

## METHODOLOGY OF FORMATION OF FREELANCING SKILLS OF FUTURE TEACHERS OF INFORMATICS AND INFORMATION TECHNOLOGIES THROUGH THE SUBJECT OF INFORMATICS AND DIGITAL TECHNOLOGIES

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### **Annotation:**

This article describes in detail about the formation of freelancing skills for future informatics and information technology teachers through the science of "Informatics and digital technologies", SMM, the concept of freelancing, conducting freelancing activities, the advantages and disadvantages of freelancing.

**Keywords:** Digital Marketing, Social Media Marketing, Freelance, Freelancing, Freelance Systems, SMM.

In today's age of digital technologies, the field of **SMM** is increasingly developing. Studying the field of SMM is even included in school textbooks, and training the young generation in modern professions is one of the urgent issues of today. Future teachers of Informatics and digital technologies in higher educational institutions are given insights into the field of SMM and form freelance skills. Well, let's take a look at what digital media marketing is, what freelance activities are, and how to develop freelance skills.

Digital marketing aims to expand its position in the market, increase consumer satisfaction with goods and services, and increase profits, using the capabilities of information technologies.

### **Social Media Marketing:**

Social media marketing can be defined as any digital platform that connects people and helps them share information.

### **Digital Marketing:**

Digital marketing can be defined as the use of all available digital channels to communicate with stakeholders related to the promotion and awareness of products and services.

Digital marketing is a growing field due to rapid technological advancements. Digital marketing is carried out in two directions:

1. Online format is divided into types: popular channels of the Internet - content uploaded from websites - marketing, social media - marketing, account system, e-mail marketing and online - banner advertising.
2. In offline format: mobile marketing (SMS, MMS), digital billboards and television.

### Benefits of Social Media Marketing:

**Speed:** Communication through social media is instantaneous and if the content is compelling, it spreads at lightning speed. Thanks to the use of a smartphone, the message is received immediately. In addition, the opinion of the receivers is also instantaneous.

**Cost Effective:** Unlike traditional marketing tools like newspapers, magazines, and billboards, social media marketing is not that expensive. Social networks can be used as free tools and paid channels. Paid modes are paid advertising, advertising and targeted marketing, which can increase the effectiveness of the campaign. The right campaign can be more profitable than traditional marketing models.

**Social Trend:** Social media is the current trend among internet savvy people. If an organization wants to stay in close contact with its customers, they should have a social media profile. More and more companies are realizing this point and moving to social media platforms.

### Raqamli va ijtimoiy media marketing yordamida hamkorlikni yo‘lga qo‘yish

Now we will look at the difference between digital marketing and social media marketing. Don't forget that social media marketing is a part of digital marketing. However, if we compare them, we will find the following differences and features (Table 1):

Table 1. Features and differences between social media marketing and digital marketing

Characteristics	Social media marketing	Digital marketing
Boundary feature	Social networks have a limited boundary called the Internet. It needs internet to work, and internet limits its capabilities.	Digital marketing has its own characteristics. It can reach online and offline audiences and is not limited by the Internet.
Availability of components	A social media marketing campaign can only involve social media platforms like Twitter, Facebook, etc.	A digital marketing campaign can include more components of digital platforms, which can bring great benefits to the campaign.
Content marketing	Social media marketing depends on the content, effectiveness and reach of your audience.	Digital Marketing: Digital marketing is not so much about content. In digital marketing, companies can focus entirely on banners for advertising.

Social media marketing (Social Media Marketing - SMM) is also a modern electronic marketing tool for using social networks to market a company, create a brand, and popularize a product. Site optimization for social sites (Social Media Optimization - SMO) is a type of electronic marketing designed to attract traffic from social networks to the site.

### **Freelance opportunities. Freelance systems**

Recently, the word "freelance" has become very popular. Anyone who wants to earn money through Internet systems has heard this word at least once. So what does the word freelance mean?

Freelancer (eng. free - free; lancer - spear) is a freelancer, a person who is hired to perform one-time or seasonal services, performs some work or service for a fixed period of time for an agreed fee.

Freelance is the easiest way to start earning money online. Firstly, it does not require any initial capital to start, and secondly, there is a high demand worldwide for any freelance service. This situation has brought it to the first place in the list of jobs that bring income through the Internet. Freelancers mainly work informally and find buyers for their services themselves or work at the request of customers. It is possible to cooperate with several customers at the same time. An enterprise is not officially registered. The advantage of freelancing is the possibility to provide service for a fee on a project in any country from anywhere in the world. It does not matter where the employee works for the employer. People living in different cities, countries, and even continents can enter into labor relations without any obstacles.

The widespread development of the Internet throughout the world has led to the popularization of freelance activities. Currently, there is a stable layer of freelancers who earn income by working remotely via the Internet. The demand and need for them is increasing, starting from simple jobs, for jobs that require high knowledge and skills.

- Professions that can be started as a freelancer:
- journalist;
- legal advisor (lawyer and lawyer);
- consultant (business trainer);
- providing photo and video services (photographers, illustrators);
- preparation of drawings and projects (artist, architect and engineer-designers);
- performing work related to accounting, advertising, marketing (advertiser, marketer);
- text writing, text editing, translation (copywriters);
- creating programs and software applications (programmers);
- creation and management of various sites (SEO-specialists);
- web-design and illustration work (designer);
- Creating 3D models (experts in 3D modeling);
- pagination of printing products (pager) and others.

### **Advantages of freelancing**

- Free work order. Can work at will. Self-determination of working hours is very convenient for people with young children, relatives who need care, those who want to do extra work outside of working hours, and pupils and students.
- Self-determination of the workplace. Young mothers and people with disabilities, as well as people with health problems can work at home or in another convenient place for them.
- Saving money. There is no need to spend money on office rent, daily transportation costs, eating out.
- The most comfortable working conditions. Personal workspace, clothing, temperature, food, etc. Creating the optimal balance between work and family.
- Choosing a job independently. Working only with orders that are convenient for him, for example, working with customers in countries with high labor costs.
- Also, refusing to implement uninteresting, inconvenient projects. To perform only the assigned task.
- Great earning potential. A freelancer who has acquired many clients and customers will have a stable source of income, which is not threatened by the closure of the enterprise, reduction in the number of employees, and other similar factors.
- Work in many areas. A professional degree is not required. Especially today, those who cannot find a job in their specialty or young people, only knowledge and skills are required to work as a freelancer.

### **Disadvantages of Freelancing**

- Instability of income. Carrying out a large volume of work during the month, then a decrease in income due to a decrease in orders.
- Constantly looking for new orders, spending time on them, sometimes spending money on a freelance website and advertising.
- Self-motivation and time management.
- Stay in touch. Monitoring the continuous operation of the Internet and mobile communication.

### **Steps to start freelancing:**

**1. Preparation of the workplace.** It is necessary to have all the tools to work remotely. For this, you need a computer, high-speed Internet, and a phone to receive and submit orders on time. In recent days, freelancers prefer to work on laptops instead of computers, as it is possible to work from anywhere with the help of a laptop. Preparation of electronic wallets is required to receive wages.

**2. Installation of communication tools.** It is necessary to install all necessary software tools to communicate with customers and fulfill orders: open a separate e-mail address, video communication programs such as Skype, graphic programs, etc.

**3. Selection of service types.** Choosing a type of activity that is interesting for him and requires the necessary skills and qualifications.

**4. Determining the price of the service.** The price of the service is determined before receiving or executing the order. Generally, new hires are paid less. For this, it is necessary to study the prices of active freelancers, compare their skill level with them, and set the price of their services based on this. The complexity of the work and how long it will take are also taken into account. It is necessary to determine one's strengths and emphasize them in communication with customers.

**5. Creating a portfolio.** A list of things you can do to cooperate with the customer will be prepared, and some orders will be displayed for free and some at a low price. Usually, finding a client is not a problem if the fee is low. The price of the service can be increased depending on the number of jobs performed.

**6. Order search.** A person who decides to work as a freelancer should get the first order from acquaintances or special exchanges. For this, necessary information about oneself is placed on the Internet and services are offered. In the process of work, the list of useful contacts increases, and the freelancer is now found by the customers themselves or on the basis of recommendations of their acquaintances. Also, some customers may apply repeatedly. Remote jobs can also be found on special sites. To find regular customers, it is necessary to register on the freelancer exchange. During the registration process, it is necessary to show more information and write without errors, because the customer reviews the personal profile and portfolio before placing an order.

We will contribute to the development of the IT industry by training the young generation in modern professions by forming freelancing skills in future teachers of informatics and information technologies.

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