

WEA Course information sheet 2020-21



Course title: Develop Social Media Skills - Pathways		Course ID: C2421757
Start date: 12/05/2021	End date: 09/06/2021	Day(s)/time(s): Wed 12:00
Number of sessions: 5	Hours per session: 2	Tutor: Mai Gray
Additional hours:	Online Learning Hours: 0	
Specific funder/partner requirements: This course is free for all students in the Greater London area claiming benefits or on low incomes		
Awarding body (if any): Title of qualification to be gained:		Level: Level 1
Fee: £32.00 or Free if you are in receipt of an income related benefit (only SFA funded) Accreditation Fee (if applicable): £.00		
Venue: Online Learning, Online, ZZ99 9ZZ		
Theme(s): The WEA has four themes it uses for planning its provision. Employability – helping students to get a job or to make progress in their employment Health and Wellbeing – making a positive contribution to their own or others health and wellbeing Community Engagement – encouraging students to be positively involved in their communities Culture – learning about diverse cultures, identities and environments The Theme(s) used in planning your course is/ are: 1. Employability 2. Health and Wellbeing		

Course Aim Discover how the use of social media can aid networking and exploring local employment opportunities.
Course Description Social media has become an important tool when job searching. Most jobs come through networking and not by applying on job boards or aimlessly sending out CVs. Social media tools make networking easier and much more powerful due to their interactive nature. When a job seeker learns how to use social networking well their chances for finding opportunities multiply exponentially. Hiring managers and recruiters are using social media more and more to research candidates: 80% use LinkedIn and 50% can determine whether a candidate's personality is a good fit for their company by viewing that person's social media presence. If you really want to use social media to land your dream job then you need to expand your online presence beyond the basics. A CV will state your skills but a profile on a social media site can demonstrate your passion, your personality and your uniqueness - Known as Personal Branding.
Do I need any particular skills or experience?
What will I achieve? By the end of the course I will be able to:

1. Identify the benefits of networking on and offline
2. Setup three social media accounts with effective profiles: Facebook, Twitter and LinkedIn
3. Develop a Personal Brand
4. Establish a notable online presence
5. Find work by searching social media

What teaching methods will be used and will there be work outside of the class?

- The WEA tutor will use a range of different teaching and learning methods and encourage you and the group to be actively involved in your learning
- You may be asked to undertake additional work in your own time to support your learning

What kind of feedback can I expect from the tutor?

- A range of informal activities will be used by the tutor to see what you are learning which may include quizzes, question and answer, small projects and discussion
- You will have opportunities to discuss your progress with your tutor
- You will be encouraged to share your work with the group and discuss your learning

What else do I need to know? Is there anything I need to bring?

- It would be helpful if you had access to the internet (Mobile phone, tablet or computer at home or through a library etc.)
- Laptops will be provide but please bring a pen and paper

Pre-course work, reading and information sources

- No pre reading is required but research on the subject on the internet or in the library may be helpful
- It is recommended that you buy a copy of "Job Searching with Social Media for Dummies" 2nd edition by Joshua Waldman. Through Amazon, eBay or bookshops.

Possible next steps after this course (including career opportunities if appropriate)

- Progress to another WEA course
- Progress to a course with another provider
- Become involved with the WEA in a range of voluntary work and other activities including campaigning as a WEA member
- You could progress to Higher Education courses. Follow link to the PEARL website for information <http://pearl.open.ac.uk/>
- Access the WEA What Next? booklet here <http://www.wea.org.uk/learn-wea/what-can-i-do-next>

Learning with the WEA

WEA courses increasingly make use of the rich variety of educational tools and material available on the internet and from digital devices. The WEA's digital learning platform, Canvas will play an increasing role in all WEA courses to provide resources or support, or to conduct lessons, enable assessment, provide learner feedback and for other activities for individuals away from the course. It is helpful, although not essential if you have access to a computer or smartphone to support your course.

You can read about your entitlements and responsibilities as a WEA student in our leaflet, Student Handbook here <http://www.wea.org.uk/learn-wea/student-support> This includes information on fees,

learning support and financial support. As part of your course you accept our Learning Agreement and Privacy Notice. Full details of the Learning Agreement and privacy notice can be found on our website at <http://www.wea.org.uk/policies>. This applies to all courses you take in this academic year.

You can enrol online for most courses <http://www.wea.org.uk/learn-wea/course-search> or contact: WEA Support Services, Suite 10B Joseph's Well, Hanover Way, Leeds, West Yorkshire, LS3 1AB
Tel: 0300 303 3464 Email: courseenquiries@wea.org.uk



Education & Skills
Funding Agency



European Union
European Social Fund

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