

Media Awareness



Course outline

Course Tutor:

Stewart Kirkpatrick

Course Content:

This introduction to the fundamentals of web writing focuses on what makes writing online different from print, and the simple, accessible skills you can learn to make your content stand out.

Aimed at print journalists and comms professionals looking to increase their digital confidence, the course also provides opportunities for stimulating discussions around digital techniques and issues, and how they affect content creation.

Programme

- Understanding how people read online
- Understanding your audience
- Picking the right type of online content
- Structuring your content for the web
- Keywords and simple SEO
- Writing for Social Media
- AI: What is it, what can it do, what can't it do

Qualifications:

No formal qualifications required.

Expected learning outcomes:

By the end of the course you'll be equipped with a range of knowledge, skills and techniques that will allow you to approach content creation with confidence. You'll be ready to write clear and compelling web content.