

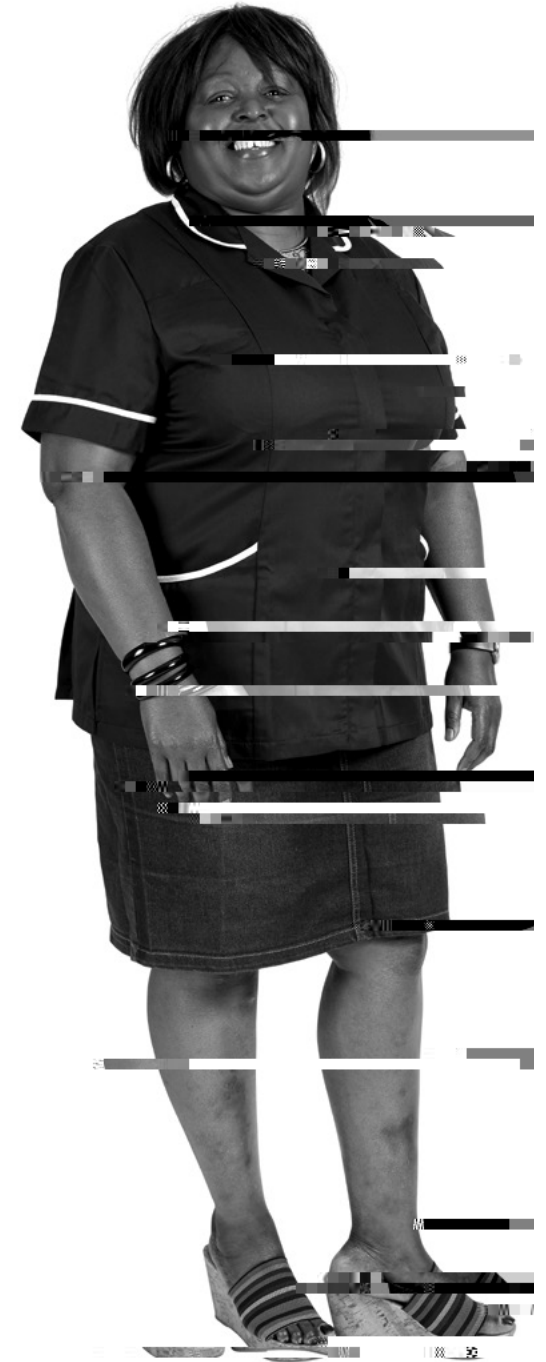
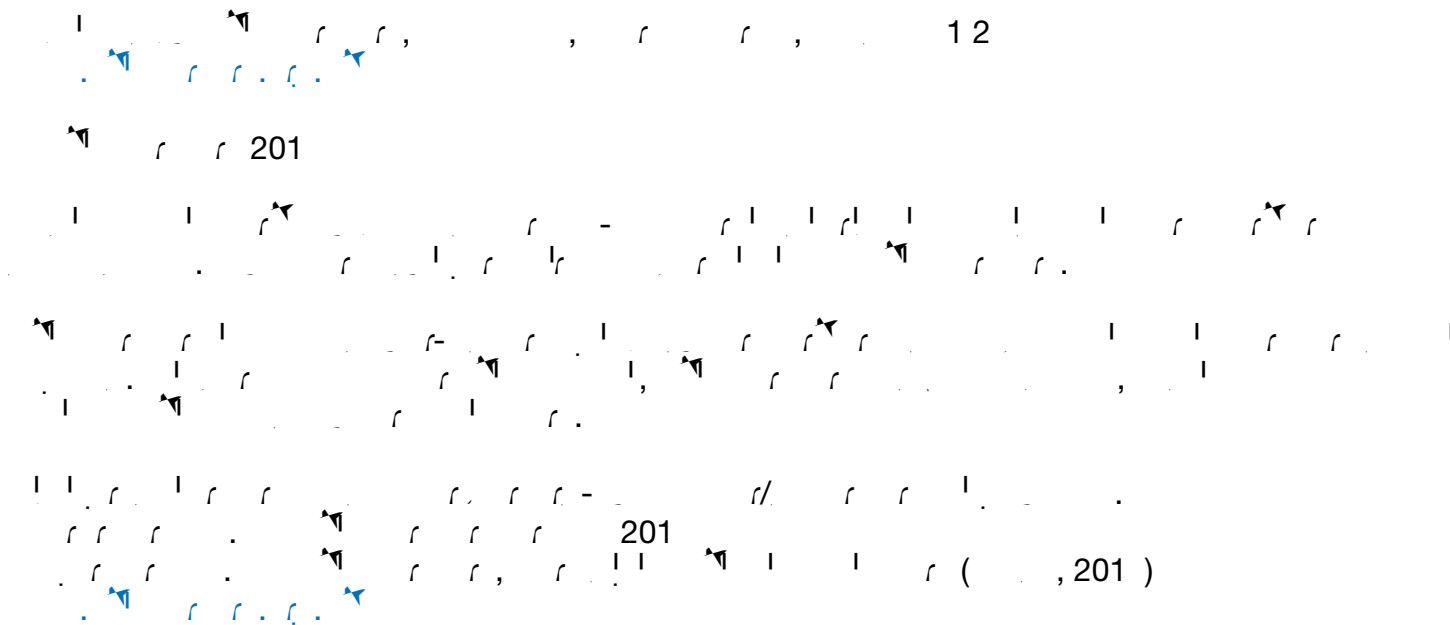
# Core digital skills

in social care

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## Core digital skills in social care



# Introduction

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## Why do people working in social care need core digital skills?

People working in social care need core digital skills to be able to use digital tools and services to support their work. This includes using computers, tablets, and smartphones to access and manage information, communicate with colleagues and service users, and deliver services. Core digital skills are essential for social care workers to be effective in their roles and to ensure the safety and well-being of the people they care for.

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[www.skillsforcare.org.uk/learningtechnologies](http://www.skillsforcare.org.uk/learningtechnologies)

...

**Sheldon Carolan, MacIntyre**

## Changing customer expectations

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## Opportunities for new types of services/diversification of services

...

## Core digital skills are important for:

**Organisations -**

**For employees -**

**For people who use care and support services -**

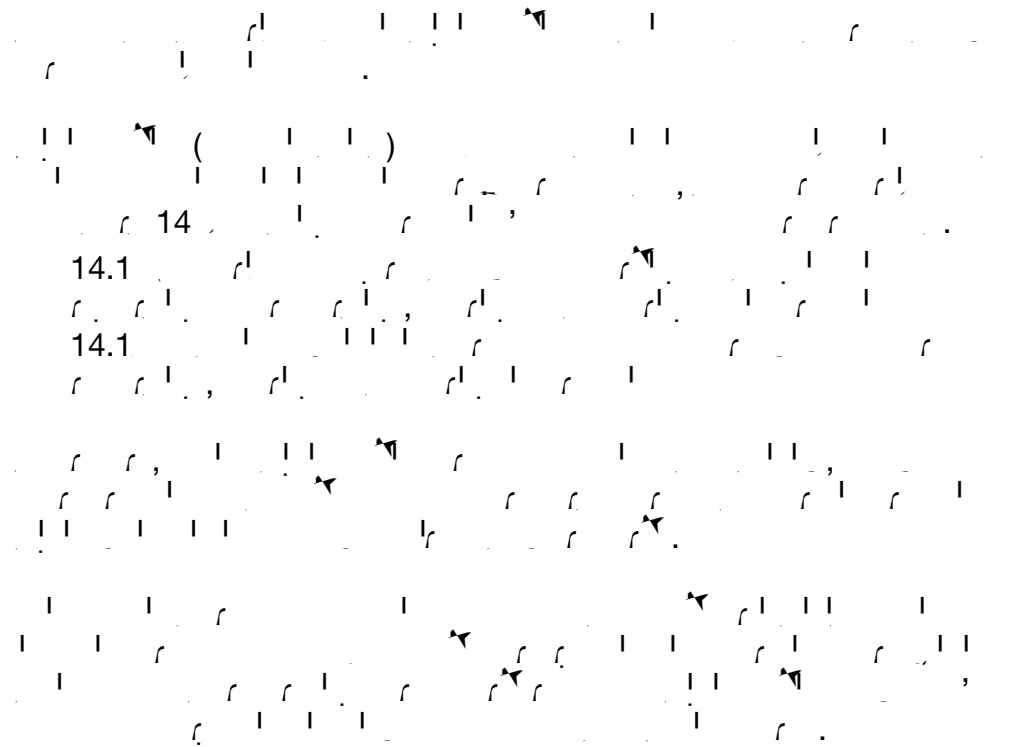
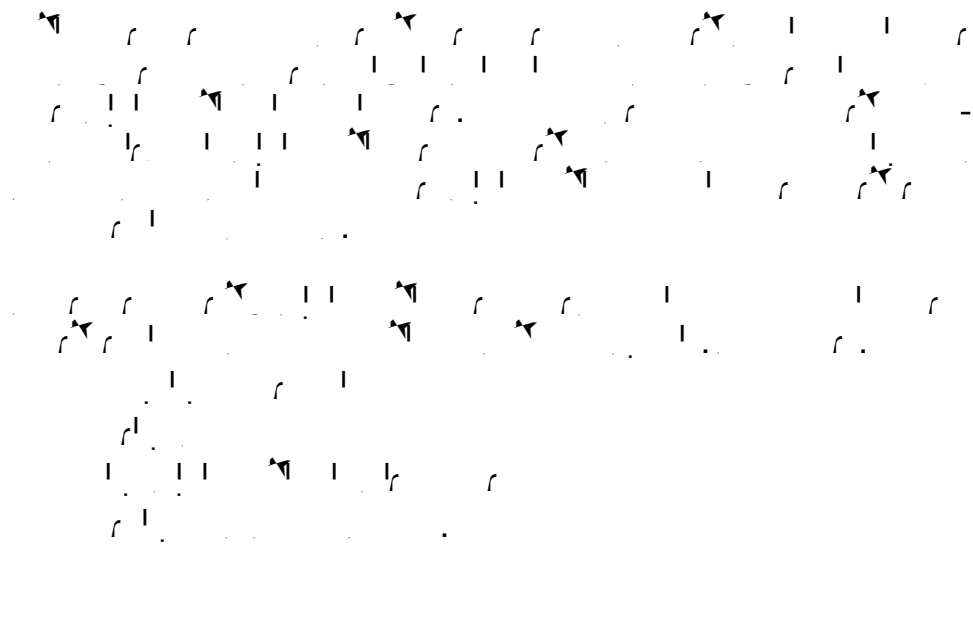


## Case studies

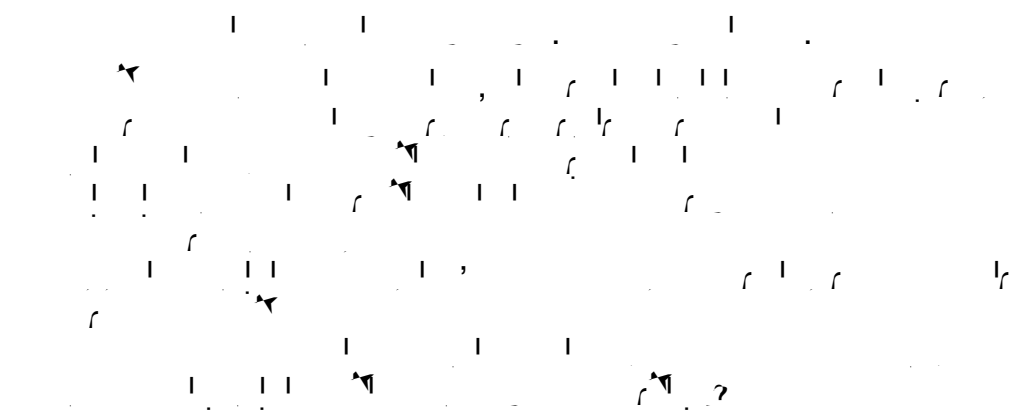
1. The first case study is about the development of a new product line.

2. The second case study is about the implementation of a new system.

## What are the core digital skills needed for social care?



## How to use the core digital skills model







# Sharing Data

## Example core digital skills and knowledge for people working in social care

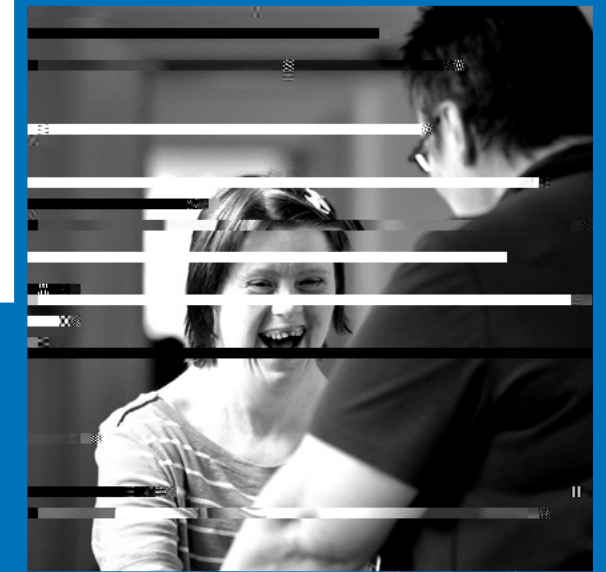
- Understand and use digital tools and services
- Communicate and collaborate using digital tools
- Manage and protect digital information
- Use digital tools to support work tasks
- Understand digital security and privacy
- Use digital tools to support learning and development
- Understand digital accessibility
- Use digital tools to support service users
- Understand digital marketing and communication
- Use digital tools to support fundraising
- Understand digital research and evaluation
- Use digital tools to support monitoring and evaluation
- Understand digital data analysis
- Use digital tools to support reporting and communication
- Understand digital social media
- Use digital tools to support public engagement
- Understand digital public relations
- Use digital tools to support crisis communication
- Understand digital crisis management
- Use digital tools to support disaster recovery
- Understand digital business continuity
- Use digital tools to support risk management
- Understand digital compliance and governance
- Use digital tools to support legal and ethical considerations
- Understand digital intellectual property
- Use digital tools to support brand management
- Understand digital customer experience
- Use digital tools to support user research
- Understand digital usability and user interface design
- Use digital tools to support content creation and management
- Understand digital search engine optimization
- Use digital tools to support analytics and reporting
- Understand digital performance marketing
- Use digital tools to support conversion optimization
- Understand digital advertising and promotion
- Use digital tools to support social media marketing
- Understand digital influencer marketing
- Use digital tools to support email marketing
- Understand digital direct response advertising
- Use digital tools to support programmatic advertising
- Understand digital retargeting and remarketing
- Use digital tools to support lead generation and nurturing
- Understand digital sales and funnel optimization
- Use digital tools to support CRM and marketing automation
- Understand digital CRM and customer segmentation
- Use digital tools to support personalization and targeting
- Understand digital content strategy and planning
- Use digital tools to support content distribution and promotion
- Understand digital content creation and production
- Use digital tools to support content management and optimization
- Understand digital content performance and analytics
- Use digital tools to support content collaboration and review
- Understand digital content governance and compliance
- Use digital tools to support content localization and adaptation
- Understand digital content monetization and revenue generation
- Use digital tools to support content distribution and promotion

## Example tasks for organisations

- Develop and implement digital strategies
- Design and develop digital products and services
- Manage digital marketing campaigns
- Analyse and report on digital performance
- Support digital accessibility and usability
- Manage digital security and privacy
- Support digital compliance and governance
- Manage digital content creation and production
- Support digital customer experience and engagement
- Manage digital sales and funnel optimization
- Support digital CRM and marketing automation
- Manage digital content strategy and planning
- Support digital content distribution and promotion
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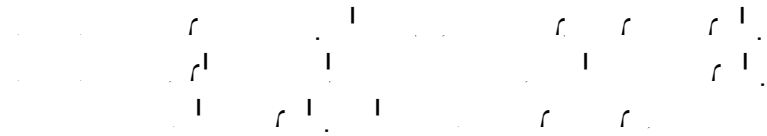
## Why are these skills, knowledge and tasks needed in social care?

- To improve service user experiences
- To increase efficiency and productivity
- To reduce costs and improve value for money
- To enhance communication and collaboration
- To support digital accessibility and usability
- To manage digital security and privacy
- To support digital compliance and governance
- To manage digital content creation and production
- To support digital customer experience and engagement
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- To support digital content distribution and promotion



# Learning and development

Example core digital skills and knowledge for people working in social care



Area	Skills and Knowledge
1. Digital Literacy	Basic computer skills, internet navigation, email use, social media awareness
2. Data Management	Understanding of data collection, storage, and analysis; use of spreadsheets
3. Communication	Effective written and verbal communication; use of digital communication tools
4. Problem Solving	Ability to identify and solve digital-related problems; troubleshooting skills
5. Security and Privacy	Understanding of data protection laws; secure handling of information

# Using digital skills in direct care

## Example core digital skills and knowledge for people working in social care

- Using a variety of digital devices and software to support care
- Understanding data and how it is used to improve care
- Understanding how digital technology is used to support care
- Understanding how digital technology is used to support care
- Understanding how digital technology is used to support care

# Managing information

## Example core digital skills and knowledge for people working in social care

1. **Information management**  
2. **Communication**  
3. **Problem solving**  
4. **Teamwork**  
5. **Customer service**  
6. **Health and safety**  
7. **Equality, diversity and inclusion**  
8. **Legal and ethical issues**  
9. **Professional practice**  
10. **Self-reflection and personal development**  
11. **Leadership and management**  
12. **Quality improvement**  
13. **Research and evidence**  
14. **Partnership working**  
15. **Finance and budgeting**  
16. **Marketing and public relations**  
17. **IT skills**  
18. **Healthcare legislation**  
19. **Healthcare standards**  
20. **Healthcare research**  
21. **Healthcare practice**  
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24. **Healthcare practice**  
25. **Healthcare education**

## Example tasks for organisations

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## Useful links for learning on each of the domains

