

# Adult Learning - Course Information Sheet



## SZZ3BA52 - Writing Online Content eg Blogs etc.

### Virtual Classroom - Zoom

<https://zoom.us/>

ZZ99 9ZZ

Room

Start Date: 17 January 2024  
End Date: 27 March 2024  
Start Time: 7:00PM  
End Time: 8:30PM  
Day: Wednesday  
Sessions: 10  
Tutor: Ms Libby Connelly

### Course aim

Writing a blog, social media posts or information for your website is demanding work and a particular skill called copywriting. Copywriting is the practice of crafting written text to inform, inspire or persuade. Is this something you want to develop? It really can be useful in several ways, such as applying for a job or trying to entice new customers to your business. Come along to our supportive, explorative classes to develop your skills as a writer!

### Course outcomes

- 1) Demonstrate how to use written language to inform, inspire or persuade
- 2) Use basic knowledge of language and structural techniques within your copywriting
- 3) Understand and use DAFOREST within your own work

### How will the course be taught?

The course will be taught online via Zoom and will be a live interactive class with workshopping and use of visual aids.

Joining instructions along with unique log in for the session will be emailed to you by our support services team prior to the course start date so please check your email address prior to the class.

To take part in the course learners will need:

A computer, laptop, phone or tablet connected to the internet and able to view a live video stream.

### What do I need to bring / have ready?

All information for the sessions will be shared with you ahead of each lesson. Please be prepared with a pen and paper within these sessions.

### Further support and progression

If you need help whilst on a course with us, our Learner Support Advisor is available to discuss your needs. We offer a range of services, subject to eligibility, which can include practical support and/or financial assistance to ensure you feel fully supported while learning with us. For more information contact [alsreferrals@northnorthants.gov.uk](mailto:alsreferrals@northnorthants.gov.uk) or call 01604 368023 (answerphone available). Visit our website [www.northamptonshire.gov.uk/course-info](http://www.northamptonshire.gov.uk/course-info) for further information about our fees and concessions. Your tutor will inform you of further learning opportunities and progression during your course.

### Health and Safety / Online Safety

Your tutor will give you information about Health and Safety on the first day. For information on how to keep safe online go to [https://safety.lovetoknow.com/Internet\\_Safety\\_Adult](https://safety.lovetoknow.com/Internet_Safety_Adult) and <https://takefive-stopfraud.org.uk/> national awareness campaign. To report suspected scams, or get help and advice about preventing scams call the Citizens Advice consumer helpline on 03454 04 05 06.

Northamptonshire Adult Learning Service work in partnership with National Careers Service advisers who can provide information, advice and guidance on skills, learning and work. National Careers Service can be contacted by telephone 0800 100 900 or text your name and the word ADVICE to 07766 413219 and an adviser will call you back for free or go to <https://nationalcareersservice.direct.gov.uk/>

