

DIGITAL SKILLS FOR DIGITAL EMPLOYMENT

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Abstract

In the present article, as in the past, employment opportunities were available by acquiring traditional skills through education, today in the era of information technology, it will be very important for students to acquire new digital skills for employment and learn employment-oriented digital skills.

Keywords: Digital Skills, Digital Education, Employment, Online education. Social media, Mobile skills, Online games, E-learning. Digital literacy. Computer literacy.

INTRODUCTION

Today's current era is known as digital world. Covid-19 spread across the world and the whole world came to a standstill. The result was that online work started in all fields. Although the world stopped, the work continued smoothly through the computer through the mobile phone. Even education started online. Students came forward not more with mobile but as a medium of learning. And from that, they will have to absorb digital skills and reduce them online in the coming period. That's why today's generation is seen moving forward to get digital employment opportunities through digital skills.

DEFINITIONS OF DIGITAL

The word digital comes from the same source as the words digit and digitus (the Latin word for finger), as fingers are often used for counting. Mathematician George Stibitz of Bell Telephone Laboratories used the word digital in reference to the fast electric pulses emitted by a device designed to aim and fire anti-aircraft guns in 1942. The term is most commonly used in computing and electronics, especially where real-world information is converted to binary numeric form as in digital audio and digital photography. According to Merriam Webster Dictionary- digital meaning "of, relating to, or utilizing devices constructed or working by the methods or principles of electronics : electronic" Digital usually refers to something using discrete digits, often binary digits.

Digital describes electronic technology that generates, stores, and processes data in terms of two states: positive and non-positive. Positive is expressed or represented by the number 1 and non-positive by the number 0. Thus, data transmitted or stored with digital technology is expressed as a string of 0's and 1's. Each of these state digits is referred to as a bit (and a string of bits that a computer can address individually as a group is a byte). Prior to digital technology, electronic transmission was limited to analog technology, which conveys data as electronic signals of varying frequency or amplitude that are added to carrier waves of a given frequency. Broadcast and phone transmission has conventionally used analog technology.

WHAT IS A DIGITAL SKILL?

The term digital skill describes an essential set of skills in our connected world. These are the skills that you need to use computers and other digital devices to access and manage information. Basic digital skills are increasingly seen as being as important as basic literacy and numeracy skills, because they underpin so much communication and interaction in today's world.

DEFINITIONS OF DIGITAL SKILLS

According to UNESCO:

'Digital skills are defined as a range of abilities to use digital devices, communication applications, and networks to access and manage information. They enable people to create and share digital content, communicate and collaborate, and solve problems for effective and creative self-fulfillment in life, learning, work, and social activities at large.'

According to University of Bath-

“Digital skills are the skills you need to study and work in our fast-evolving digital world.” Digital skills therefore include a wide range of skills, including but not limited to skills to get you online and using hardware and software, being able to ‘do stuff’ online, including shopping, working, and socializing, and staying safe.

Being digitally literate is essential for digital skills. For that some important points of digital literacy should be understood. Digital literacy refers to the skills needed to learn, work, and navigate our everyday lives in our increasingly digital world. When we have digital literacy skills, we are able to interact easily and confidently with technology. This means skills like:

- 1) Adoption of new technologies
- 2) Find out what technology is available
- 3) Understanding how it can be used
- 4) Using digital devices, software and applications – at work, in educational settings and in our daily lives
- 5) Communicating, collaborating and sharing information with other people using digital tools
- 6) Staying safe and secure in the digital environment

Students that learn digital skills not only make themselves more employable but future-proof their career by understanding key digital channels. So let’s dive in to find out what are the top 10 employable skills for students and employers.

1. Use of Social Media-

The average amount of time spent on social media worldwide is set to hit 147 minutes, or two hours and 27 minutes, a day in 2022. Not only is this a two-minute increase on 2021 numbers, but it is also the highest ever recorded. There are 4.76 billion social media users which are 59.4% of the world’s population. Obvious to anyone with an online presence. Apps like Facebook, Twitter, Instagram, YouTube, WhatsApp and Messenger have become almost synonymous with the word “social media”.

The ability to understand and use social media effectively is a core and valued skill that every professional should have. Social media marketing goes beyond posting a tweet or Facebook update; it is about understanding the dynamic relationship between brands, influencers, and consumers. To put it simply, businesses need to reach out to customers in ways that will drive traffic to their website—or product—for potential conversion. It now also plays a key role in providing good customer service as many consumers take to social media to ask questions or make comments. Educators who recognize social media’s influence should understand the intricacies of each platform from YouTube to TikTok marketing and its potential to maximize community engagement to provide graduates with valuable and applicable skills.

2. Social Networking-

Networking is important for growing your business and finding job opportunities through social networking almost all of us use different social media networks to promote our businesses, such as Twitter, Facebook, and Instagram. While we use these networks to connect with our future and current customers, there are also social networks that allow you to chat with other like-minded business professionals. While LinkedIn may be the leader in social networking for professionals, there are a variety of other networks that allow for community and networking in different ways. With existing networks and new networks, there are plenty to choose from that all fit your needs and wants in finding a community of professionals to network with.

3. Search Engine Marketing (SEM)-

Beyond social media, Search Engine Marketing (SEM) is one of the most influential disciplines that marketers have come to rely on. To put things in perspective, 81% of internet users search online for a product or service to buy, with Google accounting for 70% of that traffic. Students with SEM experience can increase the visibility of a company’s website on a search engine (e.g., Google or Bing) primarily via paid advertising. By doing so, the business will attract valuable web traffic from the search engine results page.

By using SEM, students will be able to capture precious organic search traffic results. That’s why marketers, content managers, and webmasters spend a great deal of time optimizing websites, particularly for mobile and ad campaigns to ensure the highest conversion rates possible.

Most companies are in the business of selling products or services and want to outshine their competition to be easily found online. During the Covid-19 pandemic the number of customers going online to purchase led to a spike in e-commerce transactions. According to Statista, in June 2020 there were almost 22 billion visits to retail sites up from 16 billion in January. Plus this online behavior shows no signs of slowing down post-Covid. This means that jobseekers with a working knowledge of search marketing will be very valuable to organizations to ensure they are searchable and visible.

4. Data Analytics

During Covid-19, many marketers reverted to mass communications to target customers rather than using data-driven precision marketing. According to McKinsey, one consumer goods company predicted that demand for

beauty products would increase as people came out of lockdown. By tracking re-openings and using data, they focused their media spend and saw a double-digit increase in sales.

Data can provide your students with a wealth of information that - if used correctly - can result in effective marketing campaigns that drive conversions, sales, and revenue. Peter Drucker, a leader in management education and often described as the founder of modern management, has this to say: "If you can't measure it, you can't manage it." Data analytics essentially allow students to make educated and data-driven decisions to drive better business insights. Numbers define whether a campaign was successful and by what percentage. The key knows what data to collect and measure to improve the next campaign. Companies don't want to waste valuable marketing dollars based on trends or gut instincts. It's about maximizing each campaigns' effectiveness and optimizing the return on investment.

Analytics go hand-in-hand with SEM so these skills work together to ensure a business understands what consumers want, and how to attract and retain their attention.

5. Content Marketing-

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell. Content comes in many forms – blog posts, videos, podcasts, infographics, and even social media status updates.

Marketers may spend their time optimizing keywords and advertising campaigns, but content is still king. After all, a website or social media page is driven by its content and without it, customers have no way of understanding the benefits of a product or service. Content is crucial in driving brand awareness and can establish brands or influencers as thought leaders. Therefore new hires need to understand the importance of creating not just content, but content that is relevant to keyword research and optimizing them in a strategy. With experience and knowledge in content marketing, students will have an valuable and employable skill that will set them up for a career in any industry.

6. Email Marketing-

Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. One of the best ways to obtain and retain leads is via a tried and tested method: email. Email is one of the oldest forms of direct marketing and still packs a punch in customer acquisition and retention. From startups to multinational corporations, a great email marketing strategy helps launch successful campaigns.

An experienced digital marketer knows that each funnel stage has to be carefully planned. From the signup page—including its placement on a website—to the welcome email, every step needs to be optimized to attract users and build engagement.

People may change social media accounts or home addresses, but people aren't prone to change their email addresses. That's why professionals that understand the power of email marketing to connect directly with consumers are in high demand. Educators should not see email as an old-fashioned tool but challenge students to rethink ways to use email in their roles - current and future.

7. Social Selling-

Social selling is the practice of using a brand's social media channels to connect with prospects, develop a connection with them and engage with potential leads. The tactic can help businesses reach their sales targets. Social selling is a sure way to boost brand awareness and brand visibility. For example, when you promote a certain product on your brand pages, it can be shared by your existing customers. This way, it reaches new potential leads consistently.

To connect with and influence customers, sales professionals need to be where their prospects are: online. Social selling is proving its worth for sellers that use it – 65% rely on it for filling their pipelines and it generates half of the revenue for 14 major industries. Businesses are also beginning to understand the importance of social selling by investing in new 'sales stack' technology such as email tracking tools, productivity apps, and sales intelligence software. Above all, social selling tools are seen as very effective in connecting with the modern buyer, one that relies on social platforms for reviews and advice. As a relatively new arena for organizations, offering training that is industry aligned will help any student interested in a sales career and achieving social selling success.

8. Pay-Per-Click Marketing (PPC)-

PPC or pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on. It's essentially a method of 'buying' visits to your site, in addition to driving website visits organically.

According to Larry Kim, the average landing page conversion rate is 2.35% but the top 25% convert at double that, at 5.21% or higher. In addition, for every \$92 spent on acquiring customers, only \$1 is used to convert them.

As such, PPC is a popular way for brands to get traffic quickly. Companies with big budgets can get their search result to appear on Google's first page to drive massive traffic. One popular PPC advertising model is Google's Ad Words program and a great way to monitor spend is by using a PPC for e Commerce tracker. For the digitally adept jobseeker, understanding impressions, reach, cost-per-click.

9. Entertainment Video/Social Media Video-

Video has evolved from being just a form of entertainment to a major social media content driver. YouTube is now a powerful and influential platform while networks like TikTok and Instagram have turned video on its head to create wealthy influencers. Why is video so popular? With smartphone users becoming younger and younger, social media apps like WhatsApp, Weibo and WeChat are becoming the de-facto tools of instant message communication. In fact, WhatsApp has more than 2 billion users worldwide with most downloads being from the United States.

Video as content is easier to consume than other formats e.g. a blog post. It's also more entertaining and appeals to Millennial. By combining the emotional power of social media video with the reach and scope of digital advertising, markets can tap into a growing market of engaged consumers.

10. Strategy & Planning-

Businesses that use a digital marketing campaign strategy are most likely to see measurable results in the long term. Instead of planning on an ad-hoc basis, digital marketers need to create and implement campaigns based on analytics and quantifiable SEO data. For example, setting specific KPIs and identifying methods for measuring each indicator can help a marketer remain accountable. It's also imperative that they analyze past campaigns and decide which metric is worth measuring.

To put things in perspective, 79% of senior marketers stated that strategy and planning were 'very important' to an organization's success according to DMI's research paper, 'Perpetual Evolution'. Despite its importance, marketers found this skillset one of the hardest areas to recruit for. Educators should take advantage of this skills gap, by teaching students how to plan and execute a digital strategy.

Precautions to be taken while doing online job

One should be very careful while doing online jobs, because nowadays many companies or some hackers are working to cheat people by creating websites with fake information. Frauds are increasing day by day in the name of employment by creating a duplicate website similar to that of a reputed company. Therefore, one should try to apply for the job with due care and due diligence.

- 1) **Online Safety-** his means knowing the characteristics of a reliable website and the practice of safe online habits such as using appropriate passwords, keeping information private, being aware of cybercrime trends, using an anti-virus, proper file sharing, and others.
- 2) **Understanding how data is ethically used and shared-** Understanding how materials available online can be used properly without stealing or committing plagiarism is an essential skill. This includes being well-versed about Open Educational Resources, copyright laws, and licensing systems or movements (for example, Creative Commons and other licensing systems).

CONCLUSION

What is digital skill, what are its different skills, at the same time we have seen how important it is to be digitally literate to get employment by acquiring the skills required for employment. At the same time, we have thought about what care should be taken to get online employment as above.

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