but professional)

Step 6: Draft a Client Onboarding Message

When a client hires you, your first message sets the tone for the entire working relationship. Use this template and adapt it to your situation:

"Hi [Client name], thank you so much for hiring me. I am really looking forward to working on this project with you! To make sure everything goes smoothly, I just want to confirm a few things before I begin: Scope: We agreed on [brief description of deliverables]. Timeline: I will deliver [first draft / completed work] by [date]. Revisions: The project includes [number] round(s) of revisions. Communication: I am available [your working hours] and will respond to messages within [your response time, e.g., 24 hours]. If you have any questions or want to share any extra materials before I start, please feel free to send them over. I'm looking forward to it! [Your name]"



Step 7: Set Up a Simple Time Tracker

Download Toggl Track (toggl.com/track - free) on your phone or computer. Create a project for each client. When you start working on a task, press Start. When you stop, press Stop. At the end of each week, generate a simple time report to see how long different types of work take you.

Alternatively, use a simple Google Sheets table with these columns: **Date | Project/Client | Task | Start Time | End Time | Total Hours**. Review weekly.

INFO: Tracking your time has two major benefits: (1) You can accurately estimate timelines for future projects, and (2) You can see exactly how much you are earning per hour, which helps you price future work correctly.

Step 8: Handle a Revision Request Professionally

Revision requests are a normal part of freelancing — they happen on almost every project. Here is how to handle them professionally:

1. **Please read carefully.**

Before responding, read the revision request completely. Sometimes what feels like a major change request is actually a small, quick adjustment.

2. **Assess the scope.**

Is this revision within the scope of what you agreed to? If yes, do it promptly and professionally. If it is outside the agreed scope, communicate this clearly and kindly.
Respond professionally.

3. **Respond professionally.**

Use this template:

"Thank you for your feedback! I am happy to make these changes. [If within scope:] I will have the revised version ready by [date/time]. [If outside scope:] Just to clarify our original agreement, the project included [what was agreed]. The additional changes you have requested would fall outside this scope, so I would charge [additional fee] for these. Please let me know how you would like to proceed, and I will get started straight away."

Tools (AI + Platforms)

- **Canva (canva.com):** Use the Proposal and Invoice templates from the Template Pack to create professional, customisable documents.
- **Wave Accounting (waveapps.com):** A free accounting tool for creating invoices, tracking payments, and managing income and expenses.
- **PayPal / Wise / Payoneer:** Payment platforms for receiving international client payments. Wise offers low transfer fees, PayPal is widely accepted, and Payoneer is popular for Upwork payouts.
- **ChatGPT (chat.openai.com):** Use it to generate proposal drafts, write client emails, improve service descriptions, and handle challenging client communication.
- **Toggl Track (toggl.com/track):** A free time-tracking tool that helps you estimate project timelines and set accurate prices.



Mini Task

YOUR MINI TASK:

1. Create a Service Menu with 1-3 services you can offer right now including the deliverable, timeline, and starting price for each.
2. Use the ChatGPT prompt from Step 4 to write a proposal for a real or fictional client brief then personalize all 5 sections.
3. Create an invoice template using the Canva Invoice Template or Wave Accounting fill in your details and save it to your portfolio folder.
4. Draft your client onboarding message template using the template from Step 6.



MODULE 8 — Digital Safety & Privacy

Output

By completing this module, you will have produced:

- A completed personal digital safety checklist, applied to your own accounts, with specific security improvements documented.
- A list of security actions taken: 2FA enabled, privacy settings reviewed, data breach check completed.

What You Learn

Digital safety is essential. Every activity in this playbook involves sharing information online. Without good security practices, you risk account hacking, identity theft, financial fraud, and online harassment. This module will teach you how to protect yourself online.

- **Privacy Settings, Reviewing and Adjusting Platform Settings**

Major online platforms collect data about your activity, but you can control much of what is shared. In this module, you will review and improve your privacy settings on key platforms.

- **Recognizing Scams, Phishing, Fake Jobs & Investment Fraud**

Learn how to identify common online scams, including phishing, fake job offers, and investment fraud, by recognising their warning signs and common tactics.

- **Handling Online Harassment: Documentation, Reporting & Your Rights**

You will learn how to document harassment, block and report abusive users, and seek support or report serious cases when necessary.

- **Safe Communication: Encrypted Messaging & Privacy-First Habits**

Learn how to use secure communication tools and privacy features, including encrypted messaging, to better protect your personal and professional information.

Why It Matters:

Digital safety is especially important for young women. Research shows they are more likely to experience online harassment, doxxing, and scams targeting people entering the workforce or seeking income opportunities. As you build your digital career, your online visibility will grow, making good security practices essential.

WATCH OUT: You cannot undo a data breach, but you can reduce your risk by taking action now. The steps in this module take less than two hours and can help protect you for years.



Step-by-Step Guide

Step 1: Audit Your Digital Accounts: Know What You Have

In your Google Drive folder, create a list of your digital accounts, including email, social media (Instagram, Facebook, TikTok, Twitter/X, LinkedIn), shopping accounts, banking and payment apps (PayPal, Wise, your bank app), and work-related platforms (Upwork, Fiverr, Canva, ChatGPT). For each account, note: Is my password strong and unique? Do I have Two-Factor Authentication enabled? Is this account still needed?

TIP: Most people have more online accounts than they realise, many of which still contain personal data. Deleting unused accounts reduces your risk.

Step 2: Enable Two-Factor Authentication (2FA) on All Key Accounts

Two-Factor Authentication (2FA) means that even if someone gets your password, they cannot access your account without also having access to your phone (or email). Here is how to enable it on the three most important platforms:

- **Google:** Go to myaccount.google.com → Security → 2-Step Verification → Get Started. Choose "Google Authenticator" or "Text message (SMS)". Follow the setup steps.
- **LinkedIn:** Go to Settings & Privacy → Account Preferences → Sign In & Security → Two-Step Verification → Turn On. Choose your preferred 2FA method.
- **Instagram:** Go to your profile → Menu (three lines) → Settings → Security → Two-Factor Authentication → Choose "Authentication App" (more secure) or "Text Message".

But more preferably, download **Google Authenticator** (free, available on iOS and Android) for the most secure 2FA method. It generates a 6-digit code every 30 seconds that you enter when logging in, meaning your account is protected even if someone steals your password.

Step 3: Review and Tighten Privacy Settings on Every Key Platform

Follow this checklist for each platform:

Instagram:

1. Set account to Private (Settings → Privacy → Account Privacy → Private Account) unless you are using Instagram professionally for public content creation.
2. Turn off: "Allow others to tag you" and "Allow others to mention you" (or set to "Followers only").
3. Go to Security → Saved Login Info and remove any saved logins you don't recognize.
4. Under Data and History, review your Off-Facebook Activity and clear it up if you prefer.

LinkedIn:

1. Go to Settings → Visibility → Profile Viewing Options. Set to "Private Mode" when you are researching competitors or sensitive employers.
2. Under Data Privacy, turn off "Job Seeking Preferences" if you don't want your current employer to be notified that you are open to roles.
3. Review who can see your connections — consider setting this to "Only me" to protect your network.

WhatsApp:

1. Go to Settings → Privacy → Last Seen: Set to "My Contacts" or "Nobody".
2. Profile Photo: Set to "My Contacts" not "Everyone".

3. Enable Disappearing Messages for sensitive professional conversations: Open a chat → contact name → Disappearing Messages → 7 days.

Step 4: Check Your Email on Have I Been Pwned

Go to haveibeenpwned.com. Enter each of your email addresses in the search box and click "pwned?". If your email appears in a breach, the site will tell you which platform was involved and what type of data was exposed. Take the following actions immediately:

1. Change your password on the affected platform, use a strong, unique password (generated by Bitwarden).
2. If you use the same password on any other platform, change it there too.
3. Enable 2FA on the affected account immediately.

Check your account settings for any unfamiliar email addresses, phone numbers, or linked applications to remove anything you don't recognize.

Step 5: Learn to Identify Phishing: 5 Real-World Examples

Phishing is when scammers send messages designed to look like they come from trusted sources (banks, platforms, employers) to steal your login details or financial information. Here are the key red flags to look for:

Red Flag	Example	What to Do
Suspicious sender email	"support@linkedln.com" (extra "l" in LinkedIn)	Hover over the sender's address. Never click links from suspicious domains.
Urgent language	"Your account will be suspended in 24 hours"	Legitimate companies do not create artificial urgency. Go directly to the platform.

Generic greeting	"Dear User" or "Dear Valued Customer" instead of your name	Legitimate platforms always use your name. Generic greetings indicate mass phishing.
Unexpected attachment	"Please open the attached document to verify your details"	Never open attachments from unexpected emails. Call the company directly to verify.
Link mismatch	Link text says "click here to verify" but URL is "http://verify-acc0unts.ru"	Always hover over links before clicking to see the real destination URL.

Step 6: Protect Yourself from Fake Job Scams

In addition to the red flags from Module 6, here are 6 specific warning signs for job scams targeting new digital workers:

- You are offered a job based on your LinkedIn or social media profile without ever applying.
- The interview is conducted entirely via text message or chat — no video call, no phone call.
- You are asked to use your own personal bank account to receive and forward client payments (this is money laundering — you will be held legally responsible).
- You are asked to purchase software, equipment, or a "starter kit" before you can begin work.
- The "company" has no verifiable online presence — no website, no Google Maps listing, no staff on LinkedIn.
- You are rushed to accept within hours: "We need your decision by tonight or the position is filled."

Step 7: Document and Report Harassment Professionally

If you receive harassing, threatening, or unwanted messages online:

- **Document first**: Take screenshots of every message, including the sender's profile name, profile photo, and any identifying information. Save these with the date and time stamp.
- **Do not respond**: Engaging with harassers often escalates the situation. Silence is more powerful.
- **Block**: Use the platform's block feature immediately, this prevents the person from contacting you again.
- **Report**: Use the platform's "Report" function on the specific message or account. On Instagram, Twitter/X, LinkedIn, and Facebook, you can report content directly. Provide as much detail as possible.
- **Escalate if needed**: If harassment involves threats, you have the right to report it to local authorities in your country. Keep your documentation, it is evidence.
- **Tell someone**: Tell a trusted person (trainer, family member, program leader) what happened. You should not deal with harassment alone.

Step 8: Set Up Encrypted Communication for Sensitive Conversations

For sensitive professional conversations discussing contracts, sending personal documents, handling financial information use encrypted communication tools:

- **Signal (signal.org — free)**: The most secure messaging app available. All messages, calls, and files are encrypted end-to-end. No ads, no data collection. Recommended for sharing sensitive documents or financial information.
- **WhatsApp Disappearing Messages**: Open any chat → tap the contact's name at the top → Disappearing Messages → select 7 days. Messages will automatically delete after 7 days from both phones, which are useful for reducing data exposure over time.

- **Avoid unencrypted email for sensitive documents:** If you need to share a sensitive document (like an ID or contract), use a secure file sharing method like a Google Drive link with specific access controls rather than an email attachment.

Tools (AI + Platforms)

- **Google Authenticator / Authy:** Free apps for generating Two-Factor Authentication (2FA) codes. Authy also offers cloud backup.
- **Have I Been Pwned (haveibeenpwned.com):** Check whether your email has been exposed in known data breaches.
- **Bitwarden (bitwarden.com):** A free password manager for storing passwords securely and generating strong, unique passwords.
- **Signal (signal.org):** A secure messaging app with end-to-end encrypted messages, calls, and file sharing.
- **Canva:** Create a personalised digital safety checklist using free checklist templates.



Mini Task

YOUR MINI TASK:

1. Enable 2FA on at least 3 of your digital accounts (Google, LinkedIn, and Instagram recommended), follow the steps in Step 2 above.

2. Review and tighten privacy settings on at least 2 social media platforms using the checklists in Step 3.
3. Check all your email addresses on Have I Been Pwned, note your results and take any required actions.
4. Complete the personal safety checklist below, marking which actions you have taken:

MY DIGITAL SAFETY CHECKLIST:

- ☐ I have enabled Two-Factor Authentication on my Google account.
- ☐ I have enabled Two-Factor Authentication on my LinkedIn account.
- ☐ I have enabled Two-Factor Authentication on my Instagram account.
- ☐ I have reviewed and updated my Instagram privacy settings.
- ☐ I have reviewed and updated my LinkedIn privacy settings.
- ☐ I have checked my email addresses on Have I Been Pwned.
- ☐ I have installed Bitwarden and stored my key passwords securely.
- ☐ I know how to identify 5 signs of a phishing scam.
- ☐ I know how to report harassment on the major platforms I use.
- ☐ I have Signal or WhatsApp Disappearing Messages set up for sensitive conversations.



MODULE 9 — Accessibility & Inclusion

Output

By completing this module, you will have produced:

- An accessible version of one existing piece of content with alt text added to all images, plain language applied to at least one paragraph and captions added if a video is present.
- A completed accessibility audit checklist with all items reviewed and either confirmed as met or noted as improved.

What You Learn

Accessible content can be understood and used by everyone, regardless of disability, language, reading level, device, or internet speed. In this module, you will learn the principles of accessible digital content, why they matter, and how to apply them in your work. You will also learn how to identify and correct bias in AI-generated content.

Here is what you will cover:

- **Inclusive Content: What Accessibility Means in Practice**

Accessible content can be used by everyone. This includes readable text, clear colour contrast, image descriptions (alt text), captions for audio and video, and content that works well across different devices.

- **Alt Text: What It Is and How to Write It**

Alt text is a short description of an image used by screen readers and displayed if an image cannot be loaded. It also helps search engines understand image content. A simple format is: [Type of image] + [Subject] + [Action] + [Context].

- **Captions and Subtitles: Why They Matter Beyond Disability**

Captions make video content more accessible for people with hearing impairments and benefit many other viewers, including non-native speakers and people watching without sound.

- **Simple Language: Plain Language Principles**

Plain language is writing that communicates clearly and directly, without unnecessary jargon, complex vocabulary, or long sentence structures. It is not about "dumbing down" content, but about respecting your audience's time and making information easy to understand. Plain language uses short sentences (15–20 words maximum), active voice, common vocabulary, and clear headings.

- **Ethical Communication: Inclusive Language & Representation**

Inclusive language and diverse representation help ensure your content is respectful and accessible to a wider audience. You will learn how to identify and reduce bias in your writing and visuals.

- **Representation & Bias in AI: A Critical Perspective**

AI tools can reflect bias found in their training data. This module will help you recognise bias in AI-generated content and use prompts to create more inclusive results.

Why It Matters:

Accessibility is at the heart of this programme. It ensures your content can be used by people with different abilities, languages, reading levels, and devices.

Accessible content also reaches a wider audience, improves search visibility, and demonstrates professionalism.

TIP: Accessibility quickly becomes a habit. Adding alt text, checking colour contrast, and using plain language only takes a few extra minutes.

Step-by-Step Guide

Step 1: Audit One Piece of Your Existing Content for Accessibility

Choose one piece of content you created in a previous module (a social media post from Module 5, your CV from Module 3, or your portfolio page from Module 4). Work through the following checklist and note what needs to be improved:

- ☐ Does every image in this content have a descriptive alt text?
- ☐ Is the text color readable against the background? (Use WebAIM Contrast Checker)
- ☐ Are all fonts readable at size 11pt or larger?
- ☐ Are there clear headings that organize the content logically?
- ☐ Is the language simple and clear — can a 14-year-old understand it easily?
- ☐ If there is a video, does it have captions?
- ☐ Is the content free from gender bias and cultural stereotypes?
- ☐ Does the content work well on a mobile phone screen?

Step 2: Write Alt Text for Every Image in Your Content

For each image in your chosen piece of content, write a descriptive alt text using this formula:

[Type of image] of [subject] doing [action] in [context]



Practice examples:

Image Description	Weak Alt Text (Avoid)	Strong Alt Text (Use This)
A graphic you made in Canva	"image1.png"	"Infographic showing 5 steps to setting up a LinkedIn profile, with blue and white text on a navy background."
Your profile photo	"photo.jpg"	"Professional headshot of a young woman in a navy blazer, smiling, against a light grey background."
A screenshot of a complete Canva design	"screenshot"	"Screenshot of a completed business card design in Canva, showing the name Maria Santos, the title Content Creator, and a blue and white color scheme."

To add alt text on different platforms: In Canva: click the image → "Alt text" in the top toolbar. On Instagram: tap "Advanced Settings" when posting → "Write Alt Text". In Google Docs: right-click image → "Alt text".

Step 3: Add Closed Captions to a Video Using CapCut

If you have a video from Module 5 (or any other video), follow these steps in CapCut to add auto-captions:

1. Open your project in CapCut. Tap "Text" in the bottom toolbar.
2. Tap "Auto Captions". Choose the language of your audio. Tap "Start".
3. CapCut will generate captions automatically. Review every line carefully — fix any errors, especially names, technical terms, or platform names.
4. Adjust the font size (minimum 24pt for captions), color (white or yellow on a darker background), and position (usually bottom of frame).
5. Export with captions embedded in the video.

INFO: If you plan to upload to YouTube, you can also add captions there automatically using YouTube Studio's "Subtitles" feature. Always review and correct auto-generated captions before publishing.

Step 4: Rewrite a Piece of Text Using Plain Language Principles

Take any complex or jargon-heavy paragraph from your content and rewrite it using these plain language principles:

Plain Language Principle	Before (Complex)	After (Plain Language)
Short sentences (max 20 words)	"The implementation of two-factor authentication mechanisms provides substantively enhanced protection for user credentials."	"Two-factor authentication keeps your accounts much safer. It means even if someone gets your password, they still can't log in."
Active voice	"The report was submitted by the freelancer before the deadline."	"The freelancer submitted the report before the deadline."
Avoid jargon	"Leverage synergies across your professional network."	"Connect and work with people in your field."
Common vocabulary	"Utilise the aforementioned tools to facilitate the process."	"Use these tools to make the process easier."

Use this ChatGPT prompt to simplify complex text quickly:

"Rewrite the following paragraph in plain language at a Grade 7 reading level. Use short sentences (under 20 words each), active voice, and simple vocabulary. Remove any jargon. Keep the meaning the same. Paragraph: [paste your text here]"

Step 5: Check Color Contrast Using WebAIM Contrast Checker

Go to webaim.org/resources/contrastchecker. Enter the hex codes for your text color and background color. The tool will calculate a "contrast ratio" look for a ratio of at least 4.5:1 for normal text to meet Web Content Accessibility Guidelines (WCAG) AA standard.

Colour Combination	Contrast Ratio	Accessible?
Black text (#000000) on white (#FFFFFF)	21:1	Yes - excellent
Dark blue (#2E5FA3) on white (#FFFFFF)	5.9:1	Yes - good
Light grey (#AAAAAA) on white (#FFFFFF)	2.3:1	No - fails WCAG AA
Yellow (#FFFF00) on white (#FFFFFF)	1.07:1	No - very poor

Step 6: Review Your Content for Gender Bias & Cultural Stereotypes

Read through your content and ask yourself the following questions:

- Does my content default to "he" or "his" when referring to a professional? (Use inclusive language such as "they/their" where appropriate.)
- Do my images represent diverse races, body types, and age groups?
- Am I making assumptions about my audience's family, religion, or culture? (Avoid unnecessary assumptions unless they are relevant.)
- Are people in my images represented respectfully and without stereotypes?
- Does any AI-generated image reinforce stereotypes? (Review and refine prompts to create more inclusive results.)

Step 7: Test Your Content on a Mobile Device

Over 60% of internet users globally access content primarily on a mobile phone. Open your content on your own smartphone and check:

- Can you read all the text without pinching to zoom? (If not, the font size is too small.)
- Are all buttons and clickable elements large enough to tap easily with a finger? (Minimum 44x44 pixels recommended.)
- Does the page or graphic load within 3-5 seconds? (If not, your images may be too large.)
- Does the content require horizontal scrolling? (This is a usability problem on mobile; all content should flow vertically.)

Step 8: Use ChatGPT to Simplify Complex Content Systematically

As you create more content for different purposes, you will sometimes produce writing that is too complex for your intended audience. Use this ChatGPT workflow to simplify any piece of content:

1. Paste the text into ChatGPT with the plain language prompt from Step 4.
2. Review the simplified version. Does it still convey the full meaning? Make any necessary adjustments.
3. Read it aloud. If you stumble or need to re-read any sentence, simplify it further.
4. Ask a colleague or peer who is not a subject matter expert to read it. If they understand it easily, it is accessible.

WATCH OUT: Plain language does not mean low quality. The most respected communicators in the world write simply. The goal is clarity not complexity.

Tools (AI + Platforms)

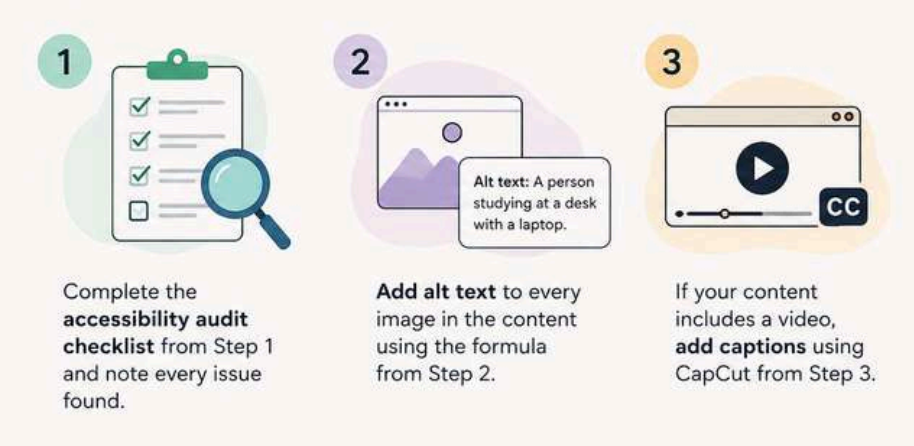
- **Grammarly (grammarly.com):** A free writing assistant that checks grammar, clarity, readability, and tone.
- **Canva Accessibility Features:** Canva has built-in alt text functionality for images (click any image and look for 'Alt text' in the top bar). Its color palette tool also shows hex codes, which you can check in WebAIM.
- **WebAIM Contrast Checker (webaim.org/resources/contrastchecker):** A free tool that evaluates whether your color combinations meet Web Content Accessibility Guidelines (WCAG). Enter hex codes and get an instant pass/fail result.
- **CapCut Auto-Captions:** CapCut's auto-caption feature generates subtitles from your video's spoken audio automatically. Always review for accuracy before publishing — 100% accuracy is never guaranteed.
- **ChatGPT (chat.openai.com):** Use the plain language prompt from Step 4 to simplify complex text quickly. Also use ChatGPT to review your content for bias: "Review the following text for gender bias, cultural stereotypes, and non-inclusive language. Suggest improvements."



Mini Task

YOUR MINI TASK:
Take one piece of content you created in a previous module and make it fully accessible:

1. Complete the accessibility audit checklist from Step 1 and note every issue found.
2. Add alt text to every image in the content using the formula from Step 2.
3. If your content includes a video, add captions using CapCut from Step 3.
4. Rewrite at least one paragraph in plain language using a ChatGPT prompt from Step 4.
5. Check your color contrast using WebAIM, note the ratio and whether it passes.





MODULE 10 — Wellbeing, Ethics & Growth

Output

By completing this final module, you will have produced three lasting outputs:

- A structured 3-month personal development plan with specific goals, actions, resources, and success measures for each month.
- A digital ethics checklist that is personalized to your work and your commitments, saved in your Google Drive portfolio folder.
- A letter to your future self that is written, sealed, and dated to be opened in exactly 3 months.

What You Learn

You have reached the final and most important module. The digital skills you have developed are powerful, but without wellbeing, ethical principles, and a plan for continued growth, they cannot be sustained. This module will help you build a responsible and sustainable digital career.

Here is what you will cover:

- **Digital Wellbeing: Signs of Burnout & Healthy Digital Habits**

Digital burnout is increasingly common among digital professionals. In this module, you will learn to recognise the signs of burnout and develop healthy habits that support long-term wellbeing.

- **AI Ethics: Transparency, Disclosure & Understanding Bias**

Using AI responsibly means being transparent, checking AI-generated content for accuracy, avoiding harmful or misleading content, and recognising potential bias. You will also create your own AI ethics statement.

- **Managing Online Stress: Negative Feedback, Comparison & Imposter Syndrome**

Building a digital career means facing negative feedback, comparisons, and imposter syndrome. This module provides practical strategies for managing online stress and building confidence.

- **Next Steps & Learning Pathways: Continuing Your Growth**

Continuous learning is essential in the digital world. You will explore learning platforms and create a personalised three-month development plan with clear goals and milestones.

Why It Matters:

The long-term success of everything you have built in this playbook depends on your ability to sustain it. Wellbeing, ethical principles, and continuous learning are essential for a successful digital career.

This module helps you transition from training to your professional future. Take your plans and commitments seriously—they are among the most valuable outcomes of this playbook.

TIP: Research shows that people who write down their goals are 42% more likely to achieve them. Your development plan, ethics checklist, and letter to your future self can help turn your goals into action.

Step-by-Step Guide:

Step 1: Complete a Digital Wellbeing Self-Audit

Answer these 8 questions honestly. Score each one from 1 (never) to 5 (always):

Question	Your Score (1-5)
I feel rested and energised at the start of each work day.	
I am able to stop working at a set time each day and genuinely switch off.	
I do not check work messages or social media in the hour before sleep.	
I take at least one full day away from screens per week.	
I do not feel anxious or stressed when I am unable to check my phone for 2+ hours.	
I feel excited and motivated about the work I am currently doing.	
I have hobbies, relationships, or activities outside of digital work that I genuinely enjoy.	
I notice when I am tired and I allow myself to rest without guilt.	

- **Total score below 20**: You may already be experiencing signs of digital burnout, so prioritize the boundaries and habits in this module immediately.
- **Score 20-30**: You have a reasonable foundation, but could benefit from stronger boundaries and rest practices.
- **Score 30+**: You have healthy digital habits, so use this module to reinforce and document them.

Step 2: Set Your Digital Boundaries - Define Your Work Hours & Rest Habits

Write down your digital work boundaries in your Google Drive folder to make them specific and enforceable. Here are the examples:

- **Work hours**: "I work on digital projects between 9am-5pm Monday to Friday. I do not check work emails or messages after 7pm or on Sundays."

- **Notification management:** "I turn off all non-essential notifications on my phone between 10pm and 7am. Social media notifications are off permanently. I check intentionally, not reactively."
- **Screen-free time:** "I have at least 1 hour per day completely away from screens walking, cooking, reading a physical book, or spending time with people I care about."
- **Work device separation:** "I have a separate folder or profile on my phone/laptop for work. I do not mix personal social media scrolling with professional work time."

TIP: Tell someone about your digital boundaries, a friend, family member, or program peer. Research shows that sharing commitments with someone else dramatically increases follow-through.



Step 3: Create Your Personal AI Ethics Checklist

Write a personal AI ethics checklist that you will apply to all your professional work going forward. Use these 7 principles as a starting point and add your own:

- [ ] I will always disclose when AI has been used to generate a significant portion of text, images, or other content in my professional work.
- [ ] I will always fact-check AI-generated content before submitting or publishing it, AI can be confidently wrong.

- [ ] I will always edit AI-generated text to reflect my authentic voice and to ensure accuracy.
- [ ] I will never use AI to create misleading, deceptive, or harmful content.
- [ ] I will actively review AI outputs for bias and challenge stereotypical or harmful representations.
- [ ] I will not pass off AI-generated work as entirely my own in contexts where originality is being assessed (e.g., academic submissions, job applications that require original writing).
- [ ] I will stay informed about the AI tools I use and how they handle my data.

Add your checklist to your Google Drive portfolio folder under "My Digital Ethics Commitment".



Step 4: Identify 2-3 Free Online Courses to Continue Your Learning

Research and identify at least 2-3 specific courses that align with the skills you want to develop next. Here are recommended platforms and specific courses to explore:

Platform	Recommended Course	Duration	Cost
Google Digital Garage	Fundamentals of Digital Marketing (certified)	40 hours, self-paced	Free
Coursera	Meta Social Media Marketing Certificate	5-7 months, self-paced	Free to audit / paid certificate
Coursera	Google Project Management Certificate	6 months, self-paced	Free to audit / paid certificate
LinkedIn Learning	Canva Essential Training	3 hours	Free with LinkedIn Premium or trial
FutureLearn	Digital Skills: Digital Skills for Work and Life	2 weeks	Free access / paid certificate
HubSpot Academy	Content Marketing Certification	6 hours	Completely free with certificate
Google AI Essentials (Coursera)	Google AI Essentials	5 weeks, self-paced	Free to audit

Go to one of these platforms, find a course that interests you, and enroll (or bookmark it for later). Record the course name, platform, and estimated completion date in your development plan.

Step 5: Build Your 3-Month Personal Development Plan

Use this template to write your 3-month Personal Development Plan (PDP). Save it in your Google Drive portfolio folder:

Month	Focus Area	Specific Goals	Actions & Resources	How I Will Measure Success
Month 1	Foundation Consolidation	e.g., Complete LinkedIn profile, submit first Upwork proposal	Modules 4 & 6 outputs, Upwork profile, one tailored proposal	Profile 100% complete; 1 proposal submitted
Month 2	Skills Application	e.g., Get first freelance client or job interview, complete one online course	Module 7 outputs, Google Digital Garage, application tracker	1 paying project OR 1 interview secured

Month 3	Income & Growth	e.g., Earn first income from digital work, build portfolio to 5 work samples	Fiverr gig set up, portfolio updated, networking on LinkedIn	First invoice sent; 5 portfolio pieces complete

Fill in this template with your own specific goals, the more concrete and personally relevant, the more useful it will be. Keep it somewhere visible and review it weekly.

Step 6: Practice Managing Negative Feedback - The Pause-Evaluate-Respond Framework

Negative feedback, whether from a client, a recruiter, a social media comment, or a peer is inevitable in any career. Here is the 3-step framework for handling it professionally and protecting your wellbeing:

- **PAUSE:** Before responding to negative feedback, wait at least 30 minutes (or 24 hours for serious or upsetting feedback). Never respond in the heat of the moment—reactive responses usually make the situation worse.
- **EVALUATE:** Ask yourself: Is there something I can learn from this feedback? Is it from someone whose opinion I respect and who wants me to improve? Or is it unconstructive or intended to harm? Not all feedback is equal — you choose what to internalise.
- **RESPOND (or don't):** If the feedback is constructive, respond with gratitude and a plan to improve. If it is hostile, off-topic, or inaccurate, you do not have to respond. Silence and blocking are legitimate options.

EXAMPLE: "Thank you for your feedback. I have reviewed your comments, and I understand your concern about [specific issue]. I am going to [specific action] to address this. Please let me know if this resolves it for you."

Step 7: Find a Mentor, Community or Accountability Partner

Research suggests that professionals with mentors and accountability partners progress significantly faster in their careers than those who go alone. Here are practical ways to find support:

- **LinkedIn:** Search for professionals in your field who are a few years ahead of where you want to be. Follow their content, comment thoughtfully on their posts, and when the time feels right, send a brief connection request: "Hi [Name], I am a junior [role] who has been following your content about [topic]. I would love to connect and learn from your experience."
- **Online communities:** Facebook Groups, Discord servers, and Slack communities for freelancers, content creators, and digital professionals can provide peer support, job leads, and mentorship. Search for communities specific to your country or skill area.
- **Accountability partner:** Identify one person from this program (a peer, a trainer, or a contact from a related community) who will check in with you monthly on your PDP progress. Schedule it in your calendar now.

Step 8: Write Your Letter to Your Future Self

This is your final and most personal output from the entire playbook. Write a letter to your future self, to be open in exactly 3 months. The letter should include:

- **Where you are right now:** Briefly describe your current digital skills, your biggest accomplishment from this playbook, and what you are most proud of.

- **3 specific skills you commit to practicing:** Be precise not "I will improve my design skills" but "I will create 3 new Canva graphics per week and complete the Canva Essential Training course on LinkedIn Learning."
- **1 digital boundary you will set and keep:** What is the one boundary you most need to protect your wellbeing?
- **Your vision for 3 months from now:** What does success look like? What do you want to have achieved, earned, created, or become?
- **A message of encouragement to yourself:** Write as if you are speaking to your best friend with kindness, belief, and genuine support.

Seal the letter in an envelope (or save it to a password-protected Google Doc) with a note to open it on a specific date exactly 3 months from today.

INFO: Research shows that writing a vivid, emotionally meaningful letter to your future self increases motivation, follow-through, and long-term wellbeing. This is one of the most evidence-based activities in this playbook, so do not skip it.

Tools (AI + Platforms)

- **Forest App (forestapp.cc):** A focus and productivity app that helps you stay off your phone and work in focused sessions. Available on iOS and Android with free and premium versions.
- **Notion (notion.so):** Organise your Personal Development Plan, AI Ethics Checklist, and digital journal in one workspace.
- **ChatGPT (chat.openai.com):** Use it to help structure your PDP: "Help me create a 3-month personal development plan for building a freelance [role] career, starting from beginner level." Also use it to generate reflection prompts for your Letter to Your Future Self.

- **Google Digital Garage (learndigital.withgoogle.com):** A free platform offering certified courses in digital marketing, data analytics, and digital skills.
- **Coursera / LinkedIn Learning / FutureLearn:** Three platforms offering thousands of free and low-cost courses from leading universities and companies. Many courses offer free access to learning content with a small fee for the official certificate — start by auditing (free) and see which course style suits you.



Mini Task

YOUR MINI TASK:

1. Complete the digital wellbeing self-audit from Step 1 by noting your score and 2-3 specific improvements you want to make.
2. Write down 3 specific digital boundaries you will commit to for the next month.
3. Research and identify 2 online courses you will start within the next month and then, write the course name, platform and planned start date.
4. Write your 3-month personal development plan using the template from Step 5.
5. Write your letter to your future self, seal it and date it to open in 3 months exactly.

DIGITAL CODE OF CONDUCT

With all the encompassing modules on display, this Digital Code of Conduct will ensure that our digital spaces, training labs and collaborative platforms can remain as safe, empowering and respectful for all active participants across our partner countries.

Purpose

To establish a secure, inclusive, and supportive environment where young women can be encouraged to learn, collaborate and grow their digital and AI skills without having unknown fear of harassment, discrimination or privacy breaches.



Core Principles

- **Respect & Empathy**: Treat everyone with dignity and fairness, acknowledging the diverse range of cultural and socio-economic backgrounds.
- **Inclusivity**: Ensure that all voices are heard and accessible language can be used.
- **Integrity**: Be honest in your work, especially when utilizing the nature of AI tools.
- **Safety First**: Prioritize the protection of participants' personal data and digital wellbeing.

Rules for Participants

- Engage constructively and provide supportive feedback to peers.
- Zero tolerance for hate speech, bullying, or discriminatory remarks.
- Do not share any personal information, photos or work of other participants without explicit consent.
- Actively participate while respecting the speaking time and boundaries of others.



Rules for Trainers & Moderators

- Lead by example, demonstrating the current expectations of providing inclusive and ethical digital behavior to others.
- Ensure equal opportunity for participation and actively encourage quieter voices.
- Address conflicts, technical issues or code violations promptly and impartially.
- Maintain strict confidentiality regarding participants' personal backgrounds and data.



AI Ethics Guidelines

- **Disclosure:** Always be transparent when AI has been used to generate any significant portion of text, code or media.
- **Verification:** Do not blindly trust AI outputs, please try to fact-check information before publishing or submitting.
- **Originality:** Use AI as a co-pilot to enhance your ideas, not to plagiarize or replace your authentic voice.
- **Harm Reduction:** Never use AI tools to generate deepfakes, misinformation or harmful content.



Privacy & Data Protection

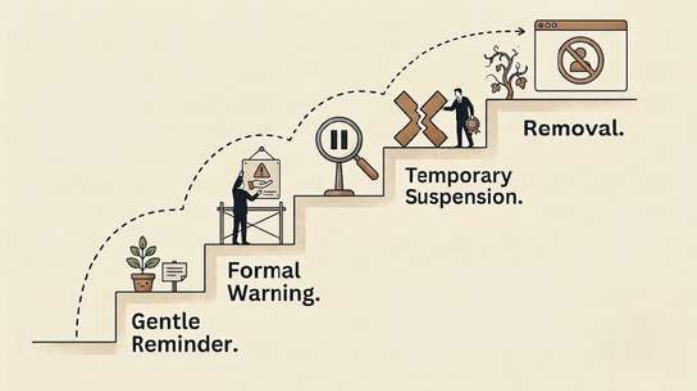
- Use strong, unique passwords and enable Two-Factor Authentication (2FA) on all project-related accounts.
- Do not record video calls or take screenshots of virtual meetings without the consent of all attendees.
- Understand the data policies of the platforms used (e.g., Canva, ChatGPT) and avoid inputting sensitive personal data into public AI models.



Moderation Ladder

If the Digital Code of Conduct has been violated, these following steps should be taken into full action:

1. **Gentle Reminder:** A private message clarifying the rule and asking for a change in behavior.
2. **Formal Warning:** A documented warning from a trainer or project lead.
3. **Temporary Suspension:** Instant removal from the digital platform or training lab within a specified waiting period.
4. **Removal:** Permanent dismissal from the program for committing severe or repeated violations (e.g., harassment, severe privacy breach).



Incident Reporting

If you witness or experience any sort of violation, please report it immediately by following this:

- **Way of Approach:** Fill out the Incident Log template (anonymously if preferred) or email it to the designated safeguarding officer.
- **What to Include:** Provide the date, time, platform, description of the event and any relevant screenshots (please keep it confidential at all times).
- **Response Time:** All reports will be acknowledged and investigated discreetly within the 24-hour window.

Transparency

And most of all, we always commit to open any communication regarding how the decisions are made within the program. Therefore, any changes being made to the Digital Code of Conduct, the tools we use or how the participant data is handled, will be communicated clearly and in advance to all the active participants in a considerate manner.



TEMPLATE PACK

With this template pack, you will get a head start on your journey towards future job opportunities. To keep the original templates available for everyone, copy the design into your own Canva project instead of editing the original. Add a new page to your design (1), open Projects in the editor side panel (2), select the Designs tab (3), and choose the design you want to copy (4). This keeps the original template intact while allowing you to customise your own version, streamline your workflow, and avoid starting from scratch.

CORE TEMPLATES

1) CV Template

https://www.canva.com/design/DAHFFKSx-N0/kmJAfr1iKBTVN4PZAK_UCg/edit

https://www.canva.com/design/DAG7F4gCXKM/wvyrr9lT0Dm7tr2FrivTvw/edit

2) Cover Letter Template

https://www.canva.com/design/DAHE_ope-fU/xBIljsgS0kq-7SagNzTujA/edit

https://www.canva.com/design/DAHFCUdPK6A/zV84vS4yZHe3cK3g2FIkCw/edit

3) Portfolio Page Template

https://www.canva.com/design/DAHFCyQ5u7c/kC-npbLqZKWUJastPrjlzQ/edit

https://www.canva.com/design/DAHFLoO0gWc/BH0McZMNV07cgL0KtMmBpA/edit

4) Cold Outreach Email Template

https://www.canva.com/design/DAHFC73NJ1o/kW8zHYYb6BSl3thTKFVahw/edit

https://www.canva.com/design/DAHFL0rvHzM/a3uyTdFRUrigwCIgVIjyjw/edit

5) Proposal Template

https://www.canva.com/design/DAHFC-N09SI/pm1gWRUT7iHbgNiY8nw5ag/edit

https://www.canva.com/design/DAHFN2q6hjc/6HEXvd5sZohE3tVO0fIs5w/edit

6) Invoice Template
https://www.canva.com/design/DAHFFYNW6aM/IlJZ25MGHLKtsIMTcBnxHg/edit

https://www.canva.com/design/DAHFPrmI9w4/22zZ4avgv12SxJyTlrZr8A/edit

7) Content Calendar Template
https://www.canva.com/design/DAHFFst7F1o/aVoTU7qXZuszIwxqocz_Mw/edit

https://www.canva.com/design/DAHFP5lfczs/EwdEVwPznzenJBzqCCbzqQ/edit

8) Moderator Script Template
https://www.canva.com/design/DAHFCogfILw/icRgd6dEWaAXqNubqX9Ehg/edit

https://www.canva.com/design/DAHFQCrNHiw/R0qkVvJbD2qXj6ptKsfaWQ/edit

9) Incident Log Template
https://www.canva.com/design/DAHFFruXmoU/qHIdSjv3Bxflb9Av_wiIzg/edit

https://www.canva.com/design/DAHFQplNLxA/LedWbPXbQ9diRAaFiNbmvw/edit

10) Memorandum of Understanding (MoU) Template
https://www.canva.com/design/DAHFFiqdPDk/Pb8FfQuYjU2-bWaZSQF4mQ/edit

https://www.canva.com/design/DAHFQ_nmr8g/1aDQFmc8D9j6Bv-5MSN2sg/edit



PROMPT LIBRARY

1) CV Improvement Prompt

Good prompt example:

Try to act as an expert tech recruiter and review the following CV bullet points for a Junior Data Analyst role. Please rewrite them to be more action-oriented, professional and quantifiable. Here are the points: [Insert points]

I am applying for a Senior Marketing Manager position at a high-growth SaaS company. Please analyze my current "Professional Summary" below against this [Insert Job Description]. Rewrite it to highlight my experience in lead generation and team leadership, ensuring the tone is ambitious yet collaborative: [Insert Summary]

Bad prompt example:

Fix my CV.

Make this CV sound better for a job.

Tips:
Always try to give the AI a "role" (e.g., expert recruiter) and specify the exact job title you are currently applying for, so that it can use the correct industry keywords.

2) Cover Letter Prompt

Good prompt example:

Write a 300-word cover letter for a Digital Marketing Assistant role at [Company Name]. Firstly, highlight my skills in social media management and content creation. Secondly, mention my successful project where I grew an Instagram account by 30% in two months. And lastly, keep the tone enthusiastic and professional.

Review my attached CV and this [Insert Job Description] for a Project Coordinator position. Compose a cover letter that connects my previous experience in agile environments to their specific requirement for "cross-departmental collaboration." Use a confident, persuasive tone and ensure the opening hook is unique to my interest in [Company Name]'s recent sustainability initiative.

Bad prompt example:

Write a cover letter for a marketing job.

Can you write me a cover letter that will get me hired at a tech company?

Tips:
Never copy and paste an AI cover letter directly. Always try to read through it, inject your personal tone and ensure that all claims have remained 100% true to the point.

3) LinkedIn Summary Prompt

Good prompt example:

While being in first person ('I'), create a professional and approachable LinkedIn summary for a freelance graphic designer, specializing in branding for eco-friendly startups. Keep it under 3 short paragraphs and include a call to action at the end by inviting people to connect.

Write a LinkedIn "About" section in the first person for a Software Engineer transitioning into Cybersecurity. Focus on my 5 years of backend experience as a foundation for secure coding. Use a tone that is technically credible but curious, and ensure the first sentence is a "hook" that mentions my passion for data privacy.

Bad prompt example:

Write a LinkedIn bio for me.

Can you make my LinkedIn profile look good for recruiters?

Tips:
Specifying the "first person" at the beginning is crucial, otherwise the AI might write "Jane is a designer...", which will look unnatural on your LinkedIn page.

4) Freelance Proposal Prompt

Good prompt example:

Draft a freelance proposal for a 5-page WordPress website project for a local bakery. Please include the sections for “Project Understanding”, “Proposed Solution”, “Timeline (estimated 4 weeks)”, and “Next Steps”. As always, the tone should be confident, warm, and professional.

Act as a senior copywriter bidding for a ghostwriting project on a freelance platform, like Upwork. Draft a concise proposal for a series of 10 LinkedIn thought-leadership posts for a Tech CEO. Focus on how my background in journalism ensures a unique voice and high engagement. Address the client's concern about "minimal time commitment" by proposing a 30-minute monthly interview process.

Bad prompt example:

Write a proposal for a client who needs a website.

Help me write a proposal to a client to get this job.

Tips:
Use the AI to generate the initial structure and professional phrasing, but manually insert your actual pricing and specific technical details later on.

5) Content Creation Prompt

Good prompt example:

Generate 3 educational Instagram post ideas about digital safety for young women. For each idea, provide a catchy hook, a short engaging caption (under 100 words) and 5 relevant hashtags. Don't forget to format the output clearly.

Create a script for a 60-second TikTok video explaining the "Speed Challenge" to university students. The script should include visual cues (e.g., [Text on screen]), a fast-paced energetic voiceover, and a call to action asking viewers to comment with their favorite study hack.

Bad prompt example:

Give me Instagram posts about digital skills.

Write an Instagram video script for me about studying.

Tips:
Asking for a specific format (e.g., hook, caption, hashtags) saves you a lot of time for formatting the output later.

6) Translation + Simplification Prompt

Good prompt example:

Translate the following text into [Target Language]. While translating, simplify the vocabulary, so that it can be easily understood by a beginner or someone with limited digital literacy. As always, keep the tone encouraging and supportive. Text: [Insert text]

Translate this technical "Privacy Policy" summary into [Target Language]. Use a "TL;DR" (Too Long; Didn't Read) format with bullet points. Avoid legal jargon and explain the data collection process as if you were talking to a 10-year-old, ensuring the primary rights of the user are the first thing they see.

Bad prompt example:

Translate this to Spanish: [Text]

Make this easier to read in another language, like French.

Tips:
Realizing that AI is excellent at adjusting reading levels. If a technical document is too hard to understand, please ask the AI to "explain it like I'm a high school student" before translating it.



ACCESSIBILITY CHECKLIST

When creating inclusive digital content, ensure that everyone, regardless of ability, language, or device, can access and understand your work. Use this practical checklist before publishing any digital content:

- ☐ **Visuals & Images:** We have added descriptive Alt Text to all images (explaining what the image shows for screen readers).
- ☐ **Color Contrast:** We have used text colors, so that it can stand out clearly against background colors (e.g., dark text on light background).
- ☐ **Typography:** We have used clear and readable fonts (Arial, Roboto or Open Sans) at a minimum size of 12pt for documents and 16px for web.
- ☐ **Structure & Headings:** We have used proper heading styles (H1, H2, H3) to structure the document logically, rather than just making the text bold and large.
- ☐ **Plain Language:** We have tried to avoid any unnecessary jargon, so that the sentences can be short and the language to be simple and direct.
- ☐ **Links:** All hyperlinks are classified as descriptive (instead of "Click Here", I have used "Read the Digital Safety Guide").
- ☐ **Video & Audio:** All videos have the capability of closed captions (subtitles) and the audio files have a written transcript available.
- ☐ **Mobile Friendly:** We have tested the content on a mobile phone to ensure that it can be readable without excessive zooming or horizontal scrolling.
- ☐ **Inclusivity Check:** The displayed content is free from gender bias and cultural stereotypes, so that we can ensure to maintain our diverse audience with pure inclusivity.

TRAINING KIT

For trainers and facilitators, please use these interactive activities during the training labs to bring these 10 modules into real life. They are fully designed to be as low-resource, highly engaging and focused as it can be for peer learning.

Module	Session Plan	Activity	Instructions for Trainer	Reflection Question	Evaluation Form
1. Digital Foundations	**0–5 min:** Welcome & Housekeeping (introduce goals, ground rules). **5–15 min:** Icebreaker "Raise Your Hand If..." (digital habits check). **15–30 min:** Core Teaching: digital identity footprint, employer view, basic AI tools. **30–45 min:** Guided Practice Live Demo: ChatGPT (simple task) & Canva basics. **45–65 min:** Main Activity "The Digital Footprint Map". **65–80 min:** Mini Task: Write a personal goal & list current digital skills. **80–90 min:** Reflection & Wrap-up: key takeaways. **90–95 min:** Optional Q&A.	The Digital Footprint Map	Have participants pair up with each other and give them 10 minutes to search for their own names online (Google or Social Media). Then, ask them to draw a map on a paper based on what they found. After that, gather in a circle to discuss: “What surprised you?” & “What do you want to change?”.	1. What did you discover about your digital presence today that you didn't know before? 2. What is one digital skill you already have that you hadn't considered a professional skill? 3. If a future employer searched you right now, what would you want them to find?	**Rate 1-5:** "I can explain what a digital footprint is." **Rate 1-5:** "I feel more confident using basic digital tools." **Open-ended:** What is one new digital skill you learned today? **Self-assessment:** Rate your digital confidence before vs after this session (1-5).

2. Personal Branding	**0–5 min:** Welcome & Recap of Module 1. **5–15 min:** Icebreaker "Two Truths and a Skill". **15–30 min:** Core Teaching: personal branding basics, real-world examples. **30–45 min:** Guided Practice Demo: ChatGPT for personal statements; strengths inventory worksheet. **45–65 min:** Main Activity "The 3-Word Pitch" (full group round) **65–80 min:** Mini Task: Write 3–4 line bio using 3 words + statement draft. **80–90 min:** Reflection & Wrap-up: Pair-share bios, feedback.	The 3-Word Pitch	Ask the participants to choose 3 words that describe their professional strengths (e.g., "Creative, Organized, Bilingual"). After the brainstorming session, have them stand up and introduce themselves using only those 3 words, including their target job title.	1. Was it difficult to choose only 3 words? What does that tell you about how you see yourself? 2. How does your personal brand connect to your community or culture? 3. Whose personal brand inspires you, and what can you borrow from them?	**Rate 1-5:** "I can clearly describe my top 3 professional strengths." **Rate 1-5:** "I have a draft personal brand statement." **Open-ended:** Describe your personal brand in 1-2 sentences. **Self-assessment:** How confident do you feel talking about yourself professionally (1-5)?
3. CV & Cover Letter	**0–5 min:** Welcome & Recap, share personal brand statements. **5–15 min:** Icebreaker "CV Myths Busted" (True/False). **15–35 min:** Core Teaching: modern CV formats, ATS, ethical AI use. **35–50 min:** Guided Practice Demo: Improving a weak CV bullet with ChatGPT. **50–75 min:** Main Activity "Prompt Relay Race" (group competition). **75–100 min:** Mini Task: Adapt CV for a specific job using Canva + AI. **100–115 min:** Pair review checklist of drafts. **115–120 min:** Wrap-up: share improvements.	Prompt Relay Race	Try to divide the room into small groups first. Give them a terrible, generic CV bullet point (e.g., "Did social media") and with that, the groups must use ChatGPT to refine it. After that, the group that produces the most professional, quantifiable bullet point in just 5 minutes wins the relay race.	1. Has this session changed your confidence about CV writing? 2. Where do you draw the line between using AI to "assist" vs. "cheat"? 3. What skills do you have that you've never included in a CV before?	**Rate 1-5:** "I know how to adapt my CV for a specific job." **Rate 1-5:** "I can use AI tools to improve writing while keeping my voice." **Open-ended:** What was the most useful AI prompt you learned? **Self-assessment:** Rate your CV writing confidence before vs. after (1-5).

4. Portfolio & LinkedIn	**0–5 min:** Welcome & Recap. **5–15 min:** Icebreaker "LinkedIn Detective" (analyze profiles). **15–35 min:** Core Teaching: Portfolios vs. Résumés, LinkedIn algorithm, keywords. **35–50 min:** Guided Practice Demo: Building Canva/Notion page & LinkedIn "About" section. **50–75 min**: Main Activity "Profile Peer Review". **75–105 min:** Mini Task: Upload 1 project + complete 3 LinkedIn sections. **105–115 min:** Reflection & Group Share: read "About" sections. **115–120 min:** Wrap-up & Preview.	Profile Peer Review	Participants have to swap their drafted LinkedIn summaries or portfolio pages with an assigned partner. Then, provide a feedback rubric: 1 thing they loved, 1 thing that was confusing and 1 suggestion for improvement.	1. What work or skill did you add today that you didn't think was worth sharing before? 2. How does it feel to see your professional profile online? 3. Who is the audience for your portfolio, and how does that change what you include?	**Rate 1-5:** "I have a LinkedIn profile that reflects my identity." **Rate 1-5:** "I understand how to present my work in a portfolio." **Open-ended:** What is one piece of work you added to your portfolio today? **Self-assessment:** Rate your confidence presenting yourself digitally (1-5).
5. AI for Content Creation	**0–5 min:** Welcome & Recap. **5–15 min:** Icebreaker "Good Post or Bad Post?" (critique examples) **15–30 min:** Core Teaching: content types, prompting, AI ethics (disclosure, copyright). **30–50 min:** Guided Practice Demo: Writing post prompt, creating graphic, captioning video. **50–75 min:** Main Activity "20-Minute Hackathon" (create post + graphic). **75–100 min:** Mini Task: Create short post, visual, and attempt 30s video. **100–110 min:** Gallery Walk Share Content & Reactions. **110–120 min:** Wrap-up: Ethics discussion.	20-Minute Hackathon	Provide a fictional scenario at first (e.g., "You are launching a freelance virtual assistant business"). Then, the participants have exactly 20 minutes to use AI and Canva to generate 1 social media post and 1 graphic. After those 20 minutes expired, present their results on a projector screen.	1. What surprised you about creating content with AI? 2. Where do you see the line between helpful assistance and dishonest use? 3. If you started posting for your brand today, what topic would you focus on?	**Rate 1-5:** "I can create a post, visual, and video using AI." **Rate 1-5:** "I understand how to write clear prompts." **Open-ended:** Share one piece of content you created. What prompt did you use? **Self-assessment:** Rate your content creation confidence before vs. after (1-5).

6. Job Search & Gig Platforms	**0–5 min:** Welcome & Recap. **5–15 min:** Icebreaker "Real Job or Scam?" (vote on examples). **15–35 min:** Core Teaching: platform overviews, Boolean search, 8 scam flags. **35–50 min:** Guided Practice Demo: Boolean search, Upwork filters, Fiverr gig structure. **50–75 min:** Main Activity "Platform Scavenger Hunt". **75–100 min:** Mini Task: Update profile, find 3 jobs, write 1 proposal, setup tracker. **100–115 min:** Proposal Share Feedback on Drafts. **115–120 min:** Wrap-up & Preview.	Platform Scavenger Hunt	Provide a list of criteria as listed for the participants (e.g., "Find an entry-level translation gig on Upwork that pays hourly"). Once they get it, the participants can race to find a real job posting that matches the criteria and explain why they are or aren't qualified.	1. How did it feel to see real jobs that match your skills? 2. What would it take for you to submit your first application in 2 weeks? 3. What made the scam examples believable? How will you protect yourself?	**Rate 1-5:** "I can navigate platforms to find opportunities." **Rate 1-5:** "I know how to identify at least 5 scam red flags." **Open-ended:** Name one real opportunity you found. What would you say in your proposal? **Self-assessment:** Rate your readiness to apply online (1-5).
7. Freelancing Basics	**0–5 min:** Welcome & Recap. **5–15 min:** Icebreaker "How Much Would You Charge?". **15–35 min:** Core Teaching: business model, service menu, pricing formula, 5-section proposal. **35–50 min:** Guided Practice Demo: service menu, AI proposal drafting, wave invoice. **50–80 min:** Main Activity "Mock Client Pitch" (roleplay). **80–105 min:** Mini Task: Create service menu, draft proposal, fill invoice, write onboarding message. **105–115 min:** Pair Review: check proposals. **115–120 min:** Wrap-up.	Mock Client Pitch	The trainer should act as a difficult or confused client first. Then, the participants have to take turns roleplaying as a freelancer to try and explain their pricing and boundaries using the proposal template structure. Throughout this pitch, please focus on confident communication .	1. What was most challenging: pricing, boundaries, or pushback? 2. Why might you undercharge, and how can you challenge those beliefs? 3. What service could you offer starting next month?	**Rate 1-5:** "I have a service menu with clear deliverables." **Rate 1-5:** "I can write a professional 5-section proposal." **Open-ended:** Describe your freelance service in 2-3 sentences. **Self-assessment:** Rate your readiness to take a client (1-5).

8. Digital Safety & Privacy	**0–5 min:** Welcome & Recap. **5–15 min**: Icebreaker "Has This Happened to You?" (anonymous sticky notes). **15–35 min:** Core Teaching: security fundamentals, phishing, scams, harassment, reporting. **35–50 min:** Guided Practice Demo: 2FA setup, Have I Been Pwned, Bitwarden. **50–70 min:** Main Activity: "Spot the Phish" (vote on examples). **70–95 min:** Mini Task: Enable 2FA, tighten privacy, check email breach, complete checklist. **95–110 min:** Harassment Response Workshop. **110–120 min:** Wrap-up: "One safety action".	Spot the Phish	Show 5 particular examples of emails or messages on the screen (some are real, some are phishing scams). With this, the participants have to vote on whether it is safe or a scam, and ask them to point out the "red flags" behind their reasoning (e.g., bad spelling, urgent demands, weird URLs).	1. Which account was most vulnerable? What step will you take in 24 hours? 2. How has knowing about online harassment changed how you protect yourself? 3. How does feeling safe affect your willingness to build a digital career?	**Rate 1-5:** "I have enabled 2FA on at least 3 accounts." **Rate 1-5:** "I can identify 5 red flags in a phishing message." **Open-ended:** Describe one change you made to your security today. **Self-assessment:** Rate your digital safety confidence before vs. after (1-5).
9. Accessibility & Inclusion	**0–5 min:** Welcome & Recap. **5–15 min:** Icebreaker "Can You Read This?" (readability test). **15–30 min:** Core Teaching: accessibility business case, alt text, contrast, plain language, AI bias. **30–45 min:** Guided Practice Demo: alt text, contrast check, auto-captions, simplification. **45–70 min:** Main Activity "The Accessibility Makeover" (redesign document) **70–80 min:** Mini Task: Audit own content, add alt text, rewrite paragraph. **80–90 min:** Share-out & AI bias discussion.	The Accessibility Makeover	Provide a printed or digital document that is intentionally inaccessible (e.g., tiny font, bad colors, jargon-heavy, no structure). In groups, the participants must "make over" (redesign) the document using the accessibility checklist.	1. Did you consider accessibility before? What habits will you change? 2. Have you noticed AI bias? How will you check for it? 3. How does making content inclusive expand your audience?	**Rate 1-5:** "I can write descriptive alt text." **Rate 1-5:** "I can check color contrast ratios." **Open-ended:** Describe one accessibility improvement you made today. **Self-assessment:** Rate your accessibility knowledge before vs. after (1-5).

10. Wellbeing & Growth	**0–5 min:** Welcome & Celebration. **5–20 min:** Opening: "one word check-in" + digital skill share. **20–40 min:** Core Teaching: burnout, boundaries, AI ethics, learning pathways. **40–55 min:** Guided Practice Demo: wellbeing audit, PDP in Notion, Forest App. **55–80 min:** Main Activity "Letter to My Future Self". **80–100 min:** Mini Task: Audit, set boundaries, identify courses, write PDP. **100–110 min:** Closing ceremony, share commitments. **110–120 min:** Final Wrap-up: certificates, photos.	Letter to My Future Self	Participants must write a physical or digital letter to themselves, only to be opened in 3 months due time. They must list 3 digital skills they promise to practice and 1 boundary they will set to protect their wellbeing. Trainers can collect them and email/mail these back later.	1. Which module changed your thinking the most? 2. What one boundary will you set this week to protect your energy? 3. Where do you see yourself digitally in 6 months?	**Rate 1-5:** "I have a clear 3-Month PDP." **Rate 1-5:** "I understand AI ethics principles." **Open-ended:** What is the most important thing you learned across all modules? **Self-assessment:** Rate confidence from start vs. now (1-5). Create a message to your past self.

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