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| **Title** | LinkedIn PA300 |
| **Tutor** | Lucy Kemish |

**Delivered Face to face.**

**Venue: C66 Hugh Owen Building, Penglais Campus**

**Dates: 09/04/2024 – 28/05/2024**

Dear student,

Your course will be delivered using a self-paced learning format even if it is blended or online learning. Blended learning has some online content to prepare you for meeting face to face with the tutor. This content is really useful and will guarantee that the tie you have with your tutor is used to the best advantage. The on-location dates will be listed within the learning content and also added below in this letter.

**Just a quick heads-up regarding our enrolment protocol which is in two parts.**

You will have received a confirmation of booking email when you paid for your course; the next process will be a letter from the office sent by email.

**Part one:** The office will send you a student number and a link to a web site to access, so that you can register and set a unique password that protects you from cyber-attacks and online fraud.

This requires you to remember your username (usually three letters and a few number) and for you to think about a long password in readiness for the access procedure. Ideally, it should be 10 characters with no word in any language. This can be a challenge, so have a few goes before starting the process. Some people use the first letter of a song title and add some letters or symbols.

This password will need to be changed yearly because our security is set up to keep your home computers safe. This username and password also allow access to a whole host of online journals, a secure free email, library books and a site called Box of Broadcasts which is a searchable secure web site of Radio and TV programmes; this adds another dimension and a greater depth to your learning. It is important to remember your password and keep it secure. I also recommend that you watch the set-up process video on your phone next to your computer.

<https://www.aber.ac.uk/en/media/departmental/lll/Power-point-for-video-to-activate-student-account.pdf>

**Part Two**: Wait half a day for your username and details to be logged into the University system. In order to access your email and registration as a temporary University student, we use the University’s Virtual Learning Platform called Blackboard. This can be accessed using the same username and your new password.

Once you are enrolled you will need to log on to Blackboard, this is where your learning materials are stored. Again, this is a secure platform. It is always best to access Blackboard using the search engines of either Chrome or Firefox. Safari or Explorer does not allow full access. We also recommend that you access your learning from a laptop or desktop computer so that you can make notes and watch the recorded demonstrations on a larger screen. All learning content is delivered in bite size units. You will need a computer with a camera or web cam so that you can contribute to Tutorial meetings with your tutor as well as a mobile phone to take photos in order to send your work regularly to your tutor for feedback.

There will be a Tutorial using free secure software which is part of your university site called Teams; it links to your university email. You will also be able to send a draft of your designs and artwork for feedback after each unit. Further instructions will be given under the **Student Support** section of Blackboard. There will also be opportunities to ask your tutor questions and have a personal learning experience and share your findings with your fellow students.

[Guide to Blackboard Ultra - Students  : Information Services , Aberystwyth University](https://www.aber.ac.uk/en/is/it-services/elearning/blackboard/guidetoblackboardultra-students/)

**Please note: If you are a university student or member of staff**

You are enrolled on this course for free as an AU student/AU Staff member. We would like to remind you that you agreed to the following when completing the enrolment form: **I hereby agree that by enrolling and participating on this Lifelong Learning module without payment, I agree to submit all course assessments required for this module within the agreed deadlines.**

If you need any help accessing the course, please let the tutor or [is@aber.ac.uk](mailto:is@aber.ac.uk) know

**Information about your course:**

Make a note of your course name and code. Check your university emails regularly, this is how the tutor contacts you. If you have chosen a face-to-face or blended learning course, the dates will be highlighted here of when you will meet the tutor plus where to meet and what to bring.

Dates: Tuesday evenings 09/04/2024 – 28/05/2024, 6pm-8pm Hugh Owen C66

**Assessment deadline**

Completion deadlines are set so that we can meet funding application deadlines. Please make a note of the final date to send your work to the tutor for feedback although you will be given regular feedback as long as you send the tutor information.

Completion date: 11th June 2024

**Materials needed**

There will be no additional materials to buy. All you will need is a desktop or laptop to complete the course.

Text and brief content:

The LinkedIn course has a variety of elements to it. You will learn all about getting started on LinkedIn; create an audience persona or audience avatar; learn about content strategy; build hashtags; and feel more confident with analysing your LinkedIn results. Please be aware this course will take you approximately 50 hours to complete.

I look forward to working with you.

Lucy Kemish