

MODULE 207: BASIC ONLINE WORK CURRICULUM

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MODULE DESCRIPTION

This course is designed to equip participants with the fundamental skills and knowledge needed to excel in online work environments. Whether you're new to remote work or looking to enhance your online work skills, this course will provide you with essential tools and strategies for success including Email Etiquette, Social Media Etiquette, Online Communication Tone & Respectful Language, Netiquette in Online Forums and Chat Rooms, Blog several monetization options, Best Freelance Websites to Find Work, Online work payment systems, Common money-making apps in Kenya.



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TOPIC 1: ONLINE ETIQUETTE AND NETIQUETTE

- **This topic covers;**
 - Introduction to online etiquette and netiquette
 - Meaning of etiquette
 - Online Etiquette
 - Understanding Online Etiquette of Netiquette
 - Guidelines for Online Etiquette



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EXPECTED OUTCOMES

- At the end of this unit, the learner is expected to have gained;
 - Mastery of the principles of online etiquette and netiquette in online work environments,
 - Efficient understanding of professional
 - Mastery of the art of digital interactions with;
 - colleagues,
 - clients, and
 - online communities.



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MODULE COMPONENTS AND DURATION

S/NO	Topic	Duration
1.	Online Etiquette and Netiquette	1 Hrs
2.	Email Etiquette	2 Hrs
3.	Social Media Etiquette	2 Hrs
4.	Online Communication Tone and Respectful Language	2 Hrs
5.	Netiquette in Online Forums and Chat Rooms	1 Hrs
6.	Selling Ad Space	2 Hrs
7.	Best Freelance Websites to Find Work	2 Hrs
8.	Online Payment and Financial Transactions	2 Hrs
9.	Making Money Online	1 Hrs
10.	Online Work Essentials and Professionalism	1 Hrs



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Introduction

Meaning of Netiquette

- Netiquette is crucial in maintaining a harmonious online environment and fostering healthy online relationships.

Meaning of Etiquette

- Etiquette is a set of rules that control accepted behaviour in particular social groups or social situations.



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EXPECTED LEARNING OUTCOMES

By the end of this topic, the learner is expected to demonstrate competency and proficiency in;

- i. Utilizing principles of online etiquette and netiquette in online work environments,
- ii. Maintaining professional and
- iii. Conducting professional digital interactions with colleagues, clients, and online communities.

ONLINE ETIQUETTE

- Online etiquette entails adhering to the guidelines for proper conduct when engaging with others in the online space.
- Common aspects of online conduct for manifestation of online etiquette include;
 - Professional and personal email usage,
 - Social media engagement,
 - Learning online
 - Data privacy and protection
 - Responsible use and sharing of information



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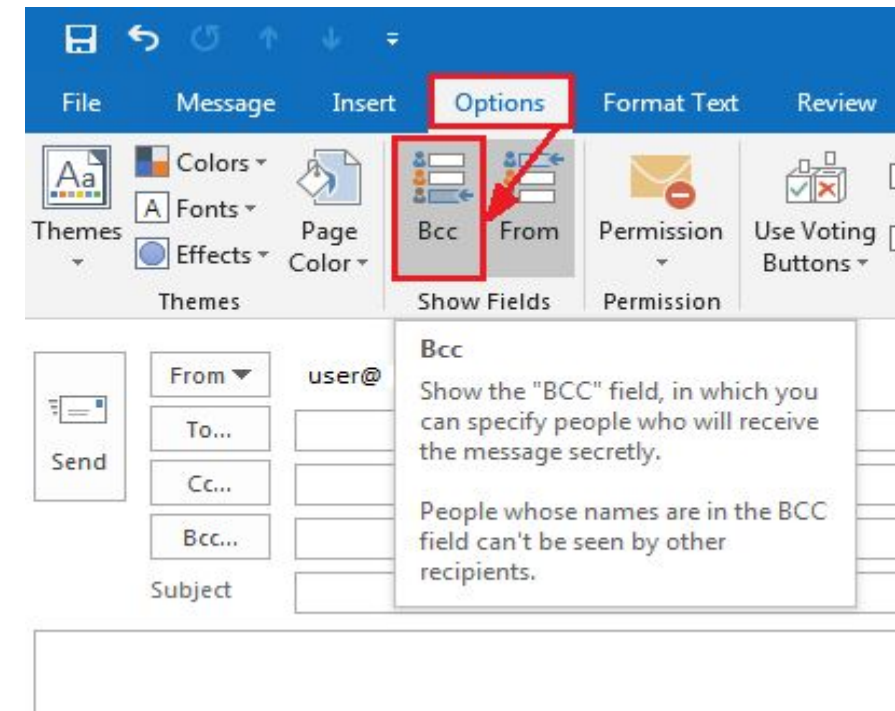
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UNDERSTANDING ONLINE ETIQUETTE

- Online etiquette entails adhering to a set of rules governing online communications and interactions.
- An instance of online etiquette is utilizing the 'bcc' (blind copy) function when sending emails to large recipient lists to shield recipients from seeing each other's email addresses, preserving their privacy.



Assignment

1. Write an email to more people using the "Bcc" to demonstrate preservation of privacy of each recipient



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GUIDELINE FOR ONLINE ETIQUETTE

- Among the various rules of online etiquette, the following are noteworthy:
 - I. Share online only what you would express in person.
 - II. Avoid excessive use of capital letters, as it can be seen as digital shouting.
 - III. Obtain consent before disclosing others' information.
 - IV. Refrain from spreading false information.
 - V. Avoid publicly correcting others' digital etiquette errors to spare them embarrassment.
 - VI. Recognize signs of online harassment and report such instances to appropriate authorities, including law enforcement.
 - VII. Acknowledge your own mistakes.



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EXAMPLES OF ONLINE ETIQUETTE

- Examples of Online Etiquette actions Include;
 - I. Refraining from sharing their contact details or private messages.
 - II. Maintaining a respectful and polite tone in online communications.
 - III. When sharing or referencing content from others, provide proper attribution and cite your sources
 - IV. Consider the frequency and timing of your posts to avoid overwhelming others.
 - V. When engaging in online discussions or debates, respond with civility and respect for differing opinions.



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Types of Online Etiquette

- The primary examples of online etiquette include;
 - i. Email etiquette
 - ii. Social media etiquette



TOPIC SUMMARY

In this module, learners have gained an understanding of the importance of adhering to social conventions and guidelines for appropriate behavior in the digital world. They've learned that just as there are established rules for polite behavior in face-to-face interactions, the online world has its own code of conduct known as "netiquette" to ensure positive and respectful communication. The module outlines guidelines for online etiquette, emphasizing principles like sharing online only what you would express in person, avoiding false information, and acknowledging one's mistakes. Additionally, learners have been introduced to the two primary types of online etiquette: email etiquette and social media etiquette, each with its own set of rules and guidelines. Overall, the module has equipped learners with the knowledge and skills needed to engage respectfully and effectively in the online environment.



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TOPIC 1 QUIZ

• Unit 1 Quiz

- i. Provide a concise definition of netiquette and its significance in maintaining positive and respectful communication in the online world.
- ii. List and briefly explain at least three categories or aspects covered by online etiquette as mentioned in the course unit.
- iii. Share an example of online etiquette from the course unit. Explain why it is considered a good practice in maintaining proper online conduct.
- iv. Present two specific rules or guidelines for online etiquette as discussed in the course unit. Explain the importance of each guideline.
- v. Discuss one aspect of online etiquette specific to students, as mentioned in the course unit. Explain why this guideline is important for students in an online learning environment.

TOPIC 2: EMAIL ETIQUETTE

Introduction

- Email has become the dominant mode of communication in workplaces, used by 4.37 billion individuals in the contemporary workplace (OBERLO, 2023).
- Reasons for the wide use include;
 - Speed and security,
 - Support for disseminating crucial information to multiple recipients.
- An average Kenyan cooperate worker receives approximately 100 emails monthly.
- Proper email etiquette remains significant in professional contexts
- Email etiquette is a set of rules and guidelines for proper behaviour and communication when using email as a means of correspondence.
- Good email etiquette is essential for effective and professional communication in both personal and professional contexts.



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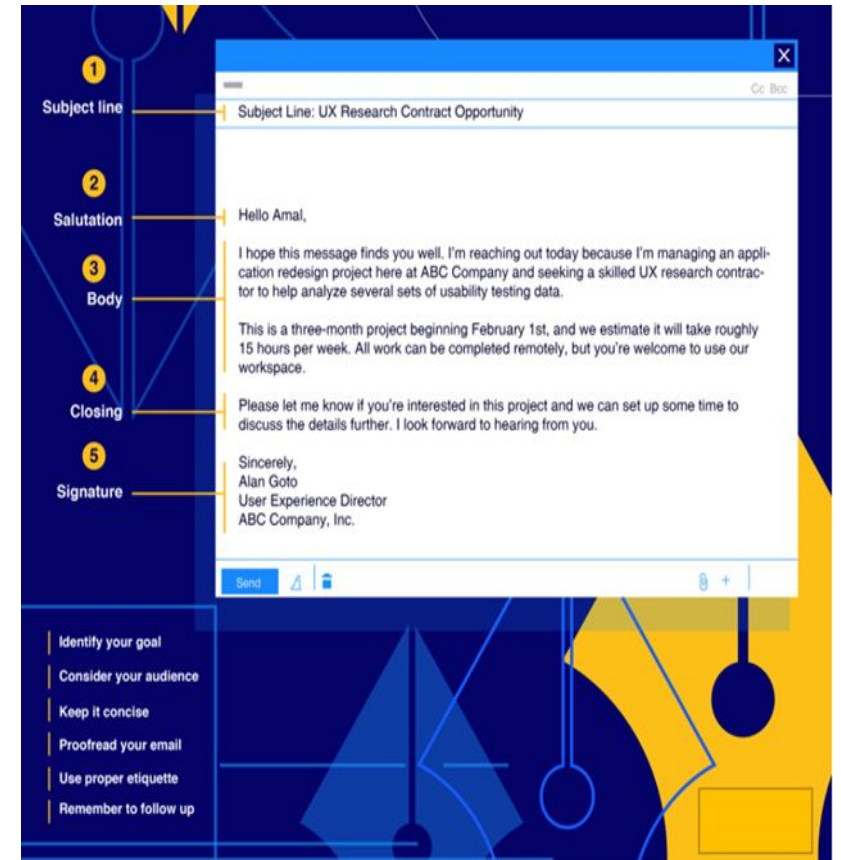
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WRITING PROFESSIONAL AND CONCISE EMAILS

- Email serves as one of the most frequently employed means of written communication.
- A skilfully crafted professional email offers the recipient a message that is;
 - I. Welcoming and
 - II. Easy to understand.
- A professional email address is employed for work-related matters.
- The usual structure consists of your name followed by the domain, such as:
 - I. your full name@thedomain
 - II. firstname.lastname@thedomain
 - III. firstname middle initial.last name@thedomain



ACTIVITY 2

i. Following the attached image as guide, draft a professional email to your teacher asking for a takeaway assignment

Good morning Mr. Sheehan,

I would like to formally introduce myself. My name is Ethan and I am from Secure Shield, a company focused on protecting your home with security cameras and alarms. We understand the importance of keeping your family safe, and we want to ensure you have the best security system to meet your needs and budget.

If you're interested in our services, please contact me at ccrenshaw@secureshield.com or call me at 555-555-5555. I'm looking forward to hearing from you!

Best,

Charles Crenshaw

ELEMENTS OF EMAIL ETIQUETTE

- The primary elements of email etiquette include;
 - Subject line.
 - Greetings.
 - Email content.
 - Closing lines.



SUBJECT LINE

- Subject line is the brief phrase concisely encapsulates the purpose of an email or the objective of a message.
- A subject line ensure recipients have a clear understanding of the email's content.
- Key rules for subject line include:
 - Use less than 60 characters.
 - Clearly state the email's goal in one sentence.
 - Consider starting with the recipient's name.



For example:

Subject: *Follow up: Product presentation*



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GREETINGS AND SIGN-OFFS

- Sign-offs represents initial sentence of an email and typically serves as the salutation.
- The greeting should align with the overall tone of the email you are sending.
- If you are corresponding with an individual you have never met you can commence with "Dear."
- If you are addressing a person you are acquainted with such as a colleague you can initiate the email with "Hello" or "Hi."
- Examples of greetings include:
 - Hi Mr. Samson,
 - Hello Maria,
 - Dear Dr. Smith,
 - Dear colleagues,
 - Dear Jay Gupta

"Professional emails should start with a greeting and end with a sign-off. Use neutral language in your professional email and try to avoid slang or colloquialisms."

Madisyn McKee- Digital Marketing Professional

AVOIDING THE OVERUSE OF CC AND BCC

The "To" field

- The "To" field is the simplest recipient field, designated for the primary recipients of your email.

Meaning of "Cs" in email

- In email, "Cc" is an abbreviation for "carbon copy."
- Its function is to keep someone informed, even if the message doesn't directly pertain to them.

When to use the "Cc" field

The "Cc" field can be used when;

- Keeping Someone Informed
- Signaling Urgency
- Assuming Responsibility for Others' Tasks
- Introducing Contacts.



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UNIT SUMMARY

In this unit, learners have gained a comprehensive understanding of email etiquette, with a specific focus on writing professional and concise emails. Learners have been taught the key components of a professional email, including the subject line, greeting, main message, closing, and signature, and the importance of each. They've also acquired practical tips on writing professional emails, such as using clear and relevant subject lines, maintaining concise and clear messaging, proofreading for grammar and spelling, and respecting the recipient's time. Furthermore, learners have gained insights into when and how to use the "Cc" and "Bcc" fields in emails, understanding their respective purposes and best practices to avoid misunderstandings and privacy breaches. This module has equipped learners with the skills and knowledge necessary to communicate effectively and professionally in email correspondence, a critical skill in today's digital age.



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UNIT 2 QUIZ

1. What is the significance of netiquette in maintaining positive and respectful communication in the online world, and how does it compare to etiquette in face-to-face interactions?
2. List and briefly explain three categories or aspects covered by online etiquette as mentioned in the course unit. Provide examples to illustrate each category.
3. Share an example of online etiquette from the course unit and explain why it is considered a good practice in maintaining proper online conduct.
4. Present two specific rules or guidelines for online etiquette as discussed in the course unit, and explain the importance of each guideline in fostering positive online communication.
5. Discuss one aspect of online etiquette specific to students, as mentioned in the course unit, and explain why this guideline is important for students in an online learning environment.



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TOPIC 3: SOCIAL MEDIA ETIQUETTE

Introduction

- Social media has transitioned to a bona fide professional tool.
- Social media etiquette in a professional context can be divided into two aspects:
 - Appropriate conduct within the workplace and
 - The suitable decorum for training purposes.
- Likewise, there are two facets of social media's role in online training.
 - You can either instruct your team on the proper use of social media or
 - Establish guidelines for their behaviour during online training sessions.
 - For instance, you may wish to discourage the use of mobile phones during online training modules, or you might prioritize teaching them how to manage a company's social media accounts effectively.
- Social Media Etiquette entails;
 - Grasping and adhering to the unspoken norms and
 - Anticipated behaviors of online communication to encourage constructive engagements and uphold a courteous and effective digital atmosphere



Principle governing social media etiquette include;

- Principle governing social media etiquette include;
 - Maintain Separate Accounts
 - Introduce Platform Managers
 - Be Discerning in Interactions
 - Always Give Credit
 - Display Authenticity
 - Manage Hashtags
 - Foster Respectful

Tips on social media etiquette:

- 1) Be honest
- 2) Stay a humane individual online
- 3) Send friends requests properly
- 4) Don't send late-night messages
- 5) Keep a good mood on your social page
- 6) Avoid plagiarism
- 7) Respect the personality of each user
- 8) Pay attention to literacy
- 9) Be interactive
- 10) Avoid gossiping



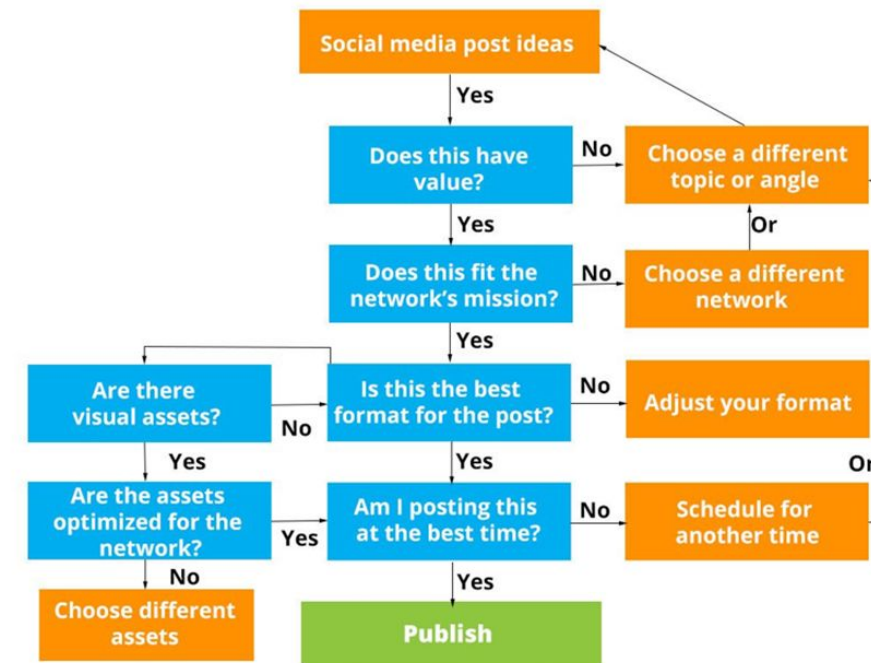
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Posting Appropriate Content

- Posting appropriate content on social media involves a strategic approach that revolves;
 - Understanding your audience and industry,
 - Maintaining brand consistency, and
 - Adhering to platform guidelines.
- Tips to a appropriate posting of content are;
 - Tailor your content to your audience,
 - Keep business and personal accounts separate,
 - Steer clear of offensive content, and
 - Responsively address comments.

Think Before You Post



Responding to Comments and Messages

- Responding to comments and messages on social media is a critical aspect of maintaining a strong online presence and engaging effectively with your audience.
- Some key considerations and best practices for handling comments and messages include:
 - Timeliness
 - Be Courteous and Professional
 - Acknowledge Feedback
 - Stay Consistent
 - Avoid Copy-Paste Responses
 - Use Direct Messaging
 - Moderate Trolls and Spam
 - Learn from Feedback
 - Set Guidelines
 - Analytics
 - Crisis Management
 - Follow Up
 - Legal and Privacy Compliance

For those of us who were unable to attend the graduation how do we get our certificate?

Like Reply 35w



Barack Barack

Hello Christabel. It is regrettable to note that you did not manage to attend the graduation. But don't worry, you can visit our offices to collect the certificate. And congratulations by the way

Like Reply 4d



Christabel Atieno

Barack Barack Thank you so much

Like Reply 4d



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HANDLING DISAGREEMENTS AND NEGATIVE FEEDBACK

- Addressing negative feedback on social media is crucial.
- It helps in preventing escalation of the disagreements into a larger crisis.
- Preventing issues and building lasting relationships starts with vigilant social listening.
- Key tips to handling disagreements include;
- **Key tips include;**
 - Pay Close Attention
 - Understand the Importance of Response Time
 - Be Human, Transparent, and Avoid Negativity
 - Start with Public Responses
 - Know When to Engage and When Not To



AVOIDING OVERSHARING PERSONAL INFORMATION

- Excessive sharing involves behaviours like;
 - Posting excessively,
 - sharing inappropriate content such as discriminatory remarks,
 - speaking negatively about past employers, or,
 - sharing potentially damaging photos.
- According to a 2018 CareerBuilder study, "70% of employers incorporate social media into their candidate research when making hiring decisions."
- Furthermore, an online reputation survey conducted by Microsoft revealed that 85% of U.S. recruiters and HR professionals review candidates online before arranging interviews.
 - **"The Government has just offered me a job!"**
- This is the type of favourable news that a job seeker might eagerly announce on social media. However, the situation took a turn for the worse when the remainder of the tweet delved into the person's dilemma.



TOPIC 3 QUIZ

- I. What are the two main aspects of social media etiquette in a professional context, as discussed in the module?
- II. Name three principles governing social media etiquette mentioned in the module and briefly explain why they are important for maintaining professionalism in online interactions.
- III. What are some key tips for posting appropriate content on social media, as outlined in the module?
- IV. Explain the importance of responding to comments and messages in a timely and professional manner, according to the module. Provide at least three key considerations for effective responses.
- V. How can oversharing personal information on social media impact one's professional image, according to the module content? Provide at least three potential consequences discussed in the module.



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TOPIC 3 SUMMARY

In the unit on "Social Media Etiquette," learners have gained a comprehensive understanding of the principles and best practices for navigating the professional use of social media. They have learned that social media serves as a valuable professional tool, with etiquette encompassing appropriate behavior in the workplace and for training purposes. Learners also grasped the importance of discerning interactions, giving proper credit when sharing content, displaying authenticity, and managing hashtags judiciously. Encouraging respectful interactions and fostering a culture of inclusion is emphasized. In the section about posting appropriate content, learners have been taught the importance of tailoring content to the target audience, keeping personal and professional accounts separate, avoiding offensive content, and planning and scheduling posts. They have also learned how to responsively address comments, including negative ones, to demonstrate an efficient and customer-friendly approach. Responding to comments and messages was covered in-depth, and learners now understand the significance of timely, courteous, and personalized responses. They have gained insights into acknowledging feedback, staying consistent with brand messaging, providing value, and handling trolls and spam. Additionally, they have learned about using analytics to track engagement and response times. Overall, this unit equips learners with a comprehensive set of skills and knowledge to navigate social media in a professional setting while adhering to essential etiquette principles and avoiding common pitfalls.



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TOPIC 4: ONLINE COMMUNICATION TONE AND RESPECTFUL LANGUAGE

Introduction

- The internet frequently plays a significant role in the daily routines of numerous individuals.
- It grants;
 - the freedom to engage in open communication
 - The freedom to engage in effortless information,
 - sharing through messaging applications, social platforms, and gaming networks.



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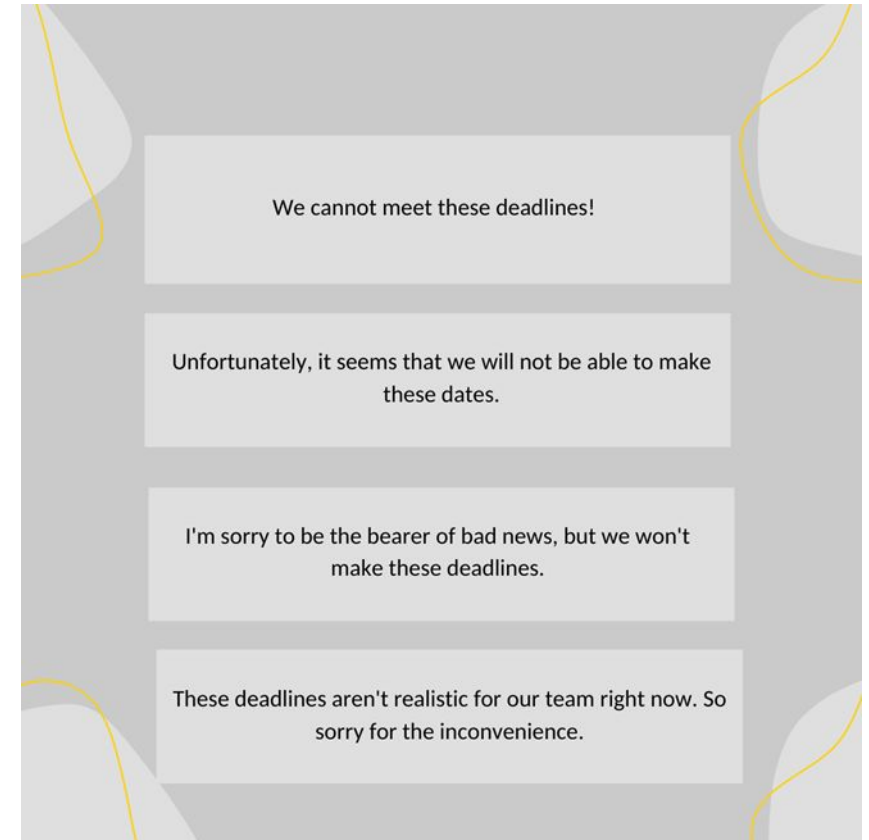
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Understanding the Tone of Written Communication

- Tone represents the emotional backdrop of writing.
- It provides additional context to the choice of words and reflecting the writer's emotional disposition.
- It can either expose or conceal intentions and is capable of eliciting an emotional response from the reader.
- Tone may adopt;
 - appreciative,
 - casual,
 - formal,
 - bewildered,
 - remorseful,
 - neutral, or
 - aggressive characteristics.
- When contemplating tone, it's crucial to take into account factors such as word selection including the use of emojis, personal pronouns, punctuation, consistency, sincerity, and empathy.



ACTIVITY

- Consider the following sentences and discern the tone in each one, taking into account how it's conveyed;

1. *We will not come!*
2. *I am afraid, we might not manage coming to the office this evening.*



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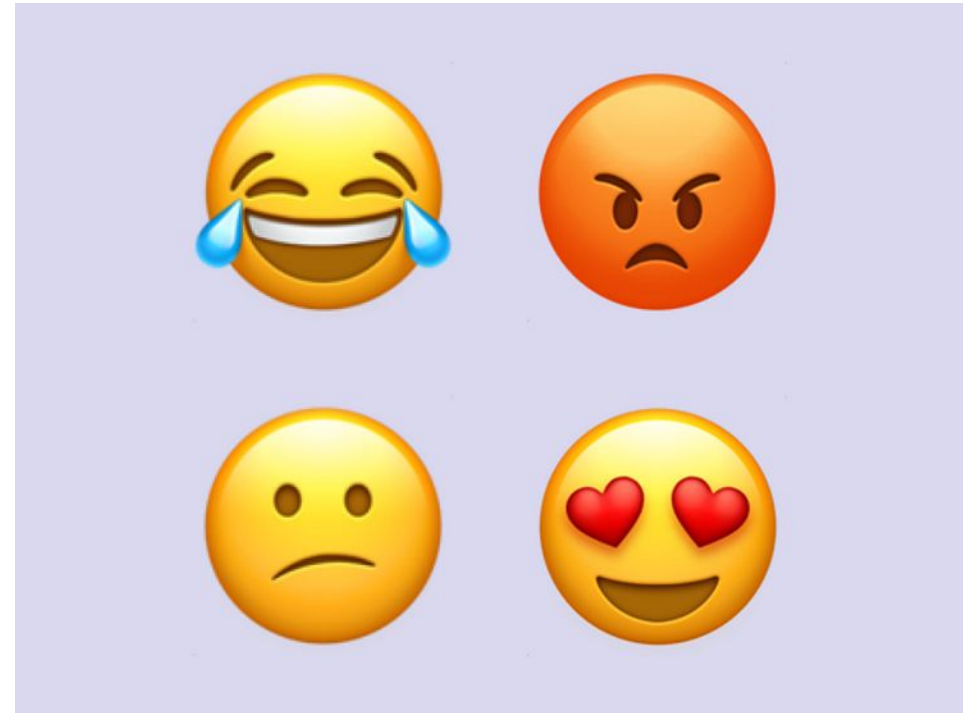
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Using emojis and emoticons appropriately

- Emoticons" and "emojis" are related terms often used in digital communication.
- Emoticons are combinations of keyboard characters such as;
 - Punctuation marks,
 - Letters, and numbers, used to represent facial expressions or emotions.
 - For example, :-) represents a smiley face, while :-(represents a sad face.
- Emoticons are typically simple and created using the characters available on a standard keyboard.
- Emojis are a more recent and diverse form of digital symbols used to convey a wide range of;
 - emotions,
 - objects, and
 - concepts.
- Emojis are usually graphical symbols or images and can be added to messages or posts in digital communication to represent;
 - smiley faces,
 - animals.



TIPS TO APPROPRIATE USE OF EMOJIS

- **Tips to appropriate use of emoji's include;**
 - Avoid using emoji's to replace words.
 - Do not use too many emojis in a single text.
 - Do not place emojis before essential messages or calls to action
 - Avoid inserting emojis in the middle of words or sentences.
 - Use widely recognized emojis to ensure clarity for all audiences.
 - Do not use emoticons.
 - Use emojis that work well on both light and dark backgrounds.



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Avoiding caps lock and excessive exclamation points

- it is crucial to understand why excessive capitalization should be avoided at all costs.
- Some of the reasons include;
 - I. It leads to incoherent writing
 - II. It gives the impression that you are yelling
 - III. It reflects poorly on your demeanor
 - IV. It can make you come across as an attention-seeker
 - V. It diminishes the impact of your message
 - VI. It conveys arrogance



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Avoiding Offensive Language and Slurs

- Every day, from schoolyards to workplaces, people encounter prejudiced, hurtful, and offensive language, including slurs, derogatory terms, and so-called "jokes."
- **Slur:** An insulting, offensive, or degrading remark, often directed toward a specific identity group, such as ;
 1. Race,
 2. Ethnicity,
 3. Religion,
 4. Gender/gender identity, or
 5. sexual orientation.
- **Epithet:**
 - An offensive word or name used to insult or abuse someone.



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Activity

In a group of two, discuss and post Responses of the following questions on your class blog post area;

- i. What are your thoughts on the impact of slurs on the targeted individuals, others in the same identity group, and the community/society?
- ii. How do you believe someone should be held accountable for their words? What about a peer at school? What about a political leader?
- iii. How has your perspective changed after learning more about slurs?



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Being mindful of cultural sensitivities

- **Culture encompasses;**
 - the beliefs,
 - customs, and
 - social behaviors of a particular society.
- Mindfulness is commonly understood as;
 - The mental process of focusing one's awareness on the experiences taking place in the present moment.
- Cultural Mindfulness involves two main aspects:
 - Being aware of personal cultural background and conditioning, and
 - Being conscious of the cultural background and conditioning of other people.
- Why Practice Cultural Mindfulness
- Leads to a healthy appreciation of personal;
 - Heritage,
 - Origins, and
 - Culture.
- An ethnocentric viewpoint can result in:
 - Viewing our own culture as superior or the "master culture."
 - Developing a "we versus them" mindset.
 - Becoming excessively self-centered and self-absorbed.
 - Living within our own isolated spheres of reality and experience.
 - Becoming judgmental .



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Using Inclusive Language

- Inclusive language comprises words and phrases consciously chosen to avoid;
 - biases,
 - slang, or
 - expressions that may discriminate against individuals based on their
 - race,
 - gender,
 - socioeconomic status, or ability.
- **Inclusive Language Examples**
 - Avoid using company or team acronyms.
 - Prefer plain language over expressions or jargon.
 - Use 'they' instead of 'he' or 'she' when referring to a theoretical person.



UNIT 4 QUIZ

1. Why is it essential for young people to consider the tone of their online communication, and how can it affect both themselves and those around them? Provide examples.
2. Emojis have become a prevalent part of online communication. What guidelines should individuals follow when using emojis to ensure effective and inclusive communication?
3. Excessive use of capitalization can negatively impact online communication. Explain the reasons behind avoiding caps lock and excessive exclamation points. How does it affect the perception of the message and the sender?
4. Discuss the importance of avoiding offensive language and slurs in online communication. How can such language impact targeted individuals, their identity groups, and the broader community or society?
5. The concept of cultural mindfulness is introduced as a vital aspect of online communication. What does cultural mindfulness entail, and why is it important in fostering effective and respectful communication, especially in a diverse online environment?



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TOPIC SUMMARY

The topic discussed various aspects of online communication, with a focus on tone, respectful language, and inclusivity. It emphasized the importance of young people being mindful of how their online conduct can affect themselves and others. It provided guidelines for using emojis effectively, avoiding excessive capitalization and exclamation points, and refraining from offensive language and slurs to maintain a respectful online environment. The concept of cultural mindfulness is introduced as a way to ensure respectful communication in a diverse online environment by understanding and being sensitive to cultural differences.



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NETIQUETTE IN ONLINE FORUMS AND CHAT ROOMS

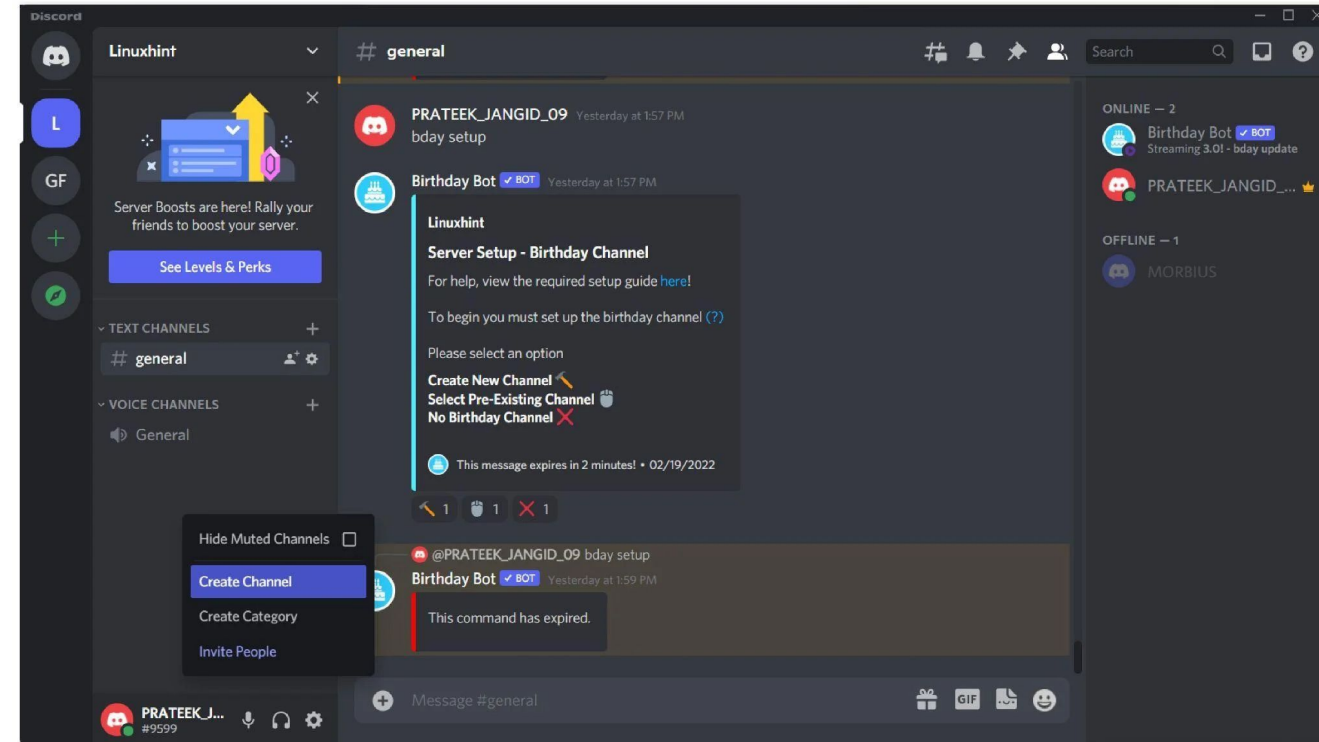
Introduction

- Netiquette are rules suggested norms of courtesy.
- Netiquette is predominantly employed in;
 - interactions with unfamiliar individuals online.
 - When studying online
 - When setting formal messages via email.
 - When socializing with others online.



Following forum/chat room rules

- Chat systems are developed to offer users communication platforms.
- Therefore, users are requested to maintain;
 - Respectful and
 - Friendly tone in interactions.
- Chat room rules include;
 - Avoid sharing personal information
 - Avoid any form of chat disruptions
 - Avoid spamming and advertisements
 - Avoid offensive content
 - Avoid bypassing chat bans or suspensions
 - Respect your chat moderators



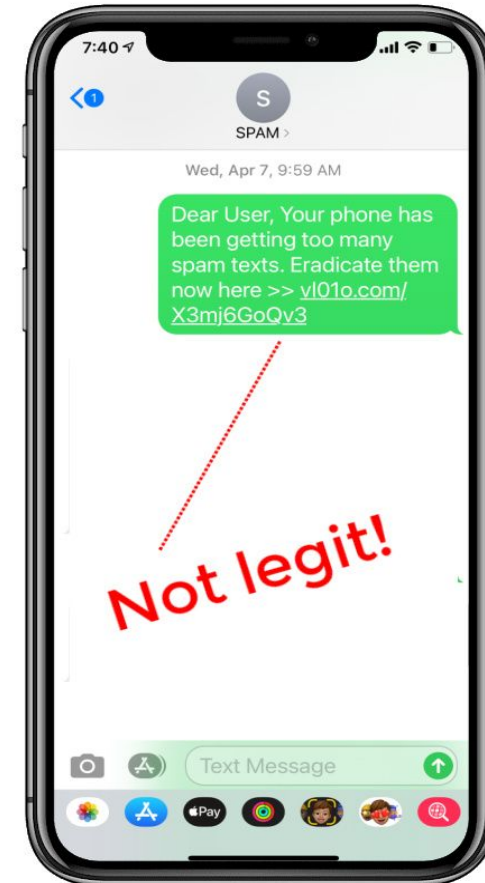
Avoid Spamming and Trolling

- Spam is unsolicited electronic communications, encompassing;
 - emails,
 - text messages, and
 - messages received via social media
- **Some Examples of Spam**
 - Commercial spam, while unsolicited, may lack malicious intent.
 - Marketers who have obtained your email address from a purchased email list.



How to Avoid being Victim of Spamming

- Falling victim of spamming is often unlikely but not impossible.
- Some of the ways of avoiding being victim include;
 - Verifying the Source
 - Checking Web Links
 - Avoid Replying to Spam
 - Protect Your Email Address
 - Exercise Caution at Work
 - Use Security Software
 -



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Activity

1. Review your messages to detect in spamming message.



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Contributing Constructively to Discussions

- The discussion board on Blackboard holds significant importance in various courses, especially in online settings.
- Contributing to discussions entails observing;
 - Frequency of Posting
 - Crafting Thoughtful Comments and Responses
 - Attend to Feedback



For expressing disagreement: "I disagree with X's perspective on _____ because the reading highlights _____." For expressing agreement with a explanation: "I concur that _____, which is an essential point to emphasize given the common belief in _____." For expressing mixed feelings of agreement and disagreement: "I have mixed feelings about this issue. I support X's stance on _____, but I also think _____."



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Unit 5 Quiz

1. Explain the concept of netiquette and its role in online communication. How does it differ from traditional etiquette, and why is it essential in virtual learning environments?
2. In the context of chat systems, discuss the importance of following chat room rules and guidelines. Provide examples of appropriate conduct and language in chat interactions.
3. Spam and advertisements are common issues in online communication. Describe various forms of spam and why they can be problematic. How should individuals handle spam, both in terms of prevention and response?
4. What are the potential risks associated with sharing personal information in online chats? Why is it important to refrain from sharing such details, and how can individuals protect their privacy in virtual interactions?
5. Discuss the strategies for contributing effectively to online discussions, such as those on Blackboard or similar platforms. What steps should students take to ensure their contributions are thoughtful and constructive? How can they engage with classmates and instructors positively?



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TOPIC SUMMARY

In the topic of Netiquette in Online Forums and Chat Room, learners gained an understanding of the importance of netiquette, which refers to the online etiquette and courtesy norms employed in interactions with unfamiliar individuals. Learners were introduced to various rules and guidelines for maintaining a respectful and friendly tone in online chat and forum environments. They learned the importance of using appropriate language, particularly when chatting with minors, and the prohibition of sharing personal information to ensure safety. The module also covered common chat disruptions, spam, and offensive content, emphasizing the consequences of violating these rules, such as chat bans and suspensions. Additionally, learners were educated on the concepts of spam, phishing, and how to avoid malicious spam, including tips for verifying the legitimacy of messages and protecting their email addresses. Finally, the module addressed contributing constructively to discussions on platforms like Blackboard, emphasizing the importance of posting frequency, crafting thoughtful comments and responses, and attending to feedback from instructors and peers to enhance the quality of contributions.



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Topic 6: SELLING AD SPACE

Introduction

- Selling ad spaces directly offers the advantage of;
 - establishing enduring partnerships and
 - setting aside specific ad space blocks for particular advertisers.



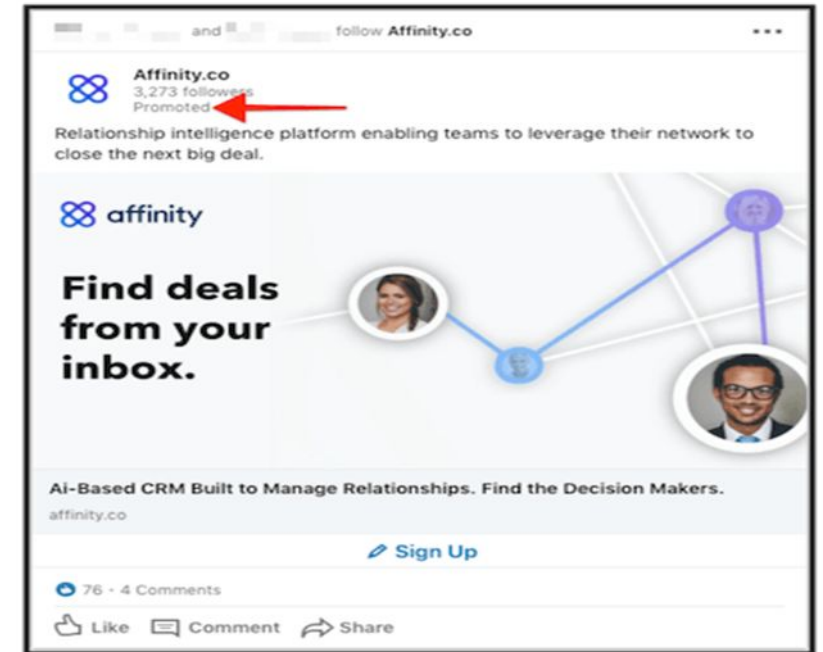
Selling downloadable Content

- E-commerce growth in Kenya creates opportunities for selling downloadable content such as;
 - E-books
 - Online courses
 - Photography
 - Web-based applications
 - Educational downloads.
- These contents can be sold in platforms such as;
 - Amazon,
 - Rakuten,
 - Ellfy,
 - Visme, and
 - Smashwords



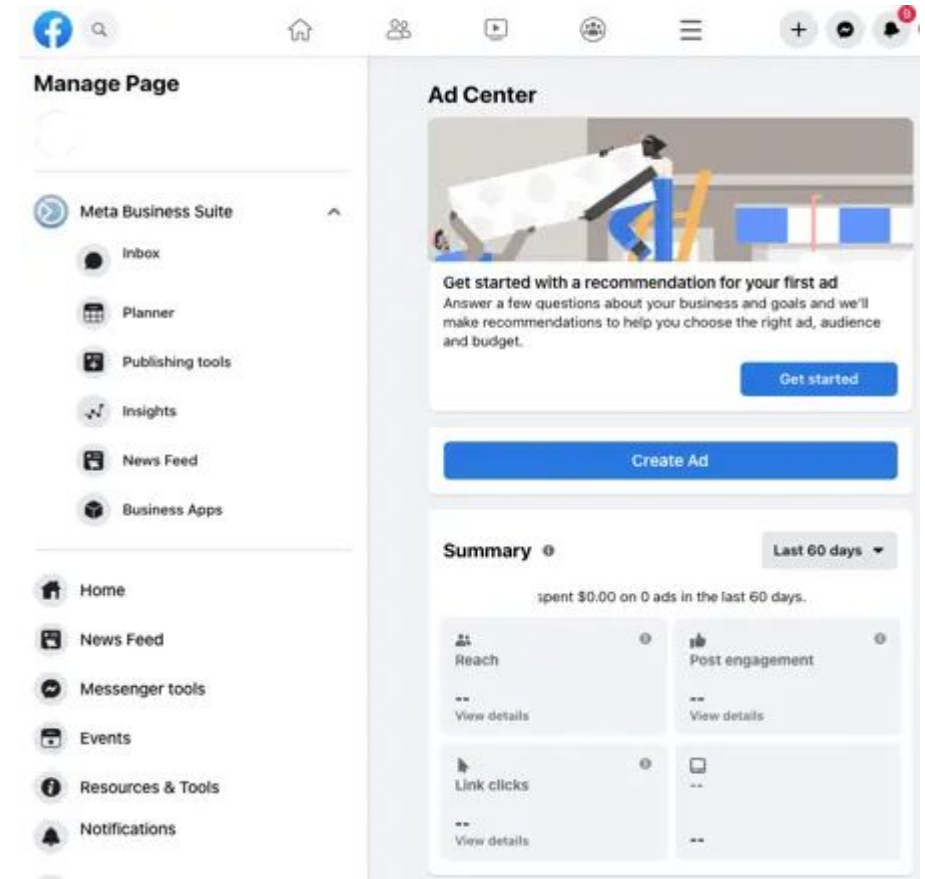
CREATING SPONSORED ADS

- Sponsored content is premium content that a sponsor pays a publisher to create and distribute.
- Sponsored content are effective because they;
 - Make a brand feel credible and trustworthy
 - Adds to the user experience instead of disrupting it
 - Building on the previous
 - Sponsored content isn't restricted to 1 format
 - Sponsored content is mutually beneficial



Activity

- Create a sponsored ad on Facebook using the outlined steps;
 - I. Create an account with Facebook Ads Manager.
 - II. Start creating an ad through Facebook Ads Manager.
 - III. Choose an objective.
 - IV. Choose your audience.
 - V. Set your budget.
 - VI. Create your ad.



Unit 6 Quiz

1. Why is selling ad space directly considered advantageous, and what are the key benefits of this approach for publishers?
2. Describe the challenges associated with selling ad space directly and explain why this method requires time and dedication.
3. How has the significance of ad space in web design evolved over time, and why is it crucial for websites relying on advertising revenue?
4. What are the fundamental considerations when choosing between selling digital products and physical products online, and why are digital products attractive to entrepreneurs?
5. What are some strategies to ensure that digital products, such as eBooks, stand out and are successful in a competitive online market.



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TOPIC SUMMARY

The topic explored three avenues for generating revenue through online content: selling ad space, selling downloadable content, and creating sponsored content. Selling ad space involves forming enduring partnerships with advertisers and dedicating specific ad spaces on a website for them, requiring time, negotiation, and relationship-building efforts. Learners in this domain gained the ability to establish sustainable advertising income but also face the challenge of balancing ad effectiveness with user experience. Selling downloadable content, particularly digital products like ebooks, offers entrepreneurs opportunities to earn passive income with relatively low overhead costs, leveraging the quality and uniqueness of their products. They also learn the importance of choosing a niche and maintaining and marketing their content. Creating sponsored content involves collaborating with sponsors to produce and distribute content that aligns with the surrounding content on a platform, enhancing brand credibility and user experience. Learners recognize the value of connecting their brand with content that resonates with their audience while maintaining transparency through clear disclosure methods.



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TOPIC 7: FREELANCE WEBSITES TO FIND WORK

Introduction

- The gig economy is growing fast
- Upwork study revealed that 59 million professionals work online daily
- Hence, considering the gig economy is key
- You can work in the gig economy as;
 - Virtual assistant,
 - Digital Marketer,
 - Web developer,
 - Research Writer,
 - etc



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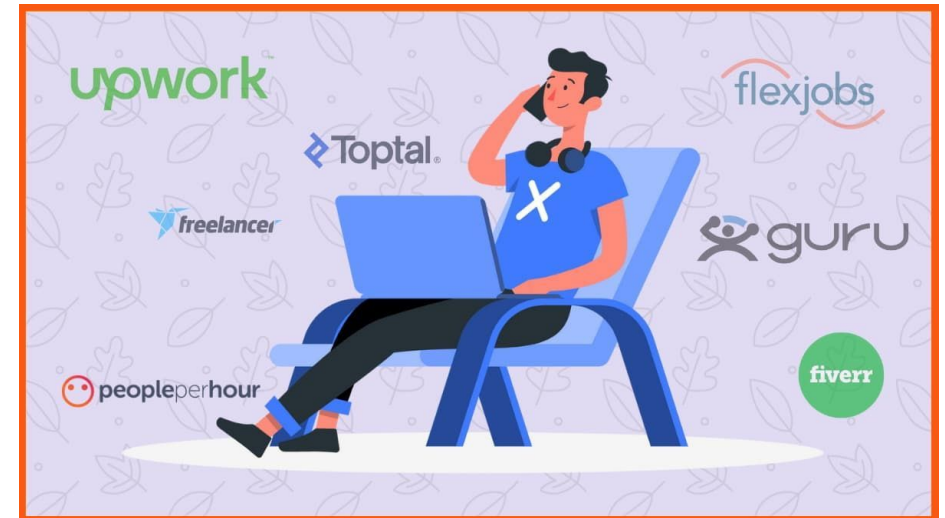
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Best Freelance Websites to Find Work

• Best freelance websites to find work include;

- Fiverr
- Toptal
- Jooble
- Freelancer.com
- Upwork
- Flexjobs
- SimplyHired
- Guru
- LinkedIn
- Behance
- 99designs
- Dribbble
- People Per Hour
- ServiceScape
- DesignHill
- TaskRabbit



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Activity

1. Follow the outlined Steps to Create and complete your Up-work account ;
 1. Go to Upwork.com and click on "Sign Up"
 2. Sign up using your work email address, Apple or your Google Account.
 3. Add your personal information.
 4. Start your Upwork profile by telling us about the work you do.
 5. Highlight your educational background.
 6. Highlight your past work experience.
 7. Add your language proficiency.

Getting Started ✓
Expertise ✓
Expertise Level
Education
Employment
Languages
Hourly Rate
Title & Overview
Profile Photo
Location
Phone

Expertise level

3 of 11

What is your level of experience in this field?

Entry level
I am relatively new to this field

Intermediate
I have substantial experience in this field

Expert
I have comprehensive and deep expertise in this field

Back Next



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Topic 7 Quiz

1. What is freelancing, and how does it differ from full-time employment? Provide key characteristics that distinguish freelancers from traditional employees.
2. Discuss the benefits and disadvantages of freelancing. How does the freelance lifestyle compare to a full-time job in terms of factors like job security and administrative responsibilities?
3. Describe the main differences between freelancing and full-time employment, considering aspects like flexibility, stability, benefits, and motivation. Explain how these differences can impact an individual's career choice.
4. In the "Categories of in-demand freelance work" section, provide an overview of at least two professions in the "Development and IT" category and two professions in the "Design and Creative" category. Explain the responsibilities of professionals in these categories.
5. In the section on "Introduction to Online Work Websites," why is it important for freelancers to use online platforms like LinkedIn and Fiverr? How do these platforms contribute to finding freelance work in today's digital landscape?



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TOPIC SUMMARY

Learners have gained insights into the world of freelancing and its various aspects. They have learned that freelancing involves working on specific projects for clients without a full-time commitment and is a growing trend in the gig economy. Freelancers have the flexibility to choose their work hours, clients, and projects, but they also face challenges such as isolation and uncertain job security. The topic also introduced different categories of freelance work, such as development, IT, and design, and provided information about popular freelance websites like Fiverr, Toptal, Jooble, Freelancer.com, and Upwork, with details on their pros and cons for both freelancers and clients.



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TOPIC 8: ONLINE PAYMENT AND FINANCIAL TRANSACTIONS

Introduction

- Online workers work and get paid remotely via online payment systems.
- Online payment and transaction systems are electronic payment or e-payment.
- They enable transferring money or making financial transactions through;
 - digital channels, primarily the internet.
- These systems allow individuals and businesses to;
 - pay for goods and services,
 - transfer funds, and
 - settle financial obligations electronically.



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Online Work Payment Systems

- Online Work payment systems include;
 - M-pesa (Kenya Only)
 - Wise
 - World Remit
 - PayPal
 - Xppm
 - Skrill



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Activity

1. Follow the outlined steps to create a PayPal account to completion;
 - STEP 1: Visit Paypal.com website and hit “sign Up”
 - SEP 2: Select personal account and hit “continue”
 - STEP 3: Select your account type
 - STEP 4: Create your login details
 - STEP 5: Verify email through the link sent
 - STEP 6: Tell us more about yourself.
 - STEP 7: Link your credit or debit card
 - STEP 8: Verify your email address.



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TOPIC 8 QUIZ

1. What are the key advantages of using online payment systems for personal financial management compared to traditional banking methods?
2. How do online payment systems enhance the security of financial transactions, and what measures can users take to protect their financial information when making online payments?
3. Discuss the various types of online payment methods, such as credit cards, digital wallets, and bank transfers. Compare their benefits and drawbacks for different financial transactions.
4. Describe the role of payment gateways in facilitating online transactions for e-commerce businesses. How can a small online business benefit from using payment gateways like PayPal or Stripe?
5. In the context of international money transfers, compare and contrast the features and benefits of services like WorldRemit, PayPal, and Skrill. What factors should individuals consider when choosing a platform for cross-border financial transactions?



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TOPIC SUMMARY

Learners in this topic learned about online payment and financial transactions, which involve the electronic exchange of funds and financial activities conducted over the internet. They discovered various methods for online payments, such as credit card payments, digital wallets, bank transfers, and payment gateways like PayPal and Wise, providing convenience, speed, and security. Furthermore, they gained insights into the use of mobile money apps like M-Pesa, WorldRemit, PayPal, and Skrill, with step-by-step instructions on creating accounts for these services and how to use them for various financial transactions.



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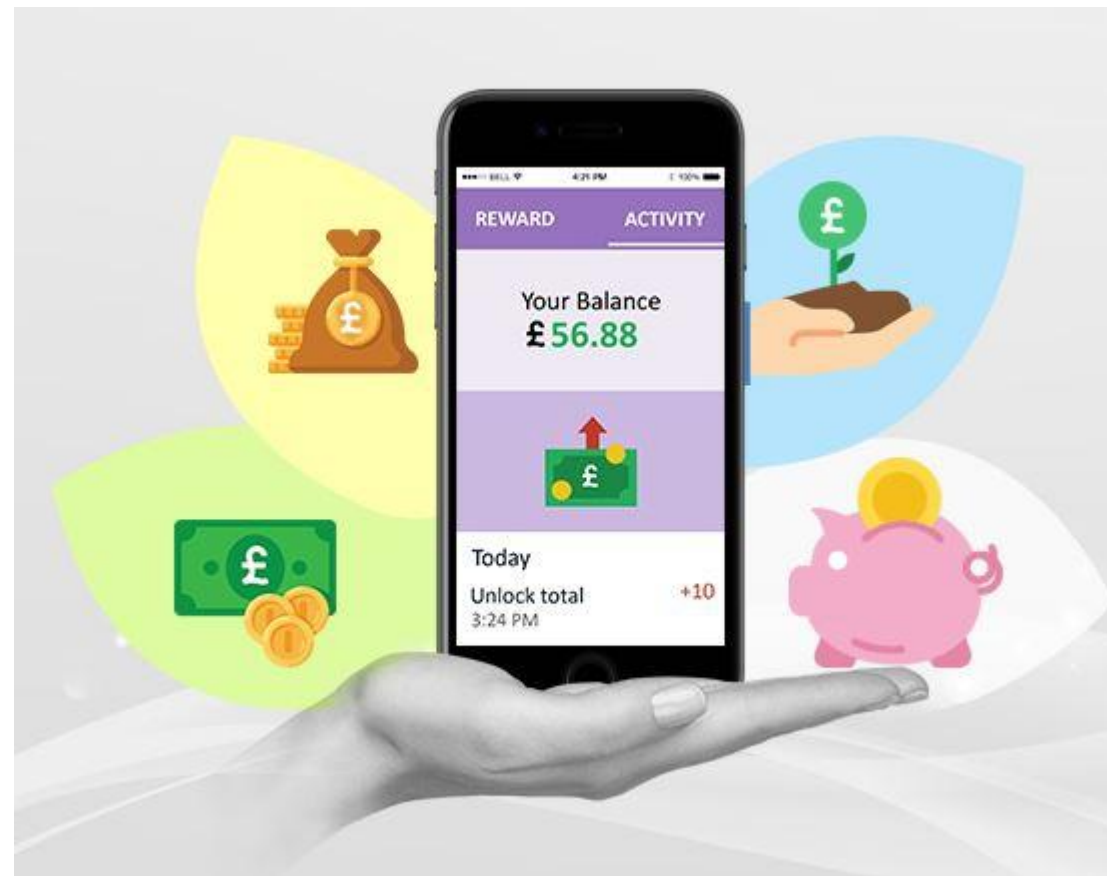
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TOPIC 9: COMMON MONEY MAKING APPS IN KENYA

- In today's digital age, more and more teenagers are looking for ways to earn money online.
- Key ways in which you can make money include;
 - As a freelancer
 - As an online tutor
 - As a marker
 - As a photographer
 - As a developer



The Best Money Making Apps

- The Best Money Making Apps in Kenya include;
 - Jumia
 - Instagram
 - YouTube
 - Amazon



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Making Money through JumiaKol

- You can make money through JumiaKol through;
 - Product Sales
 - Delivery Services
 - Customer Engagement
 - Commission and Sales
 - Digital Marketing
 - Diverse Product Categories
 - Online Payments
 - Track Performance



JUMIA 

SIGN IN REGISTER

Jumia KOL Program

If you are a Content Creator, Influencer or Affiliate join us to earn commissions.

Join now

Who can register?



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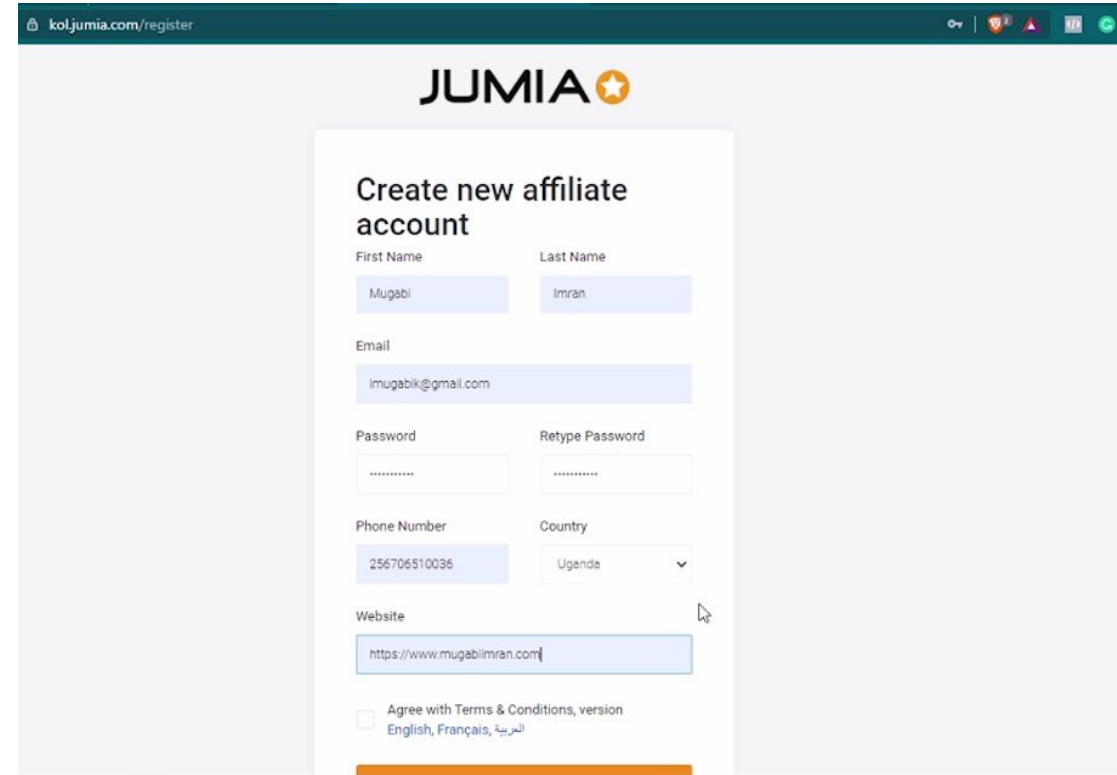
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ACTIVITY

Use the following steps to create JumiaKOL account;

- i. Visit <https://kol.jumia.com/> and hit Sign UP
- ii. Fill in your details
- iii. Verify email
- iv. Complete file by filling
 - i. Payment category
 - ii. Address details
 - iii. Contact information



The screenshot shows the registration page for JumiaKOL. The browser address bar displays 'kol.jumia.com/register'. The page features the Jumia logo at the top. The main heading is 'Create new affiliate account'. The form includes the following fields: First Name (Mugabi), Last Name (Imran), Email (lmugabik@gmail.com), Password (masked with dots), Retype Password (masked with dots), Phone Number (256706510036), Country (Uganda), and Website (https://www.mugabilmran.com). At the bottom, there is a checkbox for 'Agree with Terms & Conditions, version English, Français, العربية'.



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MAKING MONEY THROUGH INSTAGRAM

- Making Money Through Instagram entails;
 - Sponsored Posts:
 - Collaborate with brands for paid content.
 - Promote products or services in your posts.
 - Affiliate Marketing:
 - Share affiliate links in your bio or captions.
 - Earn commissions on sales generated through your links.
 - Instagram Shopping:
 - Tag products in your posts for direct shopping.
 - Customers can purchase without leaving the app.
 - Influencer Marketing:
 - Connect with influencer marketing platforms.
 - Brands pay you to promote their products.



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ACTIVITY

- Use the following steps to create Instagram account;
 1. Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).
 2. Once the app is installed, tap to open it.
 3. Tap Create New Account and enter your email address or mobile number, then tap Next.



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MAKING MONEY THROUGH YOUTUBE

- Ways in which you can make money through YouTube include;
 - Earn money from ads displayed on your videos.
 - Requires enabling monetization and meeting YouTube's criteria.:
 - Get a share of YouTube Premium subscription fees.
 - Based on how much Premium members watch your content.
 - Offer paid channel memberships to subscribers.
 - Access to exclusive perks like badges and emojis.
 - Promote and sell your merchandise directly on your channel.
 - Integrated shopping experience for viewers.



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ACTIVITY

Follow the following steps to create a YouTube account;

- i. Step 1: Go to YouTube.
- ii. Step 2: In the top right, click Sign in.
- iii. Step 3: Click Create Account.
- iv. Step 4: Choose For myself or To manage my business.
- v. Step 5: Start a YouTube channel
- vi. Step 6: Make your channel successful enough that it meets the YouTube Partner Program requirements.
- vii. Step 7: Set up an AdSense account.
- viii. Step 8: Explore your new monetization features.
- ix. Step 9: Submit to ongoing reviews.
- x. Step 10: Imagine and design your product.



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MAKING MONEY THROUGH AMAZON APP

- Ways of making money through Amazon App include;
 - I. Join the Amazon Associates program through the app.
 - II. Access exclusive deals and discounts
 - III. List and sell products on Amazon's platform.
 - IV. Reach millions of potential customers.
 - V. Self-publish eBooks on the Kindle platform.
 - VI. Earn royalties from book sales.



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ACTIVITY

- Follow the following steps to create your Amazon Associate account;
 - I. Navigate to the Amazon Associates homepage and click Sign Up.
 - II. Enter your account information.
 - III. Enter your website address.
 - IV. Enter your preferred store ID.
 - V. Explain how you drive traffic to your site.
 - VI. Choose your payment method.
 - VII. Create Amazon Affiliate links.



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Topic 9 Quiz

1. What is the main purpose of Facebook retargeting, and how does it work? Describe the role of the Facebook pixel in this marketing strategy.
2. Name three benefits of using Facebook retargeting for businesses. Explain how retargeting can help in achieving these benefits.
3. What are the key components needed to run a Facebook retargeting ad campaign successfully? Provide a brief description of each component and its importance in the process.

TOPIC SUMMARY

In this unit, learners were introduced to various opportunities for making money online in the digital age. They explored freelancing, online tutoring, content creation, and virtual assistance as potential avenues for earning income. Freelancing offers flexibility and allows teens to showcase their skills on platforms for services like graphic design, content writing, and more. Online tutoring is ideal for those with strong academic skills, enabling them to help others while improving their own knowledge. Content creation, through platforms like YouTube and TikTok, allows teens to express themselves creatively and monetize their content. Virtual assistance provides a chance to gain professional experience by handling remote administrative tasks. Additionally, the unit discusses various methods of making money online in Kenya, emphasizing the benefits of remote work, including flexibility, independence, and higher earning potential. It highlights different opportunities such as social media influencing, virtual assistant work, transcribing, and blogging. The unit also mentions primary money-making apps in Kenya and elaborates on the Jumia Affiliate Program, providing benefits and steps to join. It further outlines ways to make money on Instagram, including partnering with brands for sponsored posts, participating in the Creator Fund, opening an Instagram Shop, becoming an affiliate marketer, and offering various services related to Instagram marketing. It emphasizes the importance of building an engaged audience, using tags, and taking a multi-channel approach to maximize earnings. Ultimately, this unit equips teenagers with actionable insights on how to leverage their skills and online platforms to earn money in today's digital landscape.



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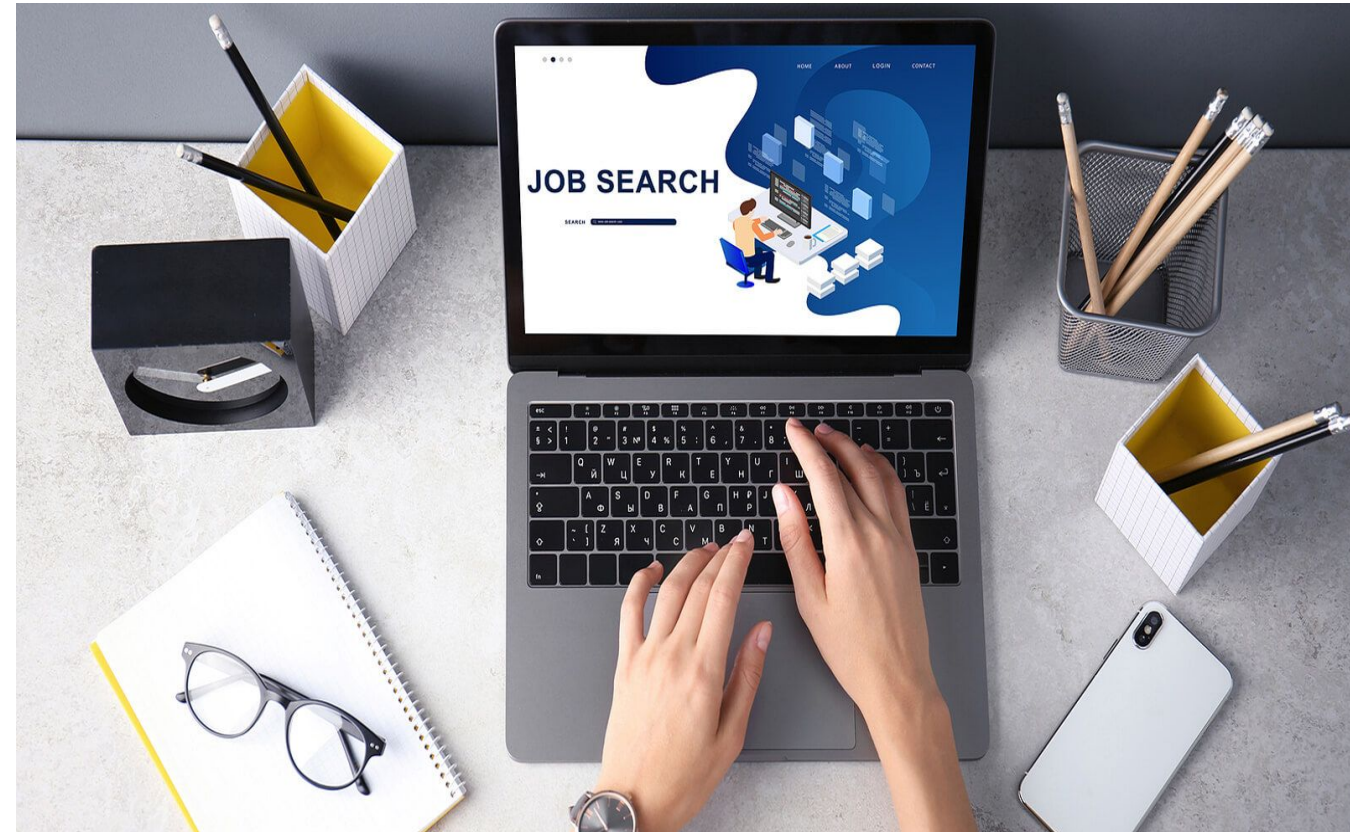
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TOPIC 10: ONLINE WORK ESSENTIALS AND PROFESSIONALISM

- Online Work Essentials and Professionalism involve;
 - A set of skills,
 - behaviors, and
 - Tools that are crucial for success in the digital workplace.
- It is essential to adapt to this environment effectively.



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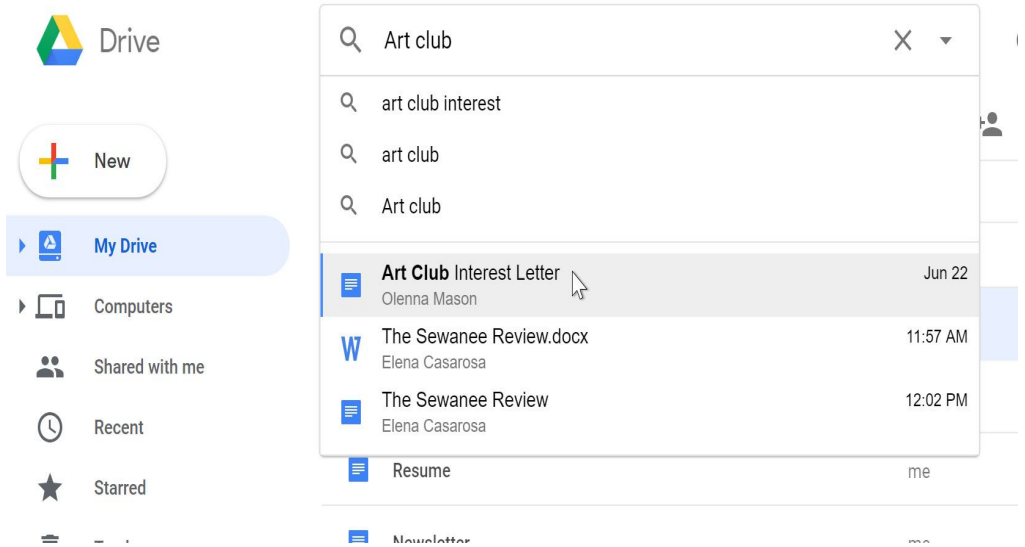
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FILE MANAGEMENT

- File management is a fundamental aspect of digital organization and productivity.
- It involves;
 - creating,
 - storing,
 - Ensuring online file security
 - organizing, and
 - sharing files.
- File Storage Options:
 - Local Devices- i.e., flash disc
 - Cloud Storage- i.e., google drive, Dropbox,



Activity

1. Use the following steps to create and share files through google drive;
 - i. On your computer, go to drive.google.com.
 - ii. On the left, click Shared drives.
 - iii. At the top left, click New.
 - iv. Enter a name for the shared drive.
 - v. Click Create.
 - vi. Select the file you want to share.
 - vii. Click Share or Share .
 - viii. Under “General access” click the Down arrow .
 - ix. Choose Anyone with the link.
 - x. To decide what role people will have, select Viewer, Commenter, or Editor.
 - xi. Click Copy link.
 - xii. Click Done.
 - xiii. Paste the link in an email or any place you want to share it.



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ONLINE RESEARCH SKILLS

Online research skills are crucial in the digital age, where a wealth of information is readily available on the internet.

Key Components of Online Research Skills:

- Defining Research Objectives
- Effective Search Strategies
- Source Evaluation
- Using Library Databases
- Citation Styles
- Avoiding Plagiarism
- Media Literacy



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REMOTE WORK ETIQUETTE

- Remote work etiquette is crucial to ensure productivity and professionalism.
- Key Aspects of Remote Work Etiquette:
 - Communication
 - Timeliness
 - Professionalism
 - Privacy
 - Self-discipline
 - Security
 - Collaboration
 - Accessibility
- Best Practices for Remote Work Etiquette:
 - Set Clear Expectations
 - Use Video Wisely
 - Maintain Regular Communication
 - Respect Time Zones
 - Organize Your Workspace
 - Update Status
 - Avoid Multitasking
 - Breaks and Boundaries
 - Cybersecurity Vigilance



ACTIVITY

Use the outlined steps to Organize a virtual meeting through MS Teams while considering everyone's time zones;

1. Download and install Microsoft Teams Application from Play store/Pasture
2. Open Microsoft Teams
3. From the Calendar tab, select New Meeting at the top of the screen.
4. Give your meeting a name in the Add title field.
5. Enter a name, email, or phone number to add participants to your meeting.
6. Select Save to schedule your meeting.

TOPIC 10 QUIZ

- i. Can you explain the key differences between storing files on local devices and using cloud storage in a professional setting?
- ii. Describe the importance of maintaining a well-organized folder structure and effective file naming conventions for digital productivity
- iii. Discuss the importance of professionalism during virtual meetings and video conferences in a remote work environment. What are some best practices to maintain professionalism?
- iv. How can you effectively balance self-discipline and privacy while working remotely to ensure productivity without compromising security?
- v. Explain the significance of respecting time zones when collaborating with a remote team. Provide an example of how scheduling a meeting without considering time zones can lead to challenges.



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TOPIC 10 SUMMARY

In this unit learners have acquired fundamental skills and knowledge necessary for success in the digital workplace. They have learned essential aspects of file management, which include file storage options, organizing files with folder structures and naming conventions, and secure file sharing practices. Furthermore, learners have developed crucial online research skills, covering defining research objectives, effective search strategies, source evaluation, citation styles, and plagiarism avoidance. Lastly, they have gained insight into remote work etiquette, understanding the importance of communication, timeliness, professionalism, privacy, self-discipline, security, collaboration, and accessibility in a remote work setting. These skills and best practices empower learners to thrive in the digital workplace with efficiency, professionalism, and adaptability.



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MODULE SUMMARY

In this comprehensive module, learners have acquired a broad spectrum of competencies vital for success in the online work landscape. They developed a deep understanding of online etiquette and netiquette, enhancing their ability to maintain professionalism and respectful communication in digital settings. Participants also gained essential email etiquette skills, including writing professional, concise emails, using appropriate subject lines, and avoiding the overuse of CC and BCC. Additionally, they become proficient in social media etiquette, learning how to post suitable content, respond effectively to comments and messages, and navigate disagreements and negative feedback with finesse. Learners also mastered online communication tone and respectful language, understanding the subtleties of written communication, emoji usage, and language choice. Furthermore, they became adept at netiquette in online forums and chat rooms, following rules, avoiding spam and trolling, and contributing constructively to discussions. The module equipped them with the knowledge of selling ad space through downloadable content and sponsored content. Learners also gain valuable insights into the best freelance websites for finding work, expanding their opportunities in the online job market. Furthermore, they acquired the expertise to handle online payment systems, ensuring secure and efficient financial transactions. The module concluded by providing insights into various money-making techniques and common money-making apps in Kenya. Finally, learners enhanced their digital professionalism through mastering file management, online research skills, and remote work etiquette, enabling them to excel in the online workspace.



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