

Digital Media and Information Literacy:

Managing Your Organization's Brand and Communication Strategy



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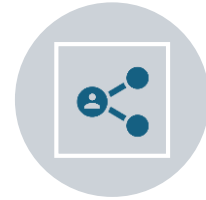
Digital literacy refers to the ability to find, evaluate, and effectively use digital information. It involves critical thinking skills, ethical considerations, and technical competencies in navigating digital platforms.



- UNDERSTANDING ONLINE



- EVALUATING THE
EVALUATING THE
THE CREDIBILITY OF
CREDIBILITY OF
OF ONLINE SOURCES



- CREATING AND
AND SHARING
SHARING DIGITAL
DIGITAL CONTENT
CONTENT
RESPONSIBLY



- COLLABORATING AND
COLLABORATING AND
AND COMMUNICATING
COMMUNICATING
EFFECTIVELY IN ONLINE
ONLINE ENVIRONMENTS

Educate

- Educate youth on ethical marketing marketing practices

Teach

- Teach strategies for engaging with diverse with diverse online audiences

Emphasize

- Emphasize the importance of authenticity authenticity and transparency in digital in digital marketing efforts

Train	- Train youth on effective communication techniques for various digital platforms
Promote	- Promote respectful and inclusive online interactions
Provide	- Provide guidance on managing digital conflicts and resolving disputes online



- Graphic Design: Canva



- Website Creation:
Creation: WordPress



- Social Media
Management: Hootsuite,
Hootsuite, Buffer



- Establish digital literacy training programs for club members and volunteers



- Integrate digital literacy principles into organizational policies and procedures



- Foster a culture of continuous learning and adaptation to new digital technologies