

CLOSING THE GAPS /

Enhancing Women's Economic Empowerment Through Digital Improvement

2022



CLOSING THE GAPS

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INTRODUCTION

The Europe of 2020 still seems to reflect stereotypical norms that, despite extensive efforts, do not seem to have been completely eradicated and insist on limiting the work activity of females. According to Eurostat estimates for 2018, the employment rate for women aged 20-64 in the European Union (EU) reached 67%, an increase of one percentage point compared to the previous year, but still 12 percentage points lower than the corresponding rate for men of the same age.

The *Closing the Gaps* project was implemented in the context of Erasmus+ program under the common need to empower women and increase their presence in the labour market.

Five organisations from four countries have rallied around the above objectives. The coordinator of the "Closing the Gaps" project was LYKEION TON HELLINIDON PARARTIMA VEROIAS (Greece) while the other partners were coming from European Countries like Romania (ASOCIATIA A.S.E.L. RO), Cyprus (STANDO LTD), Greece (iAgroCert) and Poland (AUTOKREACJA FOUNDATION).

The project was based on Eurostat statistics for 2018, according to which, although the employment rate of women aged 20-64 in the European Union (EU) increased to 67%, up one percentage point from the previous year, it is still 12 percentage points lower than the corresponding rate for men of the same age. Focusing more on the 18' statistics on its partner countries of this project, it is revealed,

that the percentage of unemployed women in Greece reaches about 51%, i. e. about 1 in every 2 women are unemployed, in Cyprus 31%, (about 1 in every 3 women are unemployed), in Romania 39%, (about 1 in every 3 women are unemployed) and 35% in Poland, which also means that 1 in 3 women aged 20-64 are unemployed (Eurostat, 2018).

The ultimate goal of the project was the exchange of good practices in the field of digital technology to facilitate the professional (and social) integration into the labour market of women aged 20 to 60 (especially those coming from vulnerable groups). The project also aimed to empower women of the local communities to enhance their digital skills. Finally, the project's overall goal was to promote cooperation at European level, towards sustainable, equal and inclusive societies.

To meet the above objectives, the partnership of Closing the Gaps project, implemented four (4) educational trainings that correspond to thematic areas as (1) **Digital Literacy - Women are Informed** (2) **Internet and Risks** (3) **Digital Business Skills** (4) **Online marketing strategies**.

The educational material of the four training sections could also be found in the formal website of the Closing the Gaps project: <https://closingthegaps.eu/>

THE PARTNERSHIP



#1 Lykeion ton Hellenidon Parartima Verias was founded in 1980 by pioneers of the feminist movement in Northern Greece. It is a volunteer organization, which, in the 40 years of its existence, has played an active and important role in the preservation and presentation of Greek cultural traditions and folk customs. Not less important has been the Club's social contribution, especially in the domain of adult education for women and the defence of women's rights. The Lyceum's spacious and pleasant premises in the centre of Veria welcome, each year, more than 200 children and young people between the ages of 6 and 18, who are given the opportunity to become acquainted with and participate in the national dance tradition as it is preserved in the Greek countryside.



#2 Association for Social Economy and Lifelong Learning (A.S.E.L. RO) is established in Romania in order to preserve, study and promote the common social interests of its members, in the context of public service. The general goal of the association is to develop Social Economy and implement innovative lifelong learning activities.



#3 STANDO LTD (STANDOUTEDU) is a research and educational organisation based in Cyprus, dedicated to the advancement of research and innovation. At the same time, is an approved VET Centre accredited by the Human Resource Development Authority of Cyprus.

Its' dynamic and experienced academics, researchers and practitioners are committed in implementing large scale co-funded projects and collaborate with organizations from Cyprus and around the world.



#4 INSTITOUTO PROOTHISIS KAI PISTOPOIISIS PROIONTON AGRODIATROFIS is established in Greece to be activated within the following priorities: 1. Support the Strategic Development of the Primary Sector. 2. Promotion of quality products, enhance their brand identity and content quality and their commercial value in markets in Greece and abroad. 3. Support for the networking of producers and businesses in the agri-food sector. 4. Create an integrated marketing strategy for local products. 5. Interconnection of agricultural production with tourism.



#5 AUTOKREACJA FOUNDATION aims at fostering the active participation in a civil society through various initiatives among the other outdoor activities. The association contributes to the civilizational, cultural and economic development of Poland and focuses its' activities on cooperation with long-term unemployed, youth from underprivileged regions, unemployed women, elderly people, immigrants and refugees.

Closing The Gaps

in a nutshell

This guide will empower you to
create your business in the
virtual world

MODULE SUMMARY

E-business is an issue that companies really need to take seriously today. In the late 1990s, just before the bursting of the Internet bubble, there were, of course, many voices supporting the idea that emerging communications technologies, of which the still quite youthful WWW was the chief representative, would change the way we did business as we knew it.

This module could be utilized by trainers as a model for conducting their own short training courses for women to provide them with the digital skills and competencies needed to effectively participate in organising a business or starting their own. The main objective of the C3 activity was the trainers to learn how to use the business simulations necessary to learn to "build" a simulated start-up business. The activity aimed to promote interdisciplinary decision making to prepare learners to deal with problems and issues in a changing work environment. The activity is based on an experiential learning environment in which the connection between the different functions of a business is made clear. Participants discover the various functions associated with running a business. This establishes a link between the theoretical and practical nature of business management, as well as the background of the creation and/or development through the management of different business groups

Upon completion of this work module, learners were able to understand different perspectives on business and business decisions, develop intuition and judgement, and ultimately to perform critical analysis in a dynamic, uncertain, and complex environment. They were also able to evaluate data and information, determine the relevance and validity of the information, and apply it to develop a more comprehensive picture of the business environment. In addition, they practiced strategic decision-making and creative thinking. They demonstrated the ability to apply general management knowledge as part of a team in the business context. Leadership responsibilities and work ethics was discussed further in an organisational setting, including issues of leadership and motivation.



CONTENTS

1. Creating a business

2. Professional Skills

3. Development &
Management of a
website/eshop

4. Online Marketing

1

Creating a business

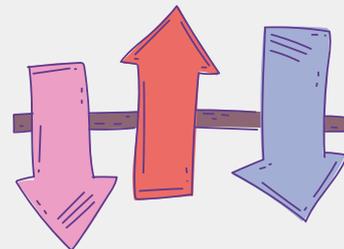
Create Your Business Plan

Once you've decided on the type of business you want to start, you need to put your plan in writing. Your business plan should include a summary of your business, its mission and vision. It should also identify the marketing and sales strategies you'll pursue.

Create an outline of how you'll hire your future employees and what to look for in them. Set a budget, how much you can pay them and how many hours they'll have to work.

Remember that you still need to set your own business budget, even if you set up a virtual office. We'll talk more about virtual offices later, but in the meantime, calculate your overhead costs. These can be office equipment, like a new PC setup, or phone and Internet services.

How to Write a Business Plan, Step by Step



1st step: Write an executive summary

It should include a mission statement, a brief description of the products or services offered, and a broad summary of your financial growth plans.

Though the executive summary is the first thing your investors will read, it can be easier to write it last. That way, you can highlight information you've identified while writing other sections that go into more detail

2nd step: Describe your company

Next is the description of your business, which should include information such as the following: The registered name of your business; Address of the place of business; Names of key people in the company. Be sure to highlight any unique skills or technical expertise of the members of your team

The business description should also specify the business structure - e.g., sole proprietorship, partnership, or corporation - and state each owner's percentage and the extent of his or her ownership interest in the business. Finally, the description should include the history of your business and the nature of your current operations. This prepares the reader to learn about your goals in the next section.

3rd step: State your business goals

This section lays out exactly what you want to achieve in both the short term and the long term.

If you are seeking a business loan or outside investment, you can use this section to explain why you absolutely need the funds, how the financing will help grow your business, and how you plan to achieve your growth goals. It is critical that you clearly state the opportunity at hand and explain how the loan or investment will advance your business.

For example, if your company is launching a second product line, you might explain how the loan will help your company launch the new product and how much you expect it to increase sales over the next three years.

4th step: Describe your products and services

In this section, go into detail about the products or services you are offering or plan to offer.

You should include the following information:

- An explanation of how your product or service works.
- The pricing model for your product or service.
- The typical customers you serve.
- Your supply chain and order fulfillment strategy.
- Your sales strategy.
- Your distribution strategy.
- You can also talk about current or pending trademarks and patents related to your product or service.

5th step: Do your market research

Lenders and investors will want to know what differentiates your product from the competition. In your market analysis, explain who your competitors are. Address what they do well and point out what you can do better. If you serve a different or underserved market, explain that

6th step: Outline your marketing and sales plan

A sales and marketing plan is a document that describes strategies for promoting your product or service to a specific group of potential buyers. It also describes the pricing and distribution structures that will yield the highest expected return.

A successful sales and marketing plan is based on the estimated market share and sales included in the company's original business plan. It requires a study of the demographics of the targeted customer base and an algorithm for setting prices, as well as a well-defined budget tied to a specific time frame (quarterly, annually, etc.). It should also determine the advertising channels, such as social media, television commercials, or direct mail, that are most likely to successfully spread your marketing messages relative to the money invested.

7th step: Perform a business financial analysis

If you're a start-up business, you may not have much information about your business finances yet. However, if it's an existing business, you should prepare an income statement, a balance sheet listing your assets and liabilities, and a cash flow statement showing how much money is flowing into the business and how much is flowing out.

You can also include ratios, such as:

Net profit margin: the percentage of revenue you keep as net profit.

Short-term ratio: measure of your liquidity and ability to repay debt.

Receivables turnover rate: Measure of the frequency with which you collect receivables per year.

This is a good place to include charts and graphs to help readers of your plan understand the financial health of your business.

Company's Name

Indicate all names associated to your business

← →
their number depends on the nature of your business

- ✓ Your own name
- ✓ The legal corporate or company name
- ✓ A "doing business as"
- ✓ Brand name
- ✓ Model name
- ✓ Subsidiary company name
- ✓ Domain name

6 Tips for your brand name



1. Follow your state's naming guidelines
2. Don't choose a name that's too similar to a competitor's name
3. Choose a name that can be spelled and pronounced
4. Make your name web friendly
5. Be memorable, but not too unique
6. Choose a name that's consistent with your brand

Mission Statement

Mission Statement

→ Sums up fundamental principles, philosophy and objectives that guide your business

→ Represents the defining concept of your business

→ Its length can vary from one sentence to a paragraph

→ Give your partners a clear image of what you want to follow



QnAs

- What do you want to achieve?
- What are your specific objectives?

Legal Issues

Type of legal entities

CHOOSE YOURS



Incorporated

Sole partnership



QnAs

- What's the difference between business types?
- How will you choose the best type?

Products & Services



Make a short *description* of your products/services

✓ Identify and describe their nature

✓ Indicate the general categories of products offered

✓ Indicate future products/services



QnAs

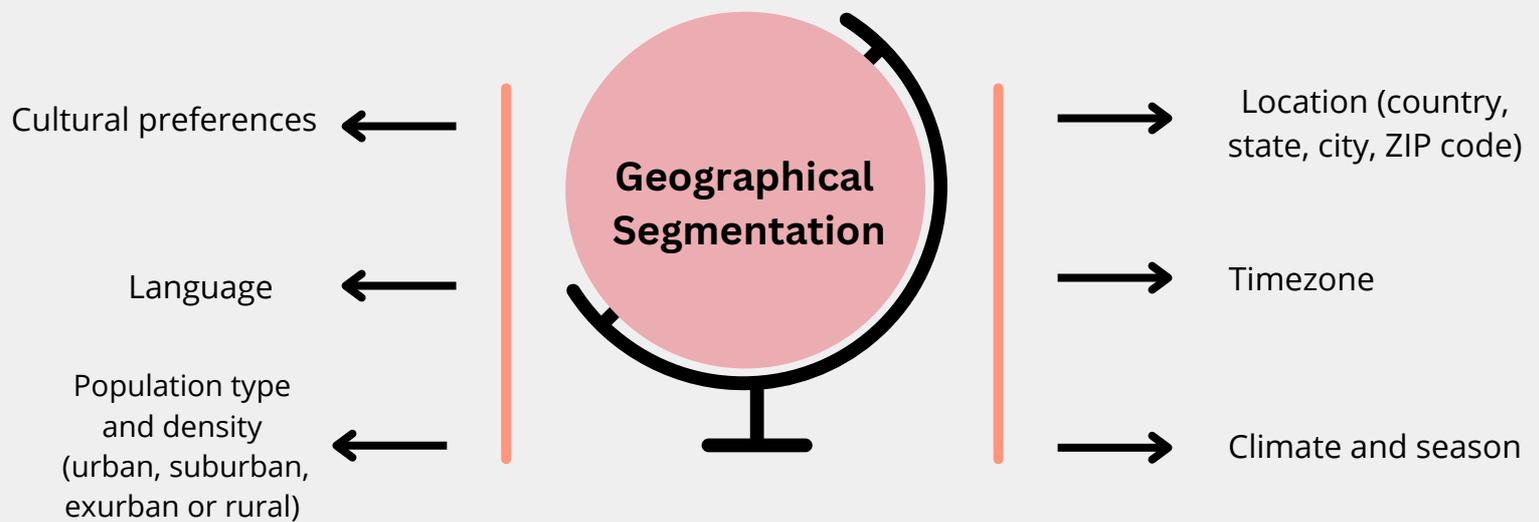
- Define your product/service
- What are the features of your product/service?
- Think of an innovation

Location



Make a short ***description*** of the geographical area your company serves

6 Factors for Geographical Segmentation

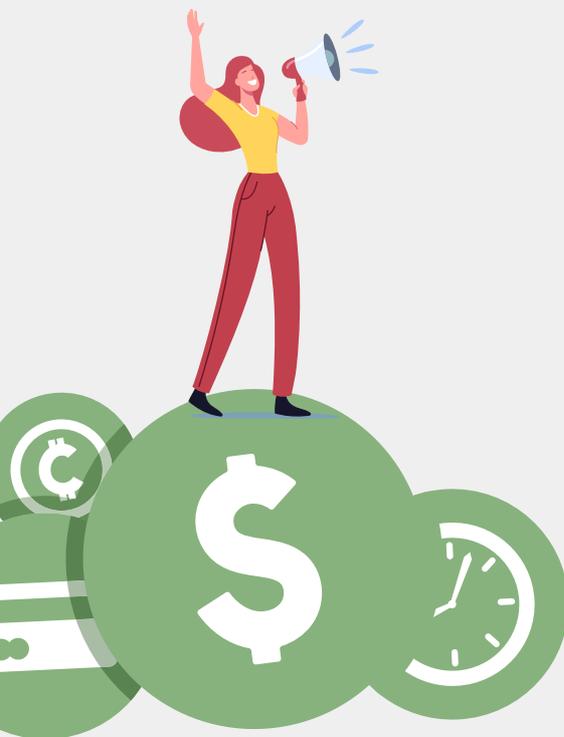


QnAs

- Define your business location
- What are the pros/cons of your location?
- Describe the best location for your business

Financial Status

→ **Financial performance** is a complete evaluation of a company's overall standing in categories such as assets, liabilities, equity, expenses, revenue, and overall profitability.



The Balance Sheet

Current Assets and Liabilities

The Current Ratio

Non-Current Assets and Liabilities

QnAs

- Have you received loans and investments
- What's the budget you are seeking for?
- What's your purpose?



The importance of *Soft Skills*

Soft skills are the skills that enable you to fit in at a workplace. They include your personality, attitude, flexibility, motivation, and manners. Soft skills are so important that they are often the reason employers decide whether to keep or promote an employee. Regardless of the job to which you're applying, you need at least some soft skills.

Essential Professional skills:

Communication (listening, negotiation, nonverbal communication, presentation, verbal & visual communication, writing reports & proposal, writing skills)

Time management: the process of organizing and planning how you divide your time among various activities.

Leadership (the ability to make decisions when push comes to shove and manage situations and people- the ability to step up to the plate in a difficult situation and help resolve)

Teamwork (candidates who can work well with others-to be able to work effectively with the people around you)

Flexibility is the ability to adapt quickly and calmly to short-term changes so that one can effectively handle unexpected problems or tasks.

Public Speaking enables us to make connections, influence decisions, and initiate change.

The role of digital learning in the workplace



- ✓ Easy access to information (You can learn anything at any place anytime and it saves your time as well. No need to go anywhere from a place or spend money and time on a travel ticket).
- ✓ Education on a budget (E-learning is very cost-effective as compared to any other mode of education. It saves your money and time too. You can learn whatever you wish to, just by paying for a subscription. Online learning offers a lot of benefits at lower costs).
- ✓ Improves staff performance and productivity (Employee performs very well and they understand what you expect from them. You can make them aware of the procedure that needs to be followed in a particular work and this will definitely improve their productivity).
- ✓ Saves company's money (E-learning is very much cost effective. Online courses save your money as compared to other learning methods. It offers you a platform where you can easily develop and train your employees for improving their performance).
- ✓ E-learning improves learner retention (Learning is more interactive and the learner gets a chance to interact with each other. They will learn as they are interested in the subject).
- ✓ Learners can learn in their own way (Learners can learn in their own way, they will get a detailed knowledge of the subject. For example, if you want to learn about any particular software at your home then just open your laptop and go to the e-learning portal, and study that software).
- ✓ Guarantees a risk-free environment for your employees (E-learning does not involve any risk for a company because there is no need to go anywhere from a place or spend money and time on a travel ticket. If you are an employee of a particular company then completing courses in online will be more suitable than attending classes at your workplace).
- ✓ Online learning boosts skills across different topics (Online courses offer you a platform where you can learn different skills and topics. You can also take up a certification exam after completing the course, it will help in improving your career prospects).

The role of application programs in producing documents, databases, graphs, worksheets, and presentations



- ✓ Increased efficiency (by automating tasks and providing templates and other tools, productivity software can help users work more quickly and efficiently)
- ✓ Improved accuracy (automated features can help reduce errors in data entry and other tasks)
- ✓ Greater flexibility (productivity software often provides a range of ways to view and manipulate data, making it easier to find the information you need and tailor it to your specific needs)
- ✓ Enhanced collaboration (many productivity applications now include features that make it easy to share documents and work on them together with colleagues, which can improve communication and collaboration)

Examples



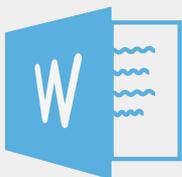
Examples of office productivity software include word processors, database management systems (DBMS), graphics software and spreadsheet applications:

Word (Changing case, create a custom tab, Quick parts, Add placeholder text, Edit wrap points when wrapping text, Convert a list to a table, Convert a bulleted list to SmartArt, Quick selection methods, Remove background on an image)

PDF (edit, create, export, sign in, organize, share & protect)

EXCEL (inserting a pivot table, sorting of tabulated data, adding formulas to the sheet, and calculating large data)

POWERPOINT (word processing, drawing, outlining, graphing, and presentation management tools)



Ways to Teach Digital Literacy

Emphasise the importance of critical thinking

Use social media for learning and collaborating

Provide guidance on how to avoid plagiarism

Teach how to manage their online identity

Teach how to manage their online identity

Provide authentic contexts for practice

Guide them out of their comfort zone

How to Make Your Skills Stand Out



ADD RELEVANT SKILLS TO YOUR RESUME: Include the terms most closely related to the job in your resume, especially in the description of your work history.

HIGHLIGHT SKILLS IN YOUR COVER LETTER: You can incorporate soft skills into your cover letter. Include one or two of the skills mentioned here and give specific examples of instances when you demonstrated these traits at work.

USE SKILL WORDS DURING JOB INTERVIEWS: You can also use these words in your job interviews. Keep the top skills listed here in mind during your interview and be prepared to give examples of how you have used each. Each job will require different skills and experiences, so make sure you read the job description carefully and focus on the skills listed by the employer.

Types of networks

The types of networks are divided according to their geographical extent into:

- Long-distance networks (WAN).

They cover distances from a few kilometres (usually more than 5 km) in the same city to thousands of kilometres in different cities - states - continents. They consist of computers, telecommunication equipment and even wires. Examples of such networks are airline networks, banking networks, public data networks, etc.

- Local area networks (LANs) or short-distance networks.

They cover short distances (a few hundred metres or a few kilometres) and are limited to the perimeter of a company. They differ from broadband networks in that they use different operating techniques.

- Metropolitan Area Networks, MAN

Covering networks that do not go beyond the borders of a city. They are faster than the local networks and can transmit image, voice and data more efficiently.

-Private Networks

They are wholly owned by private organisations and use either exclusive communication lines of public telecommunications operators (leased lines) without shared with other users or proprietary communication lines.

-Public Networks

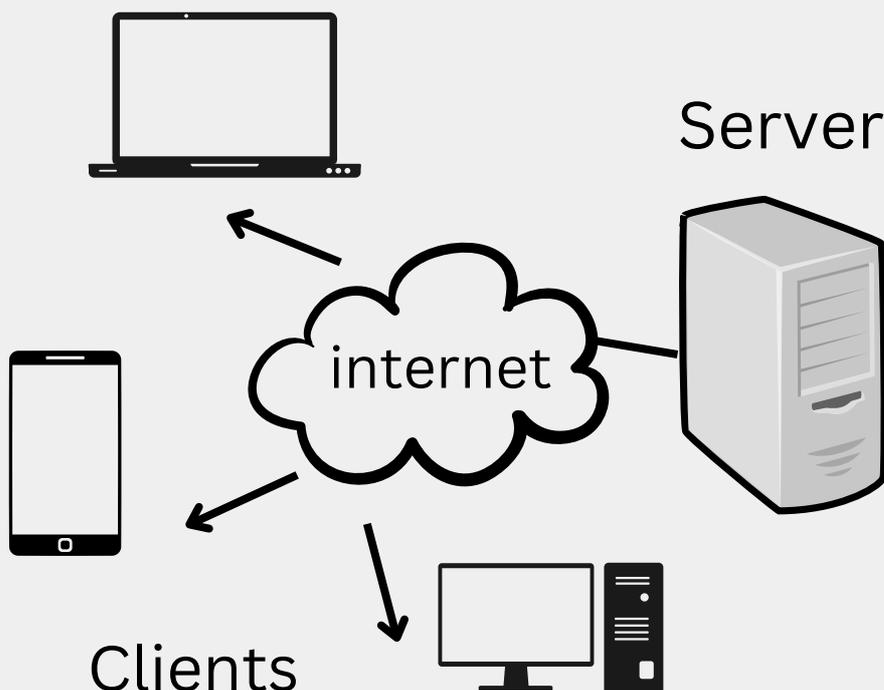
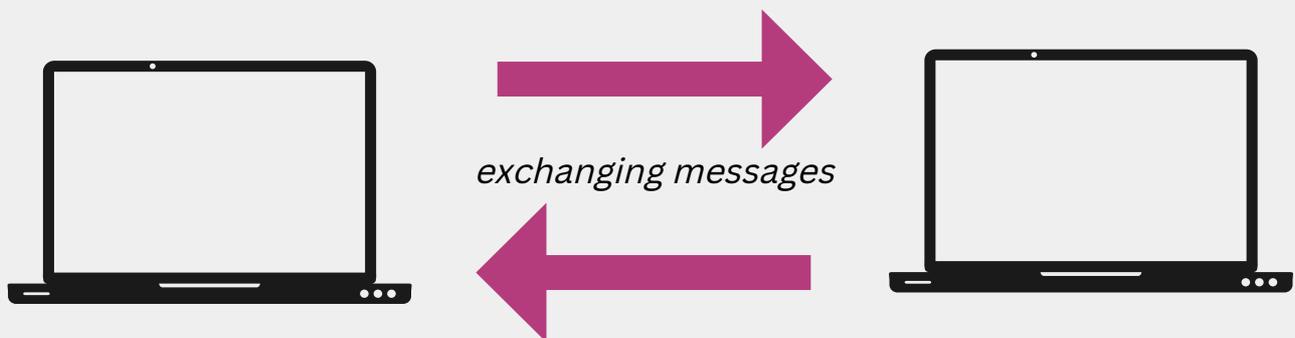
Used to connect distant points. Used when the distance is great and the use of leased lines becomes uneconomical, or when the load between points is not high, so that a high transmission speed is achieved



How the internet works?



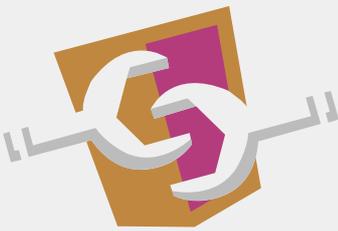
The **internet** consists of nodes and edges. Each node is a computer of each node edge of a transmission medium usually cable or optical fibre. Each node has a unique IP address. Each node to communicate with the other person must know his address.



Nodes exchange messages with each other, and each node (web client) must have the appropriate software to read the messages it receives. There are nodes called web servers, whose job is to always be available and respond with messages to the respective requests. An online communication is usually client-server, i.e. a client node asks and a client-server node responds

→ What is a web server?

Web Servers are the hardware and software, which provide various services "serving" requests from other computers, known as clients. Sure there is a possibility that the computer itself is running such server programs 24 hours a day. In this case the whole computer is considered a server since this is its basic function.



Web Servers and their components

Servers are usually computers that differ in their composition from common computers because they have more advanced capabilities. The way communication between a client and the server is done by a local network or even and from the Internet. Usually web hosting is done on a specialized server to host websites



What is a web client? ←

Computers connected to the internet and using a web browser are called web clients. All browser software (Internet Explorer, Google Chrome, Mozilla Firefox, Opera. . .)

Introduction to the **Website!**



What is DNS?

The Internet uses a distributed naming system called **Domain Naming System (DNS)**. The DNS system allows us to refer to computers and other devices (for example routers), with names (the domain names) rather than the IP address (Internet Protocol address) which is difficult to remember and uncomfortable to use.

For example, it is easier to remember `www. ip. gr` than `www. ip. gr 123. X. XX. XX`.

DNS is responsible for converting the mnemonic names (domain names) to the relevant IP. For example, IN. GR has registered the domain `in. gr` to uniquely name the its existence on the Internet.

How to choose your **Domain Name?**



- 1 Find a small and clear Domain Name relevant to your business

Your website visitors should easily remember it and write it down easily. Try to register the smallest possible name associated with the activity of your business. A good rule of thumb is to manage to keep it up to 7 characters without the suffix

- 2 Find a name that is easy to spell.

Find a name that doesn't raise doubts about how it's spelled even if someone hear it. A domain that every time you mention it you are asked how to spell it, it is not the proper name for you.

- 3 Use keywords

A good idea to use a keyword is to find something in the field that will activity of your business.

- 4 Branding through Domain Name

Choose the Domain Name according to the name or title of your business. Optimally, the Domain Name and the name should be exactly the same

- 5 Avoid using numbers and hyphens

Avoid names that contain even one a dash or a number. If you use a number or hyphen and someone only listens, without seeing the Domain Your name will not know whether it is spelled with words or regular numbers. In general, the use of numbers or hyphens in the Domain Name is a combination that confuses your visitor. Don't use it if you don't have to.

How do we check if a domain is available?

There are many websites to check if a domain is available so that you can register such as papaki. com, easy. gr, domain. com and so on. Example, we will go to the easy. gr page and in the "Write the domain" box we will put the domain we are looking for.

brainstorming activity



Come up with name ideas!
Search for name availability!
Customize your domain name!

→ If you want to target international markets, it's a good idea to get a **.com**

→ If you want to target a specific country, ideally you should use its own country main TLD, such as **.de** for Germany, **.co.uk** for the UK, etc.

→ In case there is no **.com**, prefer **.org** (for organization. . .), **.net** (network), **.biz** (business), **.eu** (European Union), **.edu** (educational), **.gov** government agencies, etc.

In USA they say: 'If you start a company with the name X, and the x. com is not available, then you have to change your company's name.'



What is web hosting?



Web hosting is an online service that allows you to host your website and to individuals and companies to have a website permanently posted on the Internet, without having to bear the cost of such equipment or the need to serving a large number of external connections and bandwidth.



This is undertaken by web hosting companies (web hosts) that offer space on their server and part of their network connection. The term Web Hosting refers to the process by which the owner of a website rents space on computers to place their files and or electronic files. These files, which make up its website, are offered through a secure network of uninterrupted supply to visitors.

Types of websites and applications:

Static website:

A static website is an internet website that in order to edit the its content, you should have knowledge of web programming. On the static website we are not provided with any control panel and that changes, additions, deletions, etc. we want to make to the content, we need to we do in the code of the page. It is less flexible than the dynamic website but is usually cheaper and serves to display content that we are not going to update often

Dynamic website:

A dynamic website is that web page on the internet, which has a control panel behind it and can be edited without any knowledge of the web programming. Similarly, a dynamic website is considered to be the one that its content is updated or revised automatically, without our intervention. The system does it all automatically. All I have to do is write and format my article in a text editor that the control panel offers to me.

Web Hosting Control Panels (Web Hosting Control Panels)

A web hosting control panel is an interface based on the web and is provided by a web hosting service that allows users to manage their servers and hosted services.

Let's look at some basic CPanel functions:

- Web-server management (mime-types, frontpage extensions, redirection, folders password)
- Softaculous Module that allows you to automatically install Open Source dynamic sites and applications such as joomla, wordpress, phpbb, applications newsletter etc.
- Manage e-mails (user creation, mail aliases, mail forwards, auto responders, filters, spam detector)
- File management (transfer, deletion, file/folder editing)
- DNS management (domains, sub-domains, parked domains, re-directs)
- FTP management
- MySQL management (database creation, user creation and editing with the phpMyAdmin)
- Statistics of the site.
- Backup management
- Installed CGI and PHP scripts.
- E-commerce applications.
- Manage SSL (add/remove certifications)
- PHP version management

Web Hosting Control Panels (Web Hosting Control Panels)



What is the use of Cpanel?

Cpanel allows the owner of the web hosting account to manage it with convenience. Without it, it would require root access to the server, and an advanced knowledge of the of server management .

Cpanel allows users to manage their FTP accounts, manage their create backups (Back Up) , configure accounts email , add new domains or sub domains , code access to protect the folders, and even add programmed work .

It is useful because it enables the user to manage the system by himself hosting account, without the need for third-party support.

The screenshot displays the Cpanel web hosting control panel interface. At the top, there is a search bar with the placeholder text "Find functions quickly by typing here." Below this, the interface is organized into several main sections:

- FILES:** Contains icons for File Manager, Directory Privacy, Disk Usage, Web Disk, FTP Accounts, and FTP Connections.
- DATABASES:** Contains icons for phpMyAdmin, MySQL® Databases, MySQL® Database Wizard, and Remote MySQL®.
- DOMAINS:** Contains icons for Site Publisher, Addon Domains, Subdomains, Aliases, Redirects, Simple Zone Editor, Advanced Zone Editor, and Zone Editor.
- EMAIL:** Contains icons for Email Accounts, Forwarders, and Email Routing.

On the right side of the interface, there is a sidebar with the following sections:

- GENERAL INFORMATION:** Displays details for the Current User, Primary Domain, Home Directory, Last Login, Theme, and Server Information.
- STATISTICS:** Shows the status of Email Accounts (1 / 1 (100%)) and MySQL® Databases (1 / 1 (100%)), each with a blue wrench icon for configuration.
- Autore responders:** Shows 0 / ∞.
- Disk Usage:** Shows NA / ∞.
- Email Filters:** Shows 0 / ∞.

WordPress

What is WordPress

WordPress is a modern web publishing and management system content. In other words, it's a means to make a website or blog nice and simple and post all kinds of content: articles, thoughts, photos, videos, product and service information - whatever you want!

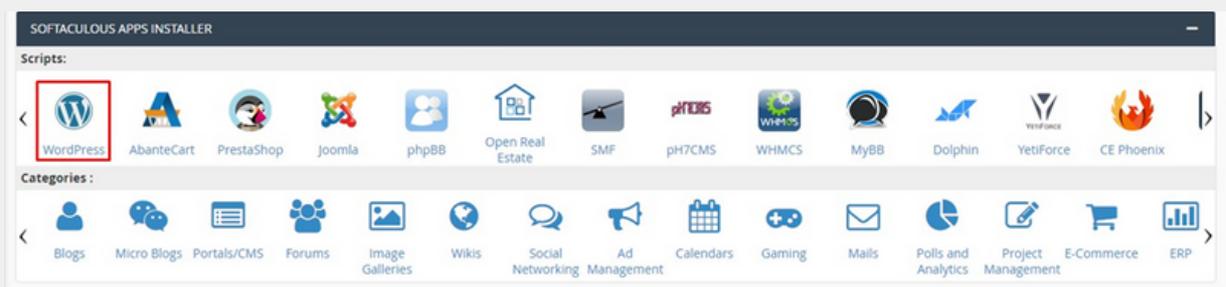
WordPress is available for free and is free and open source software.

WordPress is an integrated content management system (Content Management System CMS) with which you can build all kinds of websites (blogs & eshop)

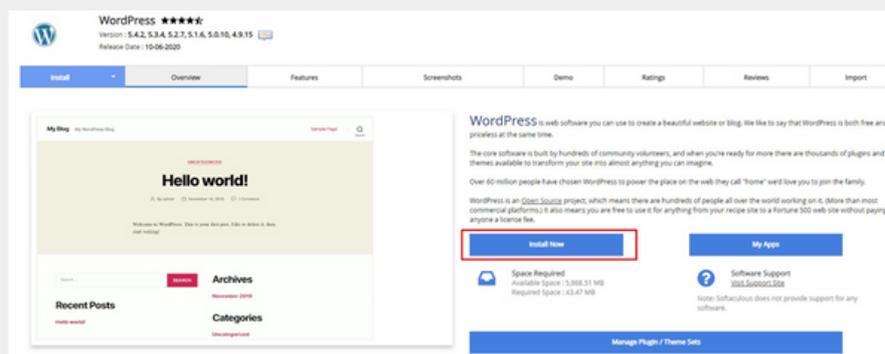
<https://el.wordpress.org/>

*CMS systems are web applications that allow users to update the content of their website online and without knowing it programming, simply through forms and text editors.

Installation of Wordpress



We select the Wordpress application and then select **Install Now** to install the CMS



WordPress *****
Version: 5.4.2, 5.3.4, 5.2.7, 5.1.6, 5.0.10, 4.9.15
Release Date: 10-06-2020

Software Setup

Choose the version you want to install
Please select the version to install. 5.4.2

Choose Installation URL
Please choose the URL to install the software. 1. http:// 2. noldorfd.com

Site Settings

Site Name 3. My Blog

Site Description 4. My WordPress Blog

Enable Multisite (WPMU)

Admin Account

Admin Username 5. zixpm

Admin Password 6. WslBGR@G

Then we fill in the following fields one by one.

1. We will choose whether our site will have an SSL certificate.
2. We choose where we will install our Wordpress. (our domain)
3. Enter the name of our website.
4. Enter the subtitle/description of our website.
5. Enter the administrator username
6. Enter the administrator password
7. Enter the email of the administrator

Below we define the installation language of Wordpress. In the Database Name and Table Prefix fields for security reasons we change the first 2 letters (wp).

Finally, we choose once a week to create backup copies of the our website and click on the install button (Install).

Choose Language

Select Language English

Select Plugin(s)

Limit Login Attempts (Loginizer)

Classic Editor

wpCentral - Manage Multiple WordPress

LiteSpeed Cache (recommended)

Advanced Options

Database Name Type the name of the database to be created for the installation noldor_ wp566

Table Prefix wppq_

Disable Update Notifications Emails

Auto Upgrade Do not Auto Upgrade
 Upgrade to **Minor** versions only
 Upgrade to any latest version available (**Major** as well as **Minor**)

Auto Upgrade WordPress Plugins

Auto Upgrade WordPress Themes

Backup Location Default

Automated backups Don't backup

Backup Rotation 4

Development of an e-shop through **woocommerce**

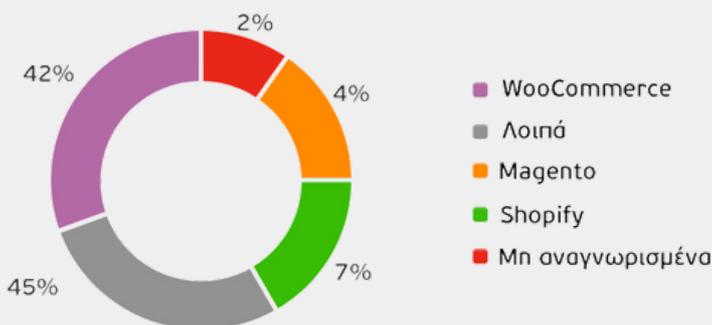


For the development of an e-shop we use the **woocommerce** which automatically adds all the basic functions of an online store.

Building an eshop with woocommerce is an economical option in order to get your own online store easily and quickly.

Key features of eshop with woocommerce:

1. This plugin is provided completely free of charge
2. Easy installation with a few clicks
3. It is quite easy to use and manage
4. It provides countless plugins and themes that extend the functionality of its' potential
5. It provides payment options with Paypal, Credit Card and more
6. Allows you to directly import and export your products from an xml file
7. Provides security, antispam and encryption features



WooCommerce is an open source software. It is addressed to all businesses that are currently active on the internet and e-commerce. It was created in 2011 by WooThemes, and to date it is used by 42% of online stores worldwide.

4

Online Marketing



Social Media Marketing

Advertising on FB & IG



Email marketing

Newsletters



PPC – Google AdWords

Google ads

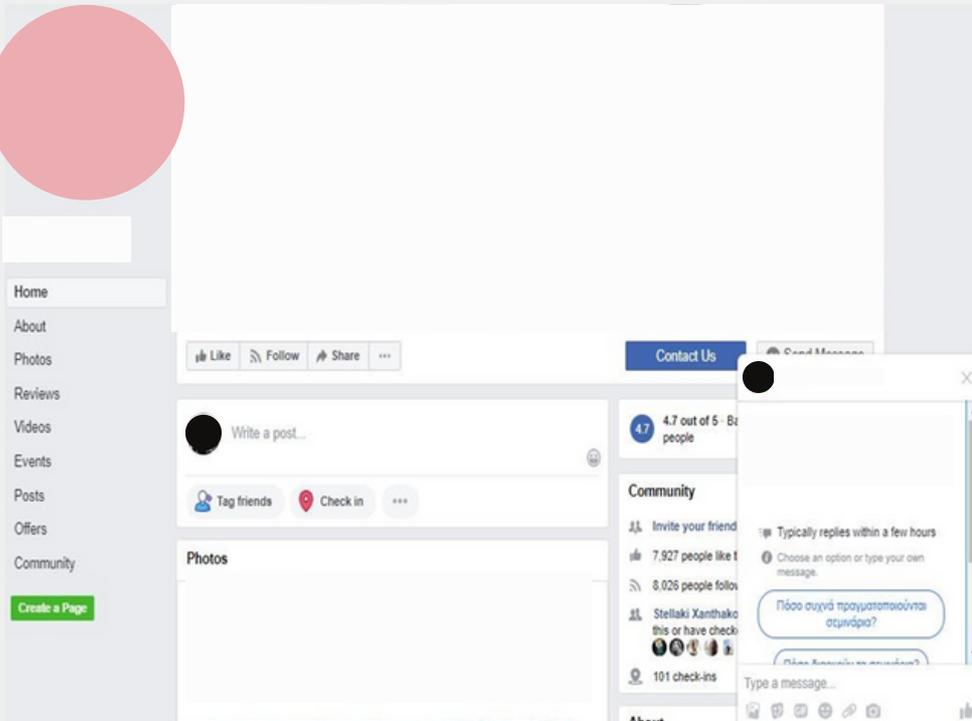


QnAs:

Do you know any of these terms?

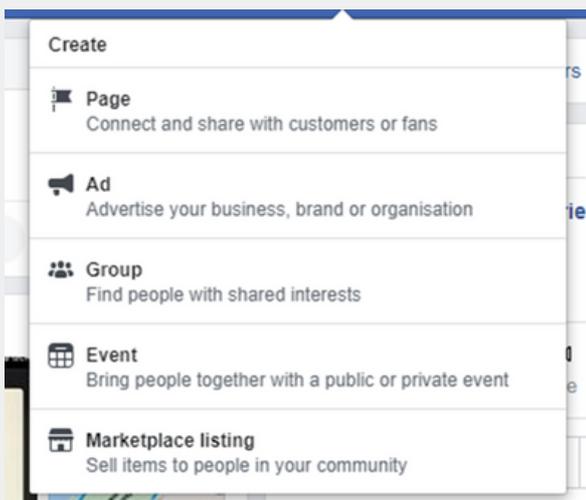
Have you ever used these channels?

Activity: Create accounts/virtual presence of your business

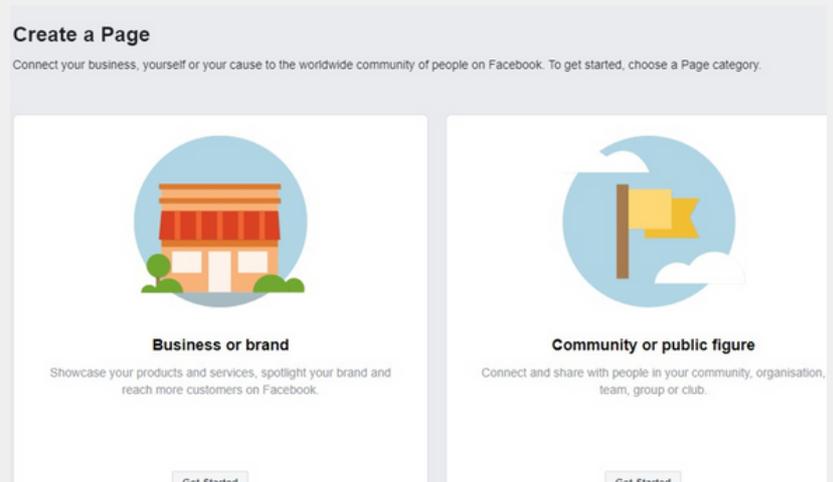


- When creating we add:
- Profile Picture
 - cover picture
 - Call to Action Button
 - About Us/Info
 - settings
 - Automated chat message

FACEBOOK INTERFACE – FACEBOOK PAGE CREATION

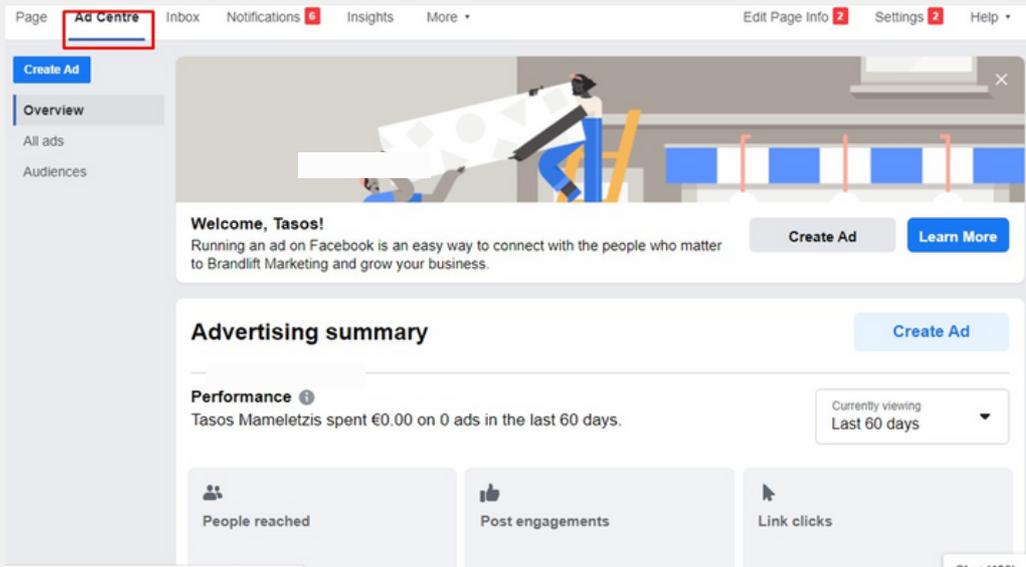


From the "Create" option, we select the Page to proceed with the creation

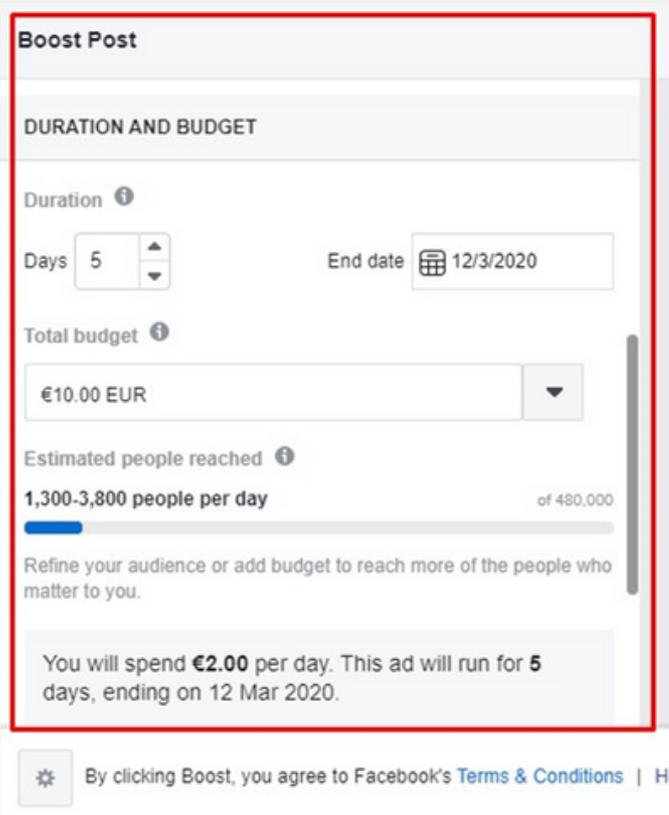


We choose what kind of page we want to create, whether it is business, brand, community or public figure.

FACEBOOK INTERFACE – FACEBOOK PAGE CONTROL PANEL



From the Ad Centre we can see the active campaigns related to this page but also some basic statistics from them.



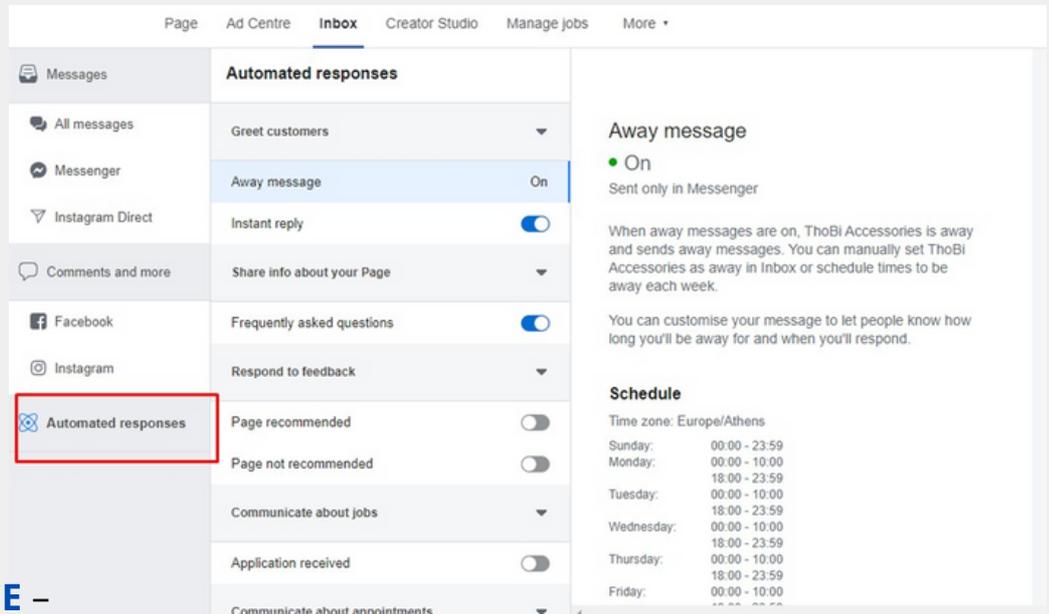
FACEBOOK INTERFACE – FACEBOOK BOOST POST

We select the target audience, set the budget and duration of the campaign and in the finally we press the "Boost" button.

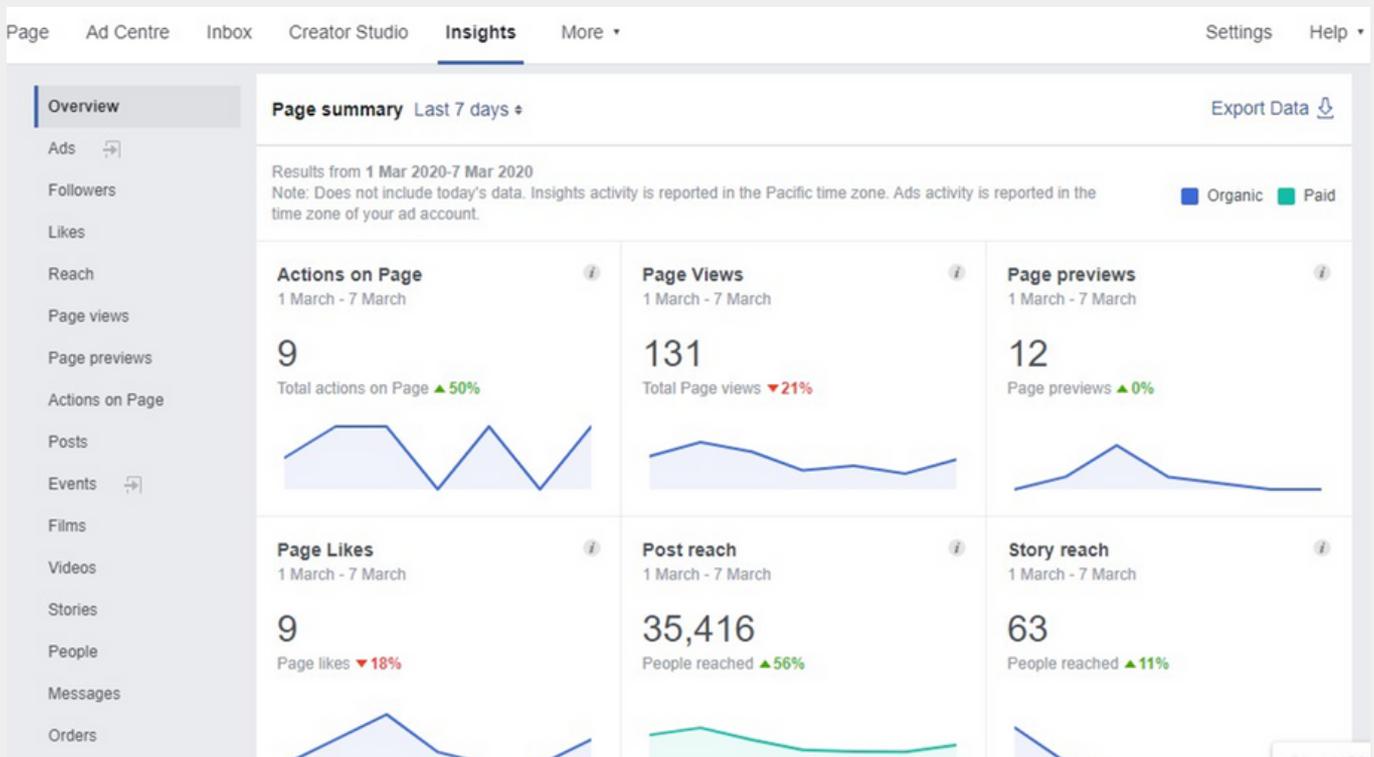


FACEBOOK INTERFACE - AUTOMATED RESPONSES

It is important to set automated responses, in case we may not be immediately available to chat with users who may contact us.



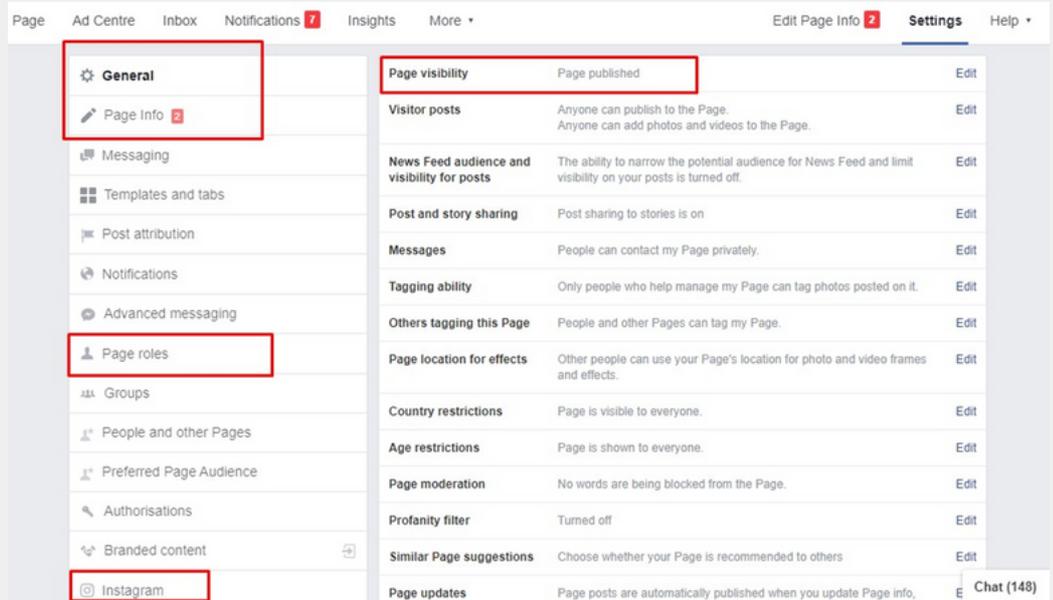
FACEBOOK INTERFACE – FACEBOOK INSIGHTS



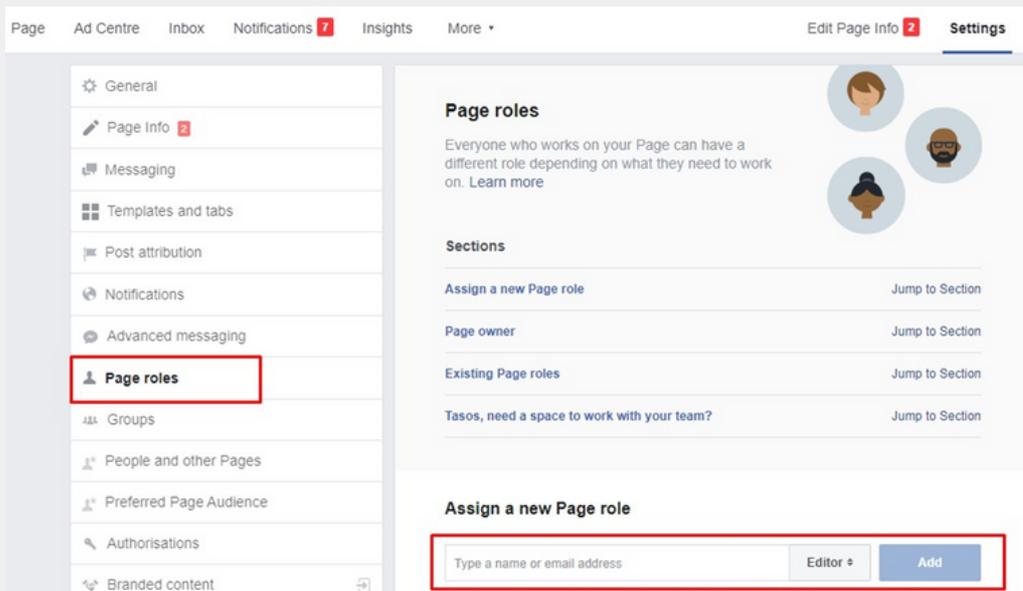
We monitor our page statistics frequently, from which we can extract interesting data about our followers and use it accordingly.

FACEBOOK INTERFACE – FACEBOOK PAGE SETTINGS

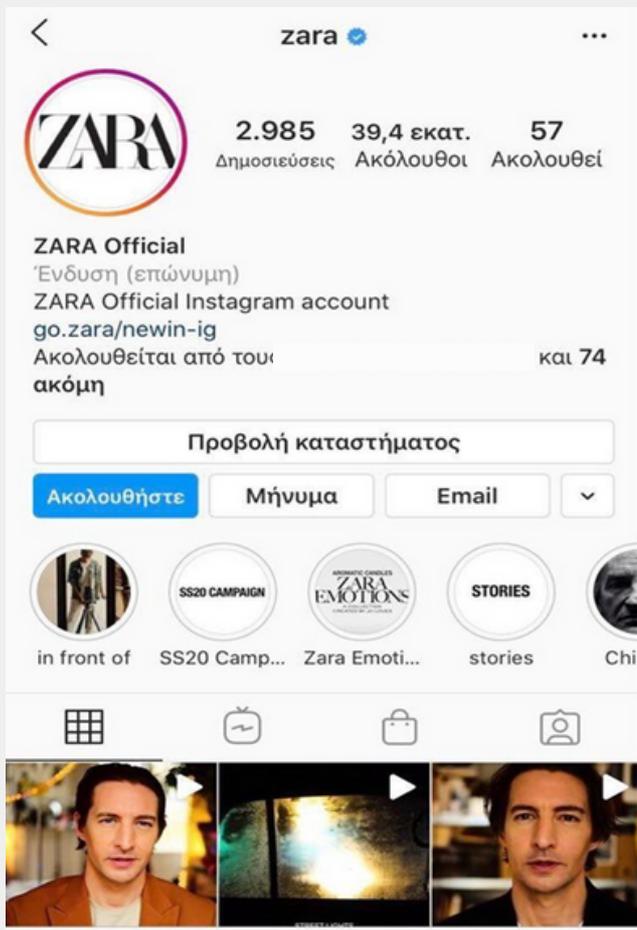
We set up the basic information on our page and make sure our page is published and visible. We give roles to the administrators and connect to **Instagram**.



FACEBOOK INTERFACE – PAGE SETTINGS



We add users who can manage our page.



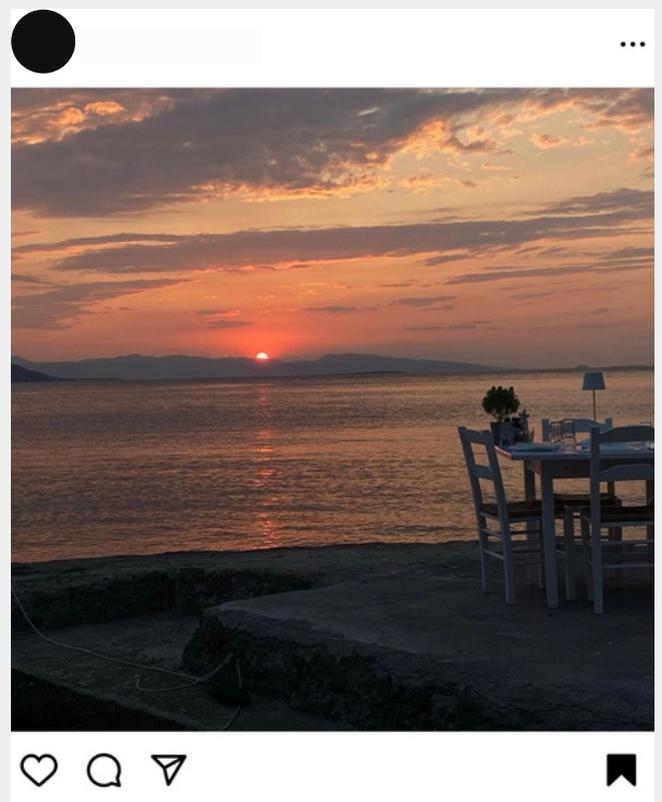
In the Business Profile we see:

- Profile photo
- @username
- Company name
- bio
- URL
- Call-to-actions (call, email, etc)
- Insights & Advertising

In an Insta Post:

- We select the photo/video
- We process with filters
 - Add a caption
 - We add a hashtag
 - We tag
 - We publish

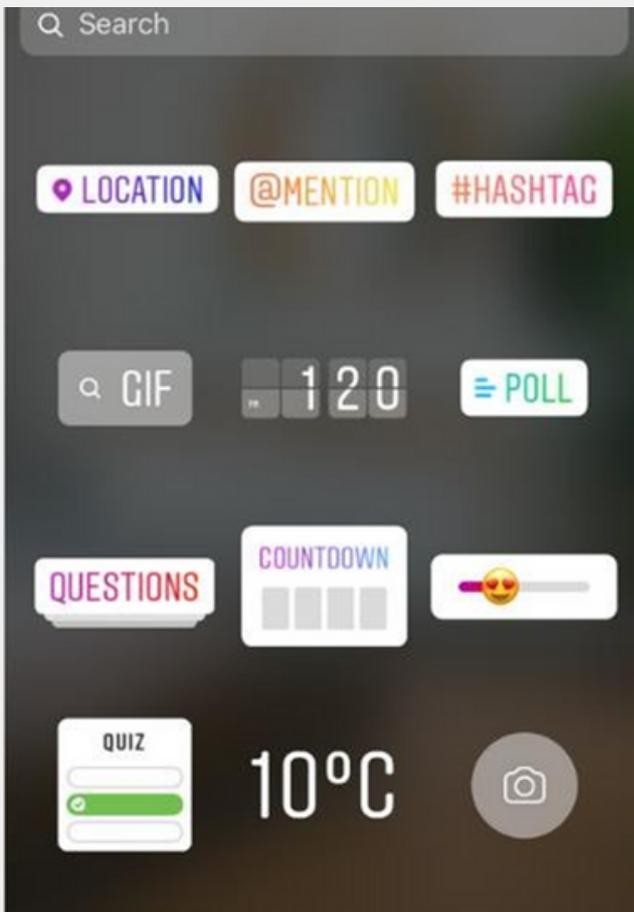
*If you keep your profile private, hashtags will not offer you anything in the post.





INSTAGRAM INTERFACE – INSTAGRAM STORIES

- They are photos/videos that are displayed for up to 24 hours on the profile
- They are effective and have high engagement rate
- 1/3 of the stories with the most views are from business profiles
- Used by 500 million users daily

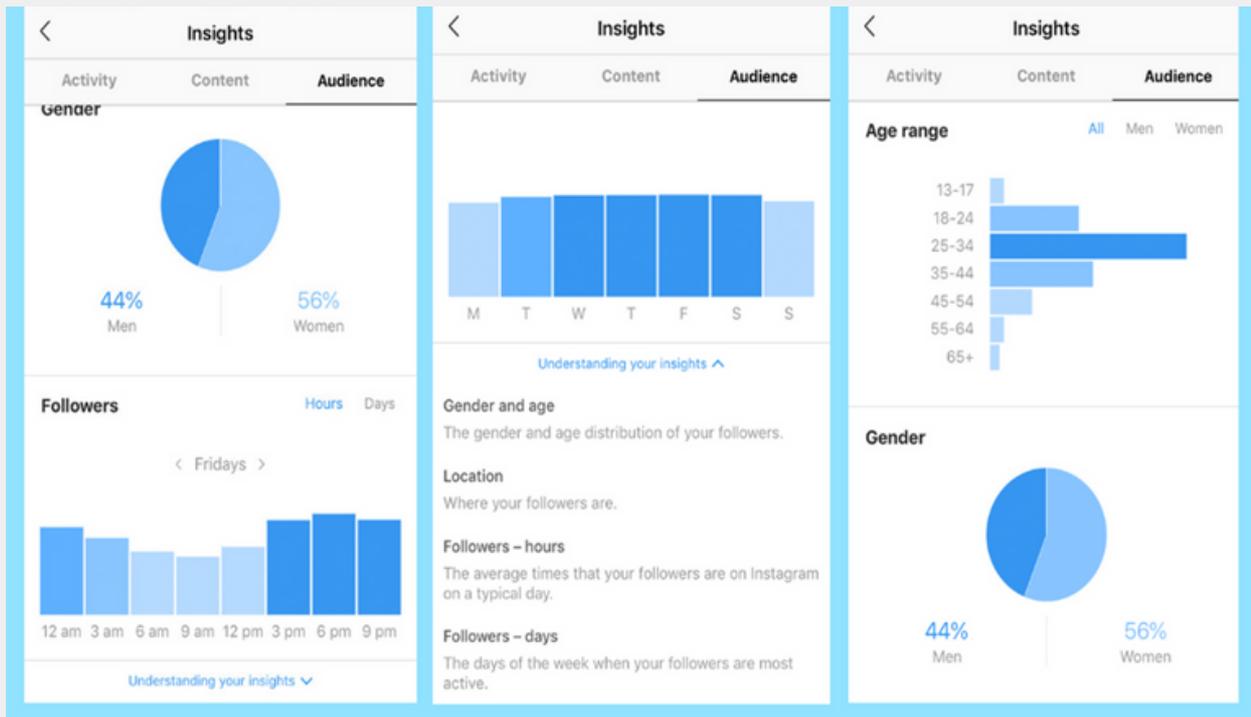


In Insta Stories we can add:

- Our location
- To do @mention other users
 - #Hashtags
 - polls
 - GIFs
- Ask a Question
 - stickers
- countdowns
 - quiz
 - chat
- challenges
- photos



INSTAGRAM INTERFACE- INSTAGRAM INSIGHTS



We regularly monitor our profile insights to better understand the audience that shows interest in our services.

Social Media Marketing Activity:

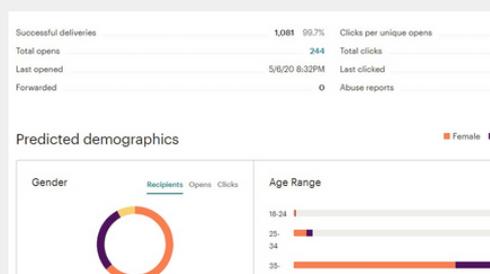
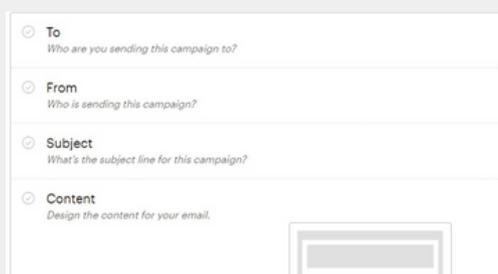
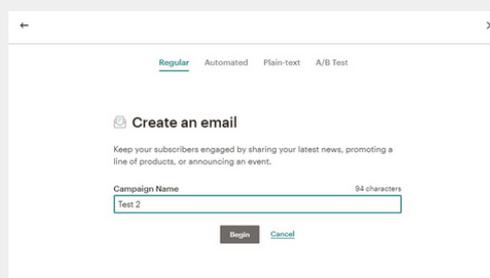
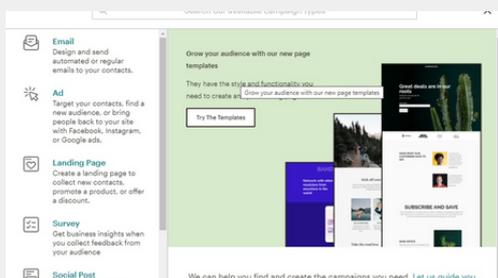
- Create Business Facebook Page and fill in all the basic elements
 - Create the corresponding Instagram Business Account
 - Link the two pages above
- Post a few posts, use hashtags and watch their performance



Email marketing is the method of promoting products or services by sending emails
In order to do email marketing we must have obtained our **contact list legally and have their permission to communicate with them (GDPR Consent)**



- **Mailchimp** is one of the most widely used mass emailing programs.
- It provides many functions and is easy to manage.
- You can start for free for up to 2000 subscribers
- Alternatively, Moosend (Greek) & Sendinblue are recommended



Activity:
Create a
Mailchimp
account



Google Ads is Google's online advertising platform used to display short advertising messages on the Google Ads website searches, to display banners on a variety of sites and applications and for promotional videos on Youtube.

A user who clicks on an advertisement is very close to making a purchase in the given time period 90% of users say ads influence their decision online

Costs

Online ads on Google Ads are priced on an auction basis, although other factors play a key role. The basic costing models are:



CPC - Cost Per Click

We set how much we want to pay for each click that users make



CPM - Cost Per Mille

We define the cost we want to pay per thousand views of our advertising



CPA - Cost Per Acquisition

We define the cost of acquiring a customer





Activity: Go to ads.google.com and create a Google Ads account - Google Mail

- ✓ The world's largest search engine (90% of searches worldwide)
- ✓ Google Ads ads can be viewed on more than 2 million sites & apps worldwide
- ✓ It decisively enhances both the influx of new markets/customers and brand awareness
- ✓ We increase the traffic to our website
- ✓ We increase the traffic in the physical stores
- ✓ We are increasing the numbers to our business

5

Risks & Dangers

Ethics of Internet

Ethics is a set of moral principles that dictate to an individual or group what behavior is acceptable when using a computer. Computer ethics is a set of moral principles that govern the use of computers. One of the most common issues in computer ethics is copyright infringement. Duplicating copyrighted content without the author's permission and accessing the personal information of others are some examples of ethical violations.



Activity: Write down a risk on internet

Ethical rules for computer users

- Do not use computers to harm other users.
- Do not use computers to steal others information.
- Do not access files without the permission of the owner.
- Do not copy copyrighted software without the author's permission.
- Always respect copyright laws and policies.
- Respect the privacy of others, just as you expect the same from others.
- Do not use other user's computer resources without their permission.
- Use Internet ethically.
- Complain about illegal communication and activities, if found, to Internet service Providers and local law enforcement authorities.
- Users are responsible for safeguarding their User Id and Passwords. They should not write them on paper or anywhere else for remembrance.
- Users should not intentionally use the computers to retrieve or modify the information of others, which may include password information, files

Avoid Bad language

We must not use Internet to fool others by pretending to be someone else. Hiding our own identity to fool others in the Internet world is a crime and may also be a risk to others



Different types of online challenges

- Funny challenges (e.g. try not to laugh)
- Charity Challenges (Ice Challenge)
- Outrageous challenges (taking selfies in potentially dangerous places)
- Scary Challenges (Momo/ Blue Whale)
- Raising awareness (selfies without makeup)
- Causes of pain/ self-harm
- Violence / bullying towards others
- Extremely "sporty" challenges
- Causes of eating disorder



The challenges vary significantly and do not they all bring problems or negative consequences. Some even just amuse us or are used as a means of raising awareness for some purpose such as the challenge of the "bucket with ice' that helped raise donations above from 100 million dollars for the disease of neurons.



Potential risks

1. Fatal self-harm
2. Physical damage
3. Promotion of violence
4. Violation of laws/rights of others
5. Lack of empathy and respect
6. Bad choice of templates
7. Loss of values
8. Exclusion from non-participation/social pressure
9. Dissemination of personal data
10. Building a bad online reputation

CYBERBULLYING

On the Internet, cyberbullying takes various forms. Cyberbullying includes sending hateful messages or even death threats to children, spreading lies about them online, making nasty comments on their social networking profiles, or creating a website to bash their looks or reputation.

Cyberbullying differs from schoolyard bullying. Teachers can't intervene on the Internet. And cyberbullies don't witness their victims' reactions, the way they might if they insulted others to their faces.

Some cyberbullies pose as their victims and send out harassing messages to others. Recently, cyberbullies have also begun posting humiliating videos of other kids they dislike, says Parry Aftab, a cyberspace security and privacy lawyer who also serves as executive director of WiredSafety.org, one of the largest Internet safety education groups in the world.



Some tips for responding to cyberbullying:

- To keep others from using their email and Internet accounts, people should never share Internet passwords with anyone other than parents, experts say.
- If someone are harassed or bullied through instant messaging, help them use the "block" or "ban" feature to prevent the bully from contacting them
- If someone keeps getting harassing emails, delete that email account and set up a new one.

What is internet addiction?

Internet "addiction" is a term that causes problems in the scientific community. However, there have been several cases of people spending too many hours online to the point where it interferes with their personal lives.

What can I do to limit my internet usage?

First of all, it is important to recognize if there is something else that can make it difficult for us emotionally and therefore strengthen our engagement with the internet. For example, lately you have been dealing with a problem that is causing you anxiety, tension, negative feelings, loneliness, etc., then you need to recognize it and deal with it by asking for help!

Find healthy activities that you enjoy in real life to fill your free time!

Strengthen your interpersonal skills and expand your network of friends!

Many times when we feel isolated from friends and peers we tend to waste more hours online. The more social relationships you have in real life, the less you will need the internet! Set yourself a goal for the hours you will spend online and don't expect your parents to do it for you!

Digital Well being

Find a balance with technology that feels right for you.

As technology becomes more and more integral to everything we do, it can sometimes distract us from the things that matter most to us. We believe technology should improve life, not distract from it. So that life, not the technology in it, stays front and center.



Photo Gallery

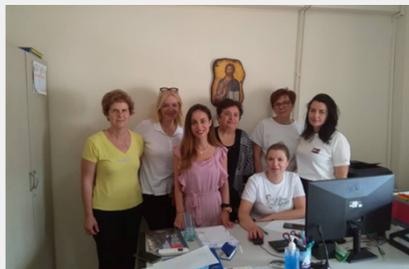


Photo Gallery



CLOSING THE GAPS /

Enhancing Women's Economic Empowerment Through Digital Improvement

2022



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