

Social Media Content Creator Level 4 Award – FREE Skills Development Bootcamp

Study Mode: Part-time | Course Level:

Is this course right for me?

Social media is an essential part of daily life and, increasingly, businesses use it to promote their products and services to their online audiences.

This free, four-week course, delivered by BlackRook Academy will enable you to develop true expertise and learn every aspect of social media marketing across platforms such as Facebook, LinkedIn, X, YouTube and Instagram.

You will also gain relevant and deep knowledge of social strategy, research and content from industry skills experts and be guaranteed a job interview at the end of the course.

This course is funded by the [West Midlands Combined Authority](#).

What will I learn?

The course covers all aspects of social media production, including:

- Filming and editing video
- Digital marketing
- Measuring key performance metrics
- Writing and tone of voice
- Generating engaging content ideas for specific B2C and BSB platforms
- Building an audience
- Creating campaigns
- SEO and analytics
- Still photography
- Graphic design
- Canva

In addition, you will be supported to:

- Improve your CV
- Create a LinkedIn account
- Prepare for a guaranteed interview or self-employment

How long is the course?

The course is five days a week for four weeks.

In order to successfully complete the course and have a job interview, you will be required to attend all scheduled training sessions.

Where is the course held?

The course is delivered at college sites and is a combination of face-to-face and online learning

*To be eligible for a free course, you must be aged 19 or over and live within the West Midlands Combined Authority region

Get in touch on 01902 837191 / 01902 317710 or email employability@wolvcoll.ac.uk

Delivery

Location:

Start Date: Various throughout the year

Day:

Time:

Course Fee:

Course Code:

Study Mode: Part-time

Apply online: www.wolvcoll.ac.uk/apply