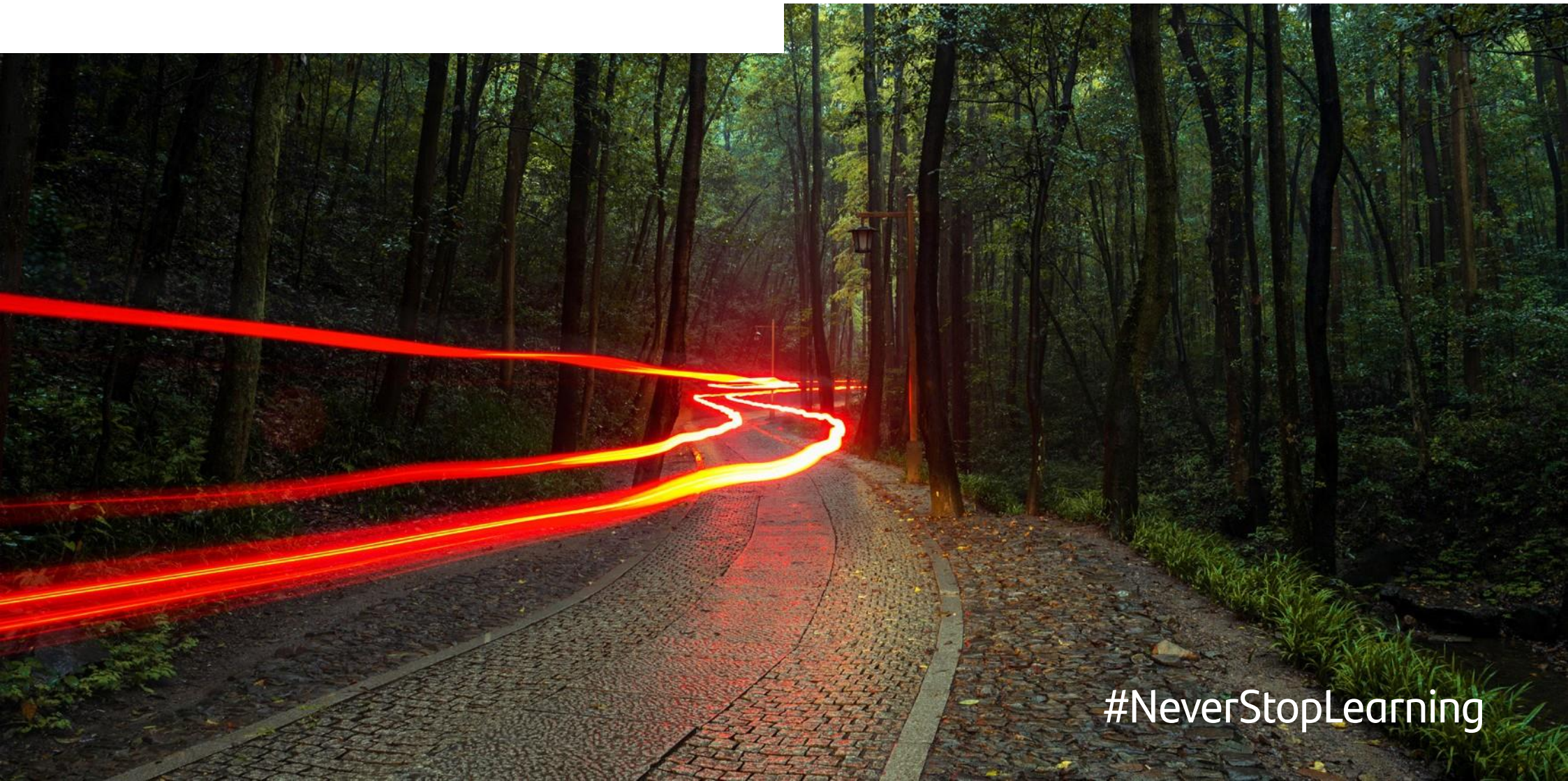


Your Digital Pathway Information Pack



#NeverStopLearning

Programme overview

Your Digital Pathway is a new, free digital skills course from Santander in collaboration with the Institute of Coding, and the award winning TechUP initiative based at Durham University.

The course has been developed to support individuals who want to take the first step on the pathway to building their digital skills, and can support people to:

- Return to, or start education
- Return to or start work, or to pivot their career
- Set up a business online

We know that everyone has a different digital skills starting point. The course is taught at an introductory level and can be completed in the learners' own time, and at their own pace.

All participants who complete the course will receive a certificate of achievement and will also be entered into a draw for the chance to win one of 88 Santander grants worth up to £2,500, available to use on the tailored [Santander Aspire webstore](#).

Your Digital Pathway is open for application until **29 June 2022**. Find out more and apply [here](#)



Key information

- Your Digital Pathway is a **FREE introductory level digital skills course**

- 50,000 places available for UK residents aged 18+

- Learners register for the programme through the [Santander Scholarship Platform](#)

The course is taught at an introductory level and provides up

- to eight hours of bespoke digital skills content across three pathways (see pages 5-7 for more details)

The course is entirely online and features a mix of video content,

- written sections, and links to other material which learners can complete in their own time and at their own pace

It has been built and developed by the award-winning TechUP

- initiative based at Durham University with support from the Institute of Coding

The TechUP team won the Employment and Skills category at

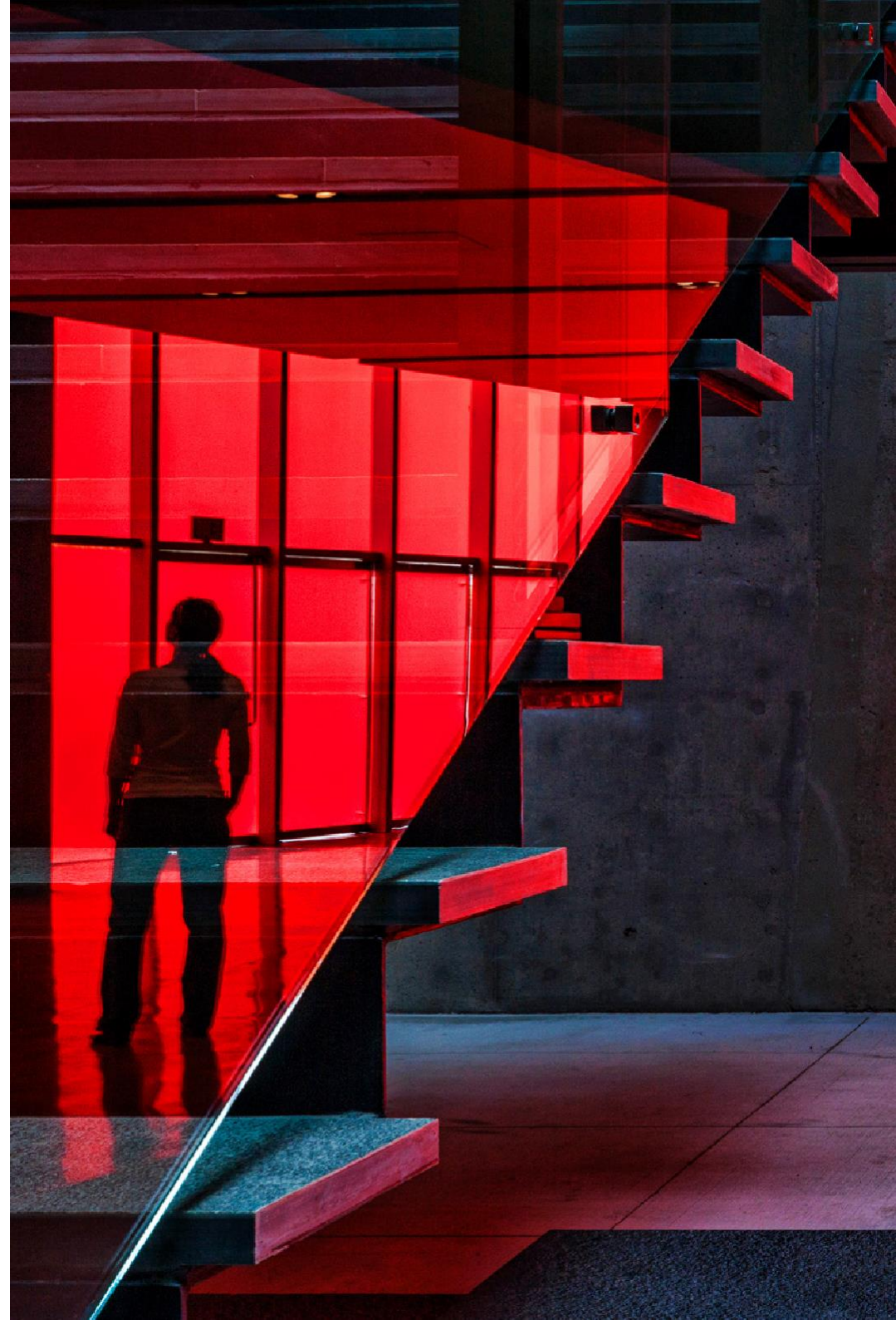
- the Digital Agenda Impact Awards 2020 and the Diversity and Inclusion Award in 2020 for their TechUPWomen programme

Upon finishing the course, learners will receive a certificate of

- achievement that they can include with their CV or share on social media

In addition, 88 grants worth up to £2,500 each are available

- to those who successfully complete the course and post their certificate on LinkedIn, Twitter or Facebook (see page 11 for more details on the grants)



Key audiences for Your Digital Pathway

18-25 year olds who are:

- looking for support as they search for their first jobs and start to build their career
- interested in starting their own business online/a side hustle
- thinking about starting or continuing their studies.

The 35+ age group who are:

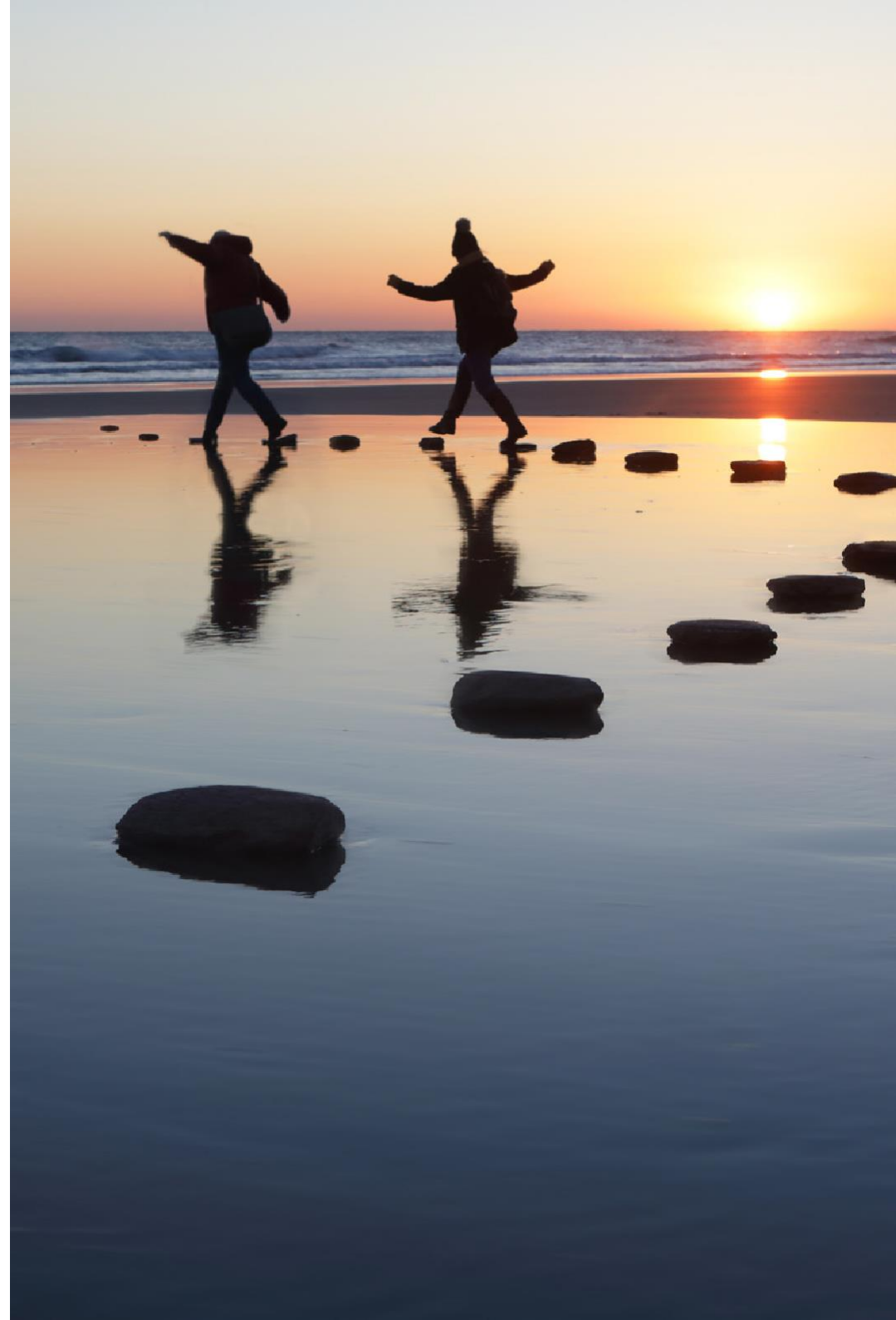
- looking to return to work, change jobs, pivot or change career in an increasingly digital world
- interested in returning to education in order to upskill or reskill to support their career and/or personal goals
- looking to start their own business online/have an idea for a side hustle.

The 50+ age group who are:

- looking to return to work, change jobs or career, and/or start their own business online
- interested in returning to education in order to reskill or upskill to support their career and/or personal goals.

Individuals of all ages who are:

- currently unemployed or who have been made redundant
- returning to work or education after a period of absence and/or a career break
- looking to return to work or education after parental leave
- needing to retrain and/or change careers following the pandemic
- looking to start their own business/have an idea for a side hustle.



Course content:

Module 1: Introduction & Digital Basics (1 hour)

This first module will introduce the course and help learners prepare to take the first step on the pathway to building their digital skills.

It will:

- help individuals choose the equipment and software that they need to access the internet and complete basic digital tasks
- introduce core internet search techniques that will help people find what they need online
- provide additional information on technology and the internet.

At the end of this module, learners will be able to get online and use the internet safely and effectively to connect with people, find information, and further their educational, work and business goals.



Course content:

Module 2: Using Social Media to Connect and Staying Safe Online (3 Hours)

This section will provide individuals with an understanding of social media and how to use it to showcase their skills and capabilities, build their professional network and interact with others.

It will:

- provide an introduction to social media and how to use different social platforms for different purposes
- give guidance about how to stay safe and protect personal information whilst using social media
- provide recommendations and lessons on how to start using social media for professional development
- share the tools and technologies that learners need to stay safe online, from encryption, selecting secure passwords, to anti-virus software.

At the end of this section, learners will be able to create or build their social media presence and use this to connect with others whilst staying safe and protecting their information, privacy and contacts.



Learning pathways

Learners can select one of the following 3 pathways:

Returning to work	Starting a business online	Returning to education
<p>The return to work pathway will provide an introduction to some of the digital skills job seekers will need to find the right job, and support them to build the future career they want.</p> <p>Learning objectives:</p> <ul style="list-style-type: none"> Discover tools, technology, and strategies to help individuals find a job that's right for them Develop resources, social profiles and materials to showcase working skills Learn to use social media and online searches to find opportunities and connect with potential employers and recruiters Gain tips on how to prepare for a successful interview Create a productive virtual office that will support working from home, and set up good work/life boundaries Learn how to get organised and build digital skills for work <p>By the end of this pathway, learners will have the tools to help them find the right job online, showcase their skills, nail their interview, and set up a virtual office that makes a return to work easier to organise.</p>	<p>The start a business online pathway will provide an introduction to some of the key digital skills needed to start a business online and provide individuals with a step-by-step action plan for setting up their business.</p> <p>Learning objectives:</p> <ul style="list-style-type: none"> Discover tools, technology, and strategies to use to research, develop and launch a business Develop a business plan Learn how to use social media to achieve business objectives Understand different online applications including cloud based platforms, and how to use applications to build a business Develop a business brand and create a brand toolkit Build a basic website to showcase the business and connect with customers/clients <p>By the end of this pathway, learners will have the tools to help them build and launch their business online and understand how to use websites, social media and cloud-based platforms to help them run and develop the business.</p>	<p>The return to education pathway will provide advice and information on the range of educational and training opportunities available and support individuals to get started with their learning.</p> <p>Learning objectives:</p> <ul style="list-style-type: none"> Discover tools, technology, and strategies to help determine learning style and find the right course, training or certification programme Learn to use social media and online searches to find information about courses and connect with others Create the best possible LinkedIn profile Learn how to build an online presence to showcase educational skills and achievements <p>By the end of this pathway, learners will have the tools to help them find the right course or programme to support their learning or career goals. They'll also be able to build their network and boost their employability by highlighting skills and educational accomplishments to current or future employers.</p>

Prize draw

Participants who complete the course will have the opportunity to win one of 88 Santander grants worth up to £2,500. Winners will be announced on 8 August 2022 and the funding provided as credit to be used on the [Santander Aspire webstore](#) where individuals can purchase a range of items including laptops, tablets and Chromebooks.

Key information

There are £50,000 of grants available which will be allocated as follows:

- 3 grants of £2,500 (one winner per pathway)
- 85 grants of £500 (85 winners randomly selected across all three pathways)

Entering to win

To qualify for a chance to win participants must:

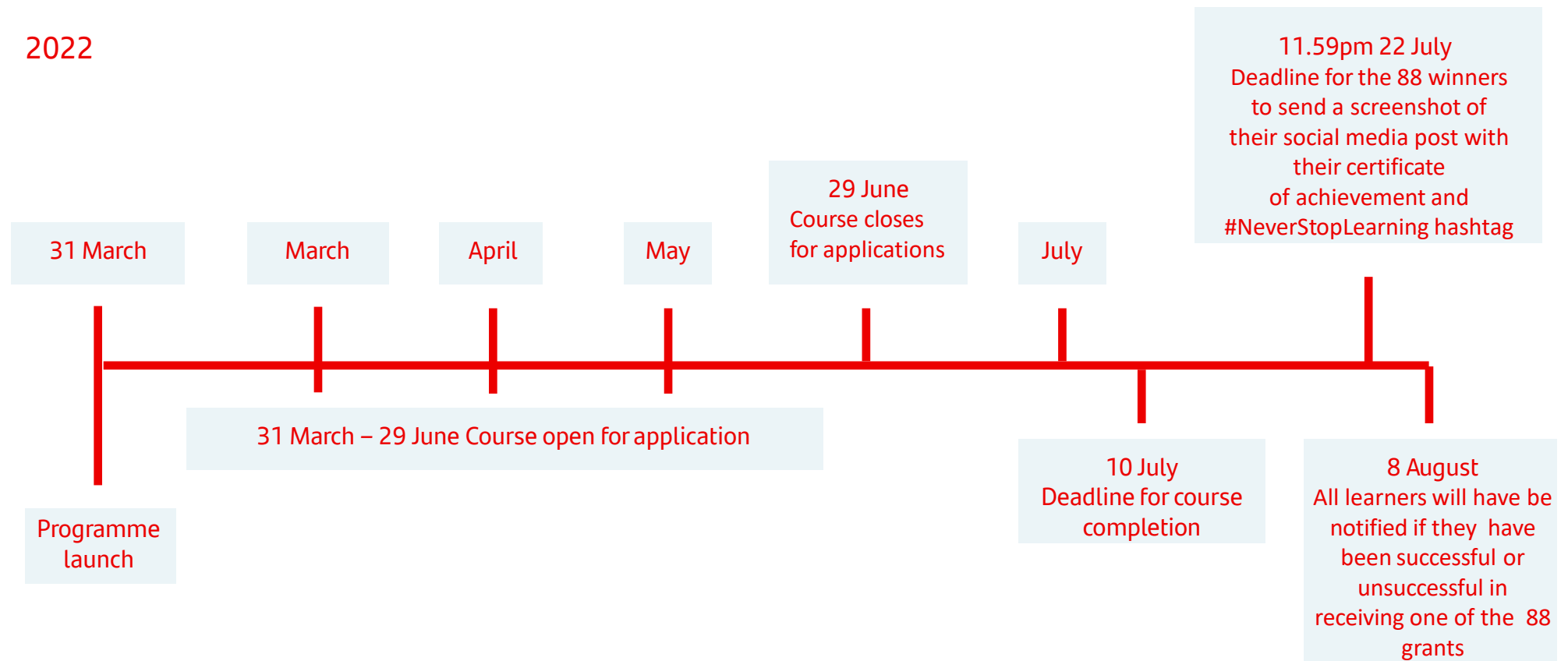
- complete the full Your Digital Pathway programme by **10 July 2022**
- share their certificate of achievement on either Facebook, Twitter or LinkedIn with the hashtag #NeverStopLearning*

*The 88 individuals selected will be required to send a screenshot of their social media post with their certificate of achievement and #NeverStopLearning hashtag to santander.universities@santander.co.uk by **22 July 2022**.



Course Timeline:

2022



Further support

If you have any questions, or to request a communications toolkit, please contact Santander Universities at Santander.Universities@santander.co.uk

