



**Fast-forward your skills with the  
IT User – ITQ in Social Media**

**22nd February – 11th June 2021**

**[www.fircroft.ac.uk](http://www.fircroft.ac.uk)**



## Fircroft College

Fircroft is a vibrant adult education college welcoming students from across the West Midlands and England and offering a range of short and longer residential courses as well as some online, correspondence and blended courses. Courses include personal and social development, business skills, social justice themed courses and functional skills.

The college is seen as a place of sanctuary for its students who are able to escape from their every-day lives for a short time and focus on their learning. In addition to the picturesque setting and tranquil grounds, the college offers extra support to students who may find learning challenging and are perhaps going through a period of change in their lives. Students coming to Fircroft may be eligible for fully funded or subsidised courses.

The landscaped gardens at Fircroft offer spaces for thinking, studying, conversation, teaching and reflection and act as an extension to the college building. They are available to all students, forming part of the transformational learning experience.

### Course Description

This Level 3 course is ideal for people considering a career in social media, or those wanting to take their knowledge of ICT and social media to the next level. This is a practical, structured course, designed to ensure you really understand how to use a range of social media channels. This qualification provides students with the opportunity to develop their IT skills for personal use, preparation for employment and career progression.

### Units include:

1. Improving productivity using IT
2. Using collaborative technologies
3. Using the internet
4. Video software

You will learn how to record and edit video sequences to produce content for social media. As producing content for social media is as much about curating as it is creating, you will also learn the best techniques for navigating the Internet, sourcing media, and managing files. In addition, you will learn about working online and using collaborative software to video conference, share ideas and exchange work virtually. You will have hands-on IT and social media tuition with tutors who have extensive IT experience and who have worked with global IT oriented organisations and you will also have the opportunity to work with industry professionals. Social media professionals who work in the sector will be part of the course and will help you to develop a unique portfolio to show to employers.

## Extras:

As a **bonus**, once you have successfully enrolled onto the course you will be given a **FREE** Social Media Kit Pack, which will enable you to create professional content you'll be proud to share across social media. The pack includes a selection of creative accessories that are specifically designed for smartphones and mobile devices – perfect for creating content on-the-go, wherever you are and whenever inspiration strikes. The Social Media Kit Pack includes a smartphone mic, lighting accessories, and both a hand-held and free-standing tri-pod.

## Course Delivery:

This course is part time residential - 3 days, 2 nights each week - at Fircroft College. For information about what it is like to be a residential student at the college please go to our website [www.fircroft.ac.uk](http://www.fircroft.ac.uk)

You can also contact the Admissions team on **0121 472 0116** if you have any questions about the course.

## Entry Requirements:

At ITQ Level 3, students are expected to have a firm grasp of essential Level 1 and Level 2 ICT skills. Entrance to this course will be subject to an ICT competency assessment.

A certificate of Level 1 English is to be provided on application or if you are unable to produce a certificate, you can take an entry test to have your level of English assessed.

You will also need a laptop with camera and speakers in the event of the course providing some additional online learning.

Please note that as this course is funded by the West Midlands Combined Authority it is only available to people living in certain areas of the West Midlands region. Contact our Admissions team to see if you are eligible to apply. Tel: **0121 472 0116** or email [admissions@fircroft.ac.uk](mailto:admissions@fircroft.ac.uk)

## Fees:

The whole course, including all accommodation and food, ranges from fully funded (free) to £150 depending on the student's financial circumstances. Because we are in receipt of funding we are able to offer this course at a reduced rate.

## Health and Safety:

We are a COVID-secure college and have put the recommended health and safety measures in place to ensure Fircroft is a safe place to stay and learn. Go to [www.fircroft.ac.uk/covid-health-and-safety-measures](http://www.fircroft.ac.uk/covid-health-and-safety-measures) to find out more.

## How to Apply:

Go to [www.fircroft.ac.uk/itq-in-social-media](http://www.fircroft.ac.uk/itq-in-social-media) and apply online or contact our Admissions team on 0121 472 0116 or email [admissions@fircroft.ac.uk](mailto:admissions@fircroft.ac.uk) for further information.

*\*Please note that course details may be subject to change*



A photograph of three young men in a library setting, looking at a laptop screen together. They are smiling and appear to be engaged in a collaborative activity. The background shows bookshelves filled with books.

## Why not attend our IT User – ITQ in Social Media Open Day session (online)?

The Open Day session will be online on Tuesday 26th January 11.00 am – 12.00 pm. You will be able to talk to tutors about the course, see demonstrations from the tutors and discover more about the college.

Go to [www.fircroft.ac.uk/open-days](http://www.fircroft.ac.uk/open-days) to register.

T: 0121 472 0116 | E: [Admissions@fircroft.ac.uk](mailto:Admissions@fircroft.ac.uk) | W: [www.fircroft.ac.uk](http://www.fircroft.ac.uk)

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