

OPEN EDUCATIONAL RESOURCES

Learning2Gether:

Bridging the Generational Knowledge Gap...

Personal Branding

1) How to Build Your Powerful Personal Brand | Lyn Cacha | TEDxUSMC
https://www.ted.com/talks/lyn_cacha_how_to_build_your_powerful_personal_brand

2) 9 Steps To Building a Personal Brand For Business And Or Personal Success | Luron Morrison | TEDxUAlberta
https://www.ted.com/talks/luron_morrison_9_steps_to_building_a_personal_brand_for_business_and_or_personal_success

3) 10 Golden Rules Of Personal Branding | Goldie Chan
<https://www.forbes.com/sites/goldiechan/2018/11/08/10-golden-rules-personal-branding/?sh=5538755b58a7>

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4) SMART Goals. How to Make Your Goals Achievable | Bill Copeland
<https://www.mindtools.com/pages/article/newsmartin-goals.htm>

5) How to Set SMART Goals
<https://www.youtube.com/watch?v=wGbmAH4mBPA>

6) Being SMART when Creating your Career Plan!
<https://career-advice.jobs.ac.uk/academic/being-smart-when-creating-your-career-plan/>

GOALS

Ways to boost your online presence when searching for a career or starting a new business adventure...

7) The Secret to Online Influence | Franc Carreras | TEDxESADE
https://www.youtube.com/watch?v=2FV_ONI8JOE

8) 5 Ways to Create a Professional Online Presence | John E. Discala
<https://www.inc.com/john-discala/5-ways-to-create-a-professional-online-presence.html>

9) 7 Ways Social Media Can Benefit Your Job Search | Lucy Benton
<https://careerenlightenment.com/7-ways-social-media-can-benefit-your-job-search>

10) Let Recruiters Know You're Open to Work
<https://www.linkedin.com/help/linkedin/answer/67405/let-recruiters-know-you-re-open-to-work?lang=en>



Digital Marketing

11) Lessons from a Life in Digital Marketing | Siddharth Lai | TEDxFMS
https://www.ted.com/talks/siddharth_lai_lessons_from_a_life_in_digital_marketing

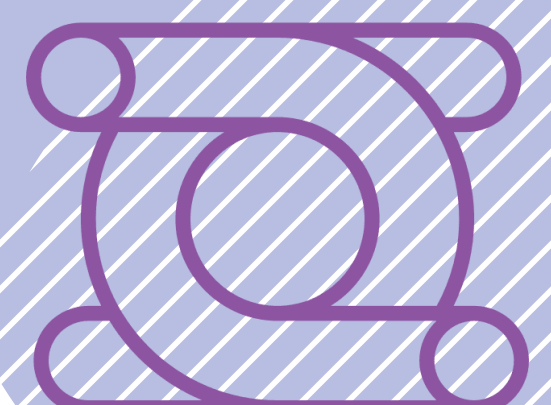
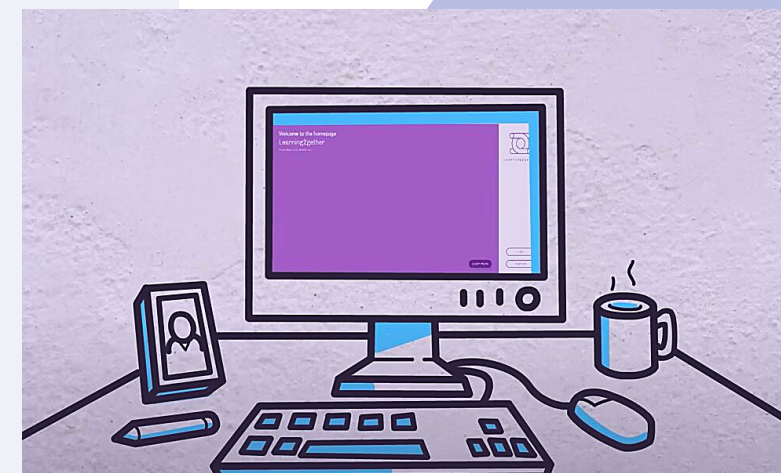
12) Digital marketing and social media: Why bother? | Tiago & Verissimo | ELSEVIER
<https://tinyurl.com/mcjaausk>

13) Why Digital Marketing is Important for Small Business | Digital Marketing Institute
<https://tinyurl.com/bu6pzxy5>

General Data Protection Regulation (GDPR)

14) Learning2Gether - Data Protection Danny | Inova Consultancy
<https://www.youtube.com/watch?v=sP6neHeJPIk&t=8s>

15) Data Protection | The Data Protection Act | GOV.UK
<https://www.gov.uk/data-protection>



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