



**MediaSavvy**  
empowering through creativity **cic**

presenting



**FULLY  
FUNDED  
TRAINING FOR  
SUNDERLAND**

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# Media Savvy's training offer for the UKSPF Sunderland Skills and Inclusion Project



## Digital Upskilling

Code: MSDUS - Duration: 2 x half day sessions / 1 full day

Value: £250

Designed for digital skills beginners! Gain vital confidence with using your digital device. You'll be supported in a range of essential areas: setting up online accounts, staying connected digitally, and improving knowledge of basic e-Safety. Key topics include the effective use of social media, online money matters and communication, alongside digital document creation and management.

## Digital Arts and Media

Code: MSDAM - Duration: 2 days

Value: £350

Aimed at those wishing to develop their skills in creating image and/or video content, and optimising for various platforms. You'll focus on the importance of following brand guidelines, while learning to use mainstream apps and software such as Adobe Photoshop, Photopea or Canva. Get creative by producing logos, flyers, banners and social media content. We'll also cover video capture, editing, posting and distribution.

## Social Media Content Creation and Strategy

Code: MSSMCCS - Duration: 2 x half days

Value: £250

Social media is a vital tool for modern businesses. Learn how to harness it effectively through developing posts, stories and reels, on platforms such as Facebook, Twitter, Instagram and TikTok. Practise producing engaging content, while following guidance on optimal posting times and formats in order to attract and build a target audience.

## Equality and Diversity

Code: MSEAD - Duration: 1 day

Value: £200

Equality and Diversity promotes equal opportunities for all, giving every individual the chance to fulfil their potential beyond prejudice and discrimination. This session will enhance social awareness: reflecting on barriers to equality and diversity, identifying the impact of negative stereotypes, and outlining key elements of an equal and diverse workplace culture.

## Presentation Skills

Code: MSPS - Duration: 1 day

Value: £200

Presentations are increasingly vital within many workplaces: whether you're pitching new ideas to colleagues or clients, or reflecting on a project's outcome. This session will cover important planning processes, then focus on developing presentations which follow brand guidelines. You'll present to a friendly audience and reflect on your performance in a supportive safe space. We'll help you to tackle any nerves, and master your personal presentation too.

## Introduction to Website Software

Code: MSWS - Duration: 1 day

Value: £200

This session enhances your ability to use software applications for planning, designing and building websites. You'll be encouraged to upload images and follow brand guidelines. This hands-on experience will help you develop the skills and knowledge required to use basic website software tools and techniques. We'll guide you to produce straightforward or single page web pages from pre-set templates, focusing on structure and format.

## Recognising Voluntary Opportunities

Code: MSRVO - Duration: 1 day

Value: £200

This session implements a soft skills approach to entering the workplace. You'll learn about voluntary organisations, understand the roles of volunteers in specific organisations, and identify current roles available. You'll be able to identify essential steps for becoming a volunteer, recognise important personal attributes, and understand how to apply for voluntary roles.

## Arts & Wellbeing

Code: MSAW - Duration: 2 x half days

Value: £250

Engaging in creative processes can be therapeutic and rewarding. Embrace your inner artist by producing unique mixed media work, in a course designed to boost your mental wellbeing. Build social connections, and experience a sense of accomplishment – while accumulating a range of transferable skills in a relaxing and supportive space.

## Sustainable Employability

Code: MSSE - Duration: 2 x half days

Value: £250

Focusing on transferable skills, we will uncover routes into meaningful employment - offering links to useful grassroots, neighbourhood and community support systems. This course would be particularly (but not exclusively) beneficial for marginalised groups: including those who are long-term economically inactive, neurodiverse, or diagnosed with a learning disability and/or mental illness.



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