

Summary Information

Module Code	5005LSSCPD
Formal Module Title	Content Production for Social Media
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	30
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Martin Jones	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------

Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
----------------------	-------

Online	45
Tutorial	3
Workshop	60

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	1. To identify, appraise, and utilise trends, platforms, and analytical tools for social media communications. 2. To develop and apply appropriate skills in the production of content for social media. 3. To appraise and debate the ethical, moral, and legal implications of the use of social media for corporate communications.
-------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate competencies in research, planning, production, and the use of analytical tools for social media.
MLO2	Formulate, design, and produce a range of social media content.
MLO3	Understand and debate legal, ethical, and moral implications of brands' use of social media communications.

Module Content

Outline Syllabus
<p>Students will learn how to identify and analyse trends. They will use this information to write and produce content to engage and capture the attention of an audience, using appropriate tone of voice and visual assets. They will also develop an understanding of how macro and micro influencers can be used to draw in audiences. Students will create sample social media content that can be used across a range of different platforms. In doing so they will develop an understanding of how each of the top social media platforms are used and will use industry standard tools to monitor and analyse the effectiveness of the approach taken. Working to briefs, students will develop an understanding of the need to produce authentic, legal, and ethical content. They will develop an understanding of how algorithms and big data are used on social media platforms and in programmatic advertising in response to a hypothetical brief. Students will consider the implications of the use of social media content, algorithms, and user engagement techniques, and will produce a portfolio of social media content. Course content may include, but is not limited to, the development of skills in:</p> <ul style="list-style-type: none"> • Practical content production, including video, sound, graphics, and written content for use in social media. • The use of brand guidelines. • Analytical tools. • Platform restrictions and scheduling. • Programmatic advertising techniques. • Transmedia narratives.

Module Overview

Additional Information

Programme code: • 36769 Intake month(s): • January Subject benchmark statement(s): • Communication, Media, Film and Cultural Studies (2019) Any other external reference points used to inform programme outcomes: • Research conducted for Office for Students short course pilot. Mode and duration of study: • Part time hybrid learning over one semester. Criteria for admission to the programme: • A/AS Level 104 UCAS points from a minimum of 2 A Levels. Maximum of 20 AS points accepted. BTEC National Diploma 104 UCAS Tariff points. Irish Leaving Certificate 104 UCAS tariff points. Maximum of 20 UCAS tariff points at Ordinary Level Scottish Higher 104 UCAS points to include 2 Advanced Higher International Baccalaureate 24 IB points Access At least 9 Distinctions and 36 Merits or any other combination that equates to 104 UCAS tariff points in a relevant subject Other Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language and Mathematics GCSE or an approved alternative qualification: • Key Skills Level 2 in English/ Maths • NVQ Level 2 Functional skills in Maths and English Writing and or Reading • Skills for Life Level 2 in Numeracy/English • Higher Diploma in Maths/ English • Functional skills Level 2 in Maths/ English • Northern Ireland Essential Skills Level 2 in communication or Application of Number • Wales Essential Skills Level 2 in Communication or Application of Number. • Mature Entry Applications are welcomed from mature and non-standard applicants who will be considered on an individual basis. These applicants may be required to submit an essay and/or attend an interview in accordance with the usual LJMU procedures and should demonstrate potential and motivation and/or have relevant experience. • Overseas qualifications International applications will be considered in line with UK qualifications Any applicant whose first language is not English will be required to have IELTS 6.0 (minimum 5.5 in each component) or acceptable equivalent. • Or equivalent experience to be determined by application or interview in accordance with the usual LJMU procedures. Name of the final award: • Certificate of Professional Development in Content Production for Social Media. Brief summary of student support arrangements: • The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services. Students are able to access a range of professional services including: • Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance. • Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling. • Students will be supported with this asynchronous blended learning approach through weekly in-person face-to-face and/or online seminars and workshops. Each course will have its own chat group where students can share their work with each other to receive formative feedback from their peers, and so that they can develop peer relationships. This will mimic industry-standard hybrid working methods, for example, through the use of software such as Microsoft Teams and the OneDrive. • Any student experiencing digital poverty will be referred to the university's usual support channels. A statement that the programme is assessed and run in line with the Academic Framework with a link to the current version: • This CPD will run in line with the Acade

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	Portfolio	65	0	MLO1, MLO2
Report	Report	35	0	MLO3