

# Learning Online: Managing your Identity

	About the week	Activity <b>One</b>	Activity <b>Two</b>	Summary
Week 1	<p>Welcome</p> <ul style="list-style-type: none"> <li>• Welcome to the course</li> <li>• How confident are you with managing your identity online</li> <li>• Glossary</li> </ul>	<p>Advertising yourself</p> <ul style="list-style-type: none"> <li>• Your online presence</li> <li>• What do you want to advertise</li> </ul>	<p>Social media and the real world</p> <ul style="list-style-type: none"> <li>• Case study: <b>#hasjustinelandedyet</b></li> <li>• Your code of practice</li> <li>• Our code of practice</li> <li>• Social media superheroes</li> </ul>	<p>Summary</p> <ul style="list-style-type: none"> <li>• Introducing the University of Leeds</li> <li>• Preparing for next week</li> </ul>
Week 2	<p>About week 2</p> <ul style="list-style-type: none"> <li>• The week ahead</li> </ul>	<p>Tools for building your profile</p> <ul style="list-style-type: none"> <li>• Online assets</li> <li>• Tools for building your online presence</li> <li>• Check your understanding</li> </ul>	<p>Building your profile</p> <ul style="list-style-type: none"> <li>• What's on your billboard?</li> <li>• Guidelines for creating content</li> <li>• Boosting your online identity</li> </ul>	<p>What next?</p> <ul style="list-style-type: none"> <li>• Assess your understanding</li> <li>• Next steps</li> </ul>