

# DIGITAL LITERACY PROGRAMME:

## BRIDGING THE DIGITAL DIVIDE

The ACF Digital Literacy Programme is designed especially for women who have recently started their micro and small businesses, and are keen to understand the digital landscape, enhance their digital skills and use the appropriate tools available to develop online presence for business growth and engagement.

If you are a female and have started your business recently and are struggling to use social and digital media for business promotion and online presence or aspire to engage with customers online, then join our ACF Digital Literacy Programme to access the necessary skills, training, advice and mentoring required for digital media presence and business development.

### The course will cover:

- An introduction to digital literacy, skills and competences
- Exploring strategies for business growth, creating awareness and engaging audiences
- Using social media platforms for social media presence and business promotion
- Understanding e-commerce and online sales
- Content marketing and assessing online presence
- Illustrative examples of digital presence and engagement



<b>DATE:</b>	July 31st - Sep 18th 2024
<b>LENGTH:</b>	2 hours a week (8 weeks)
<b>TIME:</b>	1 - 3pm, Wed (Ghana time)
<b>LOCATION:</b>	Online (Zoom)
<b>COST:</b>	Free (limited availability)

### FOR MORE INFORMATION:

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