

DQ DAY

Social Media Kit

DQ Day 2019

Co-Creating Global Standards for Digital Literacy, Skills, and Readiness

About DQ DAY

The world marks the first Digital Intelligence (DQ) Day on **October 10th, 2019**. Initiated by DQ Institute and IEEE Standards Association (IEEE SA), in collaboration with the World Economic Forum, DQ Day is the day individuals and organizations across the globe affirm their commitment to promote online safety, ethics, and human empowerment in the digital age.

DQ (digital intelligence) is a comprehensive set of digital competencies that enables individuals to thrive in the digital economy. In September last year, the DQ Framework - called the DQ Global Standards - was officially announced as the common language for digital literacy, skills, and readiness by the Coalition for Digital Intelligence (CDI) whose members include the Organization for Economic Co-operation and Development (OECD), IEEE Standards Association (IEEE SA), and DQ Institute.

Going forward, the DQ Global Standards is becoming a key reference for building next-generation global standards across the education and technology sectors in order to promote children's digital literacy, as well as to support digital skills training for the global workforce.

What do we want to achieve?

Through DQ Day, we are inviting organizations from around the world who work in the areas of online safety, digital literacy, skills and readiness to become founding members of the DQ Seal program. Participating organizations will be given a seal to recognize them as co-creators of the DQ Global Standards and to endorse that their digital initiatives are in line with global benchmarks.

Our goal is to develop a global community of high-quality education, training and technology providers in the digital intelligence field. This will ensure that digital competency-building efforts are coordinated globally by using a common language and set of definitions for digital literacy, skills, and readiness.

Together, we adopt, align and co-create the DQ Global Standards (#DQGlobalStandards).

What can you do this DQ DAY?

Social Media Support

Social Media Graphic Guide:

Step 1: Click to **download** the DQ Day Graphic on the right.

Step 2: **Share** the DQ Day Graphic on your online social media communities (Instagram, Facebook, Twitter, WeChat) along with the following message:

We adopt, align and co-create the #DQGlobalStandards. Get started [here](#).

Share your post on the **10th of October 2019**.

DQ DAY Social Media Graphic



Adopt, Align, Co-Create
#DQGlobalStandards

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