



# The New Media Institute

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National Register  
of Trainers  
No. 903383



Further Education and  
Training Awards Council  
Comhairle na nDánúchtaí  
Bunscoile agus Ollscoile

TNMI is a  
registered  
FETAC  
Provider  
42413M

## EMPLOYMENT SKILLS PROGRAMME

### Digital Media for the Workplace

COURSE	FETAC LEVEL	CREDITS	DURATION
Create a Social Media Page	Level 3 Award	10 Credits	5 Weeks

#### Overview

Digital media is becoming an essential part of modern business, whether its a sole trader or a multi-national, each business requires a presence on the web to attract and inform customers. We are familiar with websites as a business tool and now Facebook, LinkedIn, Twitter and Youtube are becoming more relevant as a means of targeting customers.

This course is designed to help you develop these pages using Digital Media content. This is an ideal follow-on course for anyone who completed Part 1 the Creative Digital Media Course.

#### Who is this course for ?

- Unemployed who wish to up-skill by adding media skills to their CV
- People currently studying IT or office procedures
- Businesses updating their Web presence

#### Course Outline

This course is delivered over 5 weeks and will provide participants with all the relevant skills required to use digital media content to create and manage social media sites

*Part-Time*            2 hours per week for 5 weeks Tutor led  
                                 4 hours per week student study

#### Outcome

Each participant will produce a portfolio of content including a Facebook business page, a LinkedIn and twitter profile and a Youtube Channel.

#### Course Requirements

No previous experience required but each participant must have a laptop.

#### Qualification

FETAC Level 3 in Digital Media 3N0552

#### Progression

This Award can form part of a level 3 Certificate in:  
Information and Communication Technologies 3M0877  
Employability Skills 3M0935

or

Level 4 in Digital Media Technology 4N1858

**This Course is eligible for the FAS Technical Employment Support Grant**  
(Social Welfare and/or Medical Card holders are exempt from exam fees)