
Level 3 Diploma in Social Media & Journalism

PRE-INDUCTION PACK



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Contact Details

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DEADLINE: Thursday 30th July 2025



1. Course Overview

- This heavily practical course is suitable for students who are serious about following a career in the media industry. You will be taught by industry professionals who will provide you with the skills, knowledge and experience to 'get out there' and start pushing your career forward, using a mixture of software and hardware.
- You will study a range of topics, with year one providing you with the core skills to challenge your abilities in Social media & Journalism, which we then build upon in year two, preparing you for employment or further study and university.
- We will provide you with 360 knowledge of the Journalism industry and teach you the necessary tools to develop you to being well-rounded and versatile with an understanding of employment avenues within the industry. You will be expected to report on events outside of college hours that occur in evenings and at weekends. This is a mandatory part of the course.
- This course is equivalent to 3 A-levels, with a distinction grade overall the same value as 3 x A*
- We like YES people; These people are the ones who will get the experience, and the more experience you have, the more opportunities will arise. Make sure you are in a position to say yes to everything. You don't choose to do journalism; you are here because the pursuit of investigating and delivering elements of our world to the people is something that you HAVE to do in order to survive; it is your lifeblood. Follow our advice and you will have the best time of your life.
- Your course will run over three days, although if you have to study for a Maths or English qualification, you may need to come in for an extra day.
- If you are under 19 before the course starts, and do not achieve a GCSE grade 4 in Maths or English before the course starts, you will have to continue to study these subjects at college. If you achieved a 3 at GCSE you will study GCSE next year, below a 3 and you will study Functional Skills.
- Please ensure that you have at least an additional two free days a week to work on assignments/projects/personal techniques at home or at college.
- Every student will need to undertake approximately 40 hours of work experience each year – a considerable amount of this will come from reporting on events for the Bury Free Press.
- Every piece of work you submit will be graded at a pass with an indication of your working level (Satisfactory, Good or Outstanding). You must pass every piece of work. Your final grade is based upon a large project you will do at the end of each year that is graded at pass, merit or distinction.

2. Equipment List

Bring in on your first day -

Headphones

Headphones with 3.5mm jack connection approx £25 - £35
Earbuds are not suitable.



Hard Drives

External HDD - for example: LaCie Rugged 1TB USB 3.0 approx £80

SD Memory card for cameras. (Class 10 - 95MB/s 32gb or 64gb).

For example - Sandisk Extreme Pro SDHC Memory Card approx £20 - £35.
DO NOT buy SD cards from ebay as they can be fake and not work properly.
www.scan.co.uk is a very good place



Phone connector for mics

If you have an old iPhone you must have a connector to Apple Lightning to USBc
New iPhone and Android phones you need USBc to USBc
Amazon sell for around £7-9.



Stationery and books

You must always come to college with a pen, paper, and folder to keep your work in. Laptops/iPads, etc. are all welcome in the classroom. We encourage every student to take notes in class.

Macbook / Creative Cloud Adobe Suite

Our students use iMacs running Creative Cloud Adobe Suite to produce their work in college. Purchasing a Macbook and Creative Cloud is a big investment which would be very beneficial but is not a necessity to complete the course.

You will also need to bring:

Original Education Certificates and photocopies on the first day.

3. Finance and Enrichment

Costs

The college offers a bursary fund which may be applied for through the college website. We strongly recommend that you apply as soon as possible and contact your local authority for bus passes, if required. Please follow the link on the front of the college website.

We are happy for our students to undertake paid work when they are not in college, but this must come second to college and any personal development opportunities that arise. Please note that this will not count towards work experience hours on the course.

Students 19 and over will need to apply for the Advanced Learner Loan. This is currently going through the system, but will be available by September.

Enrichment

Throughout your course you will also be able to take part in various enrichment activities. These are an important opportunity for you to participate in, and gain a working knowledge of the wider entertainment industry. These may include fresher's events, visits to trade fairs/exhibitions, visiting guest speakers and residential trips.



We regularly have events taking place in the college and at local venues, which we encourage all students to attend. These events allow for a greater development of networking skills, which allows students from different creative courses to develop additional projects alongside the main course.

4. Summer Project “Newsround”

‘Newsround’

The art of journalism is to report everyday information in the most dynamic way to captivate your audience. It could be serious investigative news, a funny or cute human-interest story. You can cover sport, music, film, family politics, health, money, bullying, nature, home cooking etc

Think outside of the box, be creative and embellish events turning the mundane into headline news. There are no rules - except the following -

What you need to provide

Below are 4 categories: pick **two** of these and write **1** story **for each = TWO DIFFERENT STORIES**

- Breaking News
- Health & Life Style
- Economic
- Political

For **both** stories you must produce –

- **A written article of around 350 words with a photograph.**
- **An Instagram post with an image or a “X” (twitter)**
- **A piece to camera between 2 - 3 minutes long** (These usually have the journalist presenting or interviewing someone or talking to camera in front scenery related to the incident/event)

Social media journalists usually film and edit on a mobile phone. There are many apps available for editing on a phone – YouCut & Adobe Clip are two examples.

Upload your **2 x** films to YouTube as **unlisted** and include the link in your submission in an email to me with your articles, photos and Tweet -

Email:

Linzi.stivey@easterneducationgroup.ac.uk

(Do not exceed 10MB attachments, I shall confirm I have received email)

by Thursday 30th July 2025