



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Academic, Industry & Digital Skills

Week 12

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Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

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Today's Action Plan

Self-direction Learning:

- **Digital Literacy** (media literacy, cybersecurity, email etiquette, digital presence, e-learning)
- **LinkedIn Workshop**

Learning Objectives

By the end of this lecture, you will be able to:

- Understand the importance of digital and media literacy
- Recognise and prevent cybersecurity threats
- Write professional and effective emails
- Showcase your digital presence
- Develop your skills and knowledge using *LinkedIn Learning*



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Digital Literacy

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What is Digital Literacy?

Digital Literacy

Digital literacy is not just “*knowing how to use a phone*” – it’s a set of skills for studying, working and living safely online.

Digital literacy is the ability to:

- Choose the right tech tools
- Search and evaluate information properly
- Stay safe online (**cybersecurity**)
- Communicate professionally (**email etiquette**)
- Manage digital presence (e.g. **LinkedIn**)
- Learn efficiently using e-learning
- Use **LinkedIn Learning** to build skills



Critical Thinking and Media Literacy (1)

Recognising Clickbait, Fake News and Misinformation

Clickbait uses sensational headlines or misleading previews to get clicks, often exaggerating or misrepresenting content. **Fake news** is deliberately false information disguised as legitimate news, while **misinformation** may be false or inaccurate information shared unintentionally.

You should always check sources, read beyond headlines and cross-reference information to identify unreliable content.



Critical Thinking and Media Literacy (2)

Understanding Bias in Digital Media

All media has some bias – whether political, commercial or cultural. Bias can influence how stories are framed, what details are included or omitted, and the language used. Recognising bias requires asking who created the content, why it was created, and whose perspective might be missing.

**This helps you
critically assess
information rather
than accepting it
at face value.**



Critical Thinking and Media Literacy (3)

How Algorithms Influence What We See Online

Social media platforms and search engines use algorithms to show content tailored to users' past behaviour. This can create “filter bubbles”, where users only see information that aligns with their existing beliefs, limiting exposure to diverse perspectives.

Understanding this influence helps you avoid over-relying on what appears first on your feeds or searches.



Critical Thinking and Media Literacy (4)

Analysing Images, Videos and Text Critically

Digital content can be manipulated (generative AI, deepfakes), misleading or incomplete. You should always question authenticity, check sources, examine context and look for signs of editing or selective framing. Comparing multiple sources and perspectives can help ensure a more accurate understanding of the information presented.

Deepfakes are realistic AI-generated images, videos or audio that can make people appear to say or do things they never did, and they require careful verification to avoid spreading misinformation.



What is Cyber Security?

Staying Safe Online



What is cyber security?

Cyber security is about protecting devices, data and networks from attacks like hacking, viruses and phishing. It keeps information safe, accurate and accessible.

Common Student Cyber Threats

- Fake placement/job offers
- Fake scholarships
- “Account suspended” emails
- Free Wi-Fi attacks
- Fake delivery SMS links
- Social media impersonation

You don't have to be famous to be targeted. Students are targeted because they are busy and stressed. Attackers use urgency and emotions!



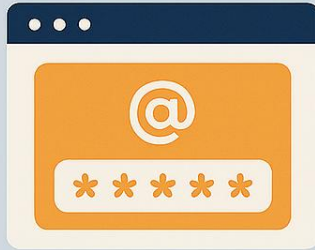
PHISHING



A type of online scam where criminals impersonate legitimate organisations.

BAIT VICTIMS

Victims are contacted by email, telephone, or text message



STEAL INFORMATION

Messages are designed to lure victims into providing sensitive data



FRAUDULENT ACTIVITY

Stolen information can be used to commit financial or identity fraud

Scammers often try to steal things like:

- passwords
- credit card numbers
- bank details
- personal information (address, ID numbers)

Example: You get an email saying “Your account is locked – click here to reset your password”, but the link leads to a fake login page that steals your credentials.

Passwords

Passwords are the first line of defence for online accounts and sensitive data.



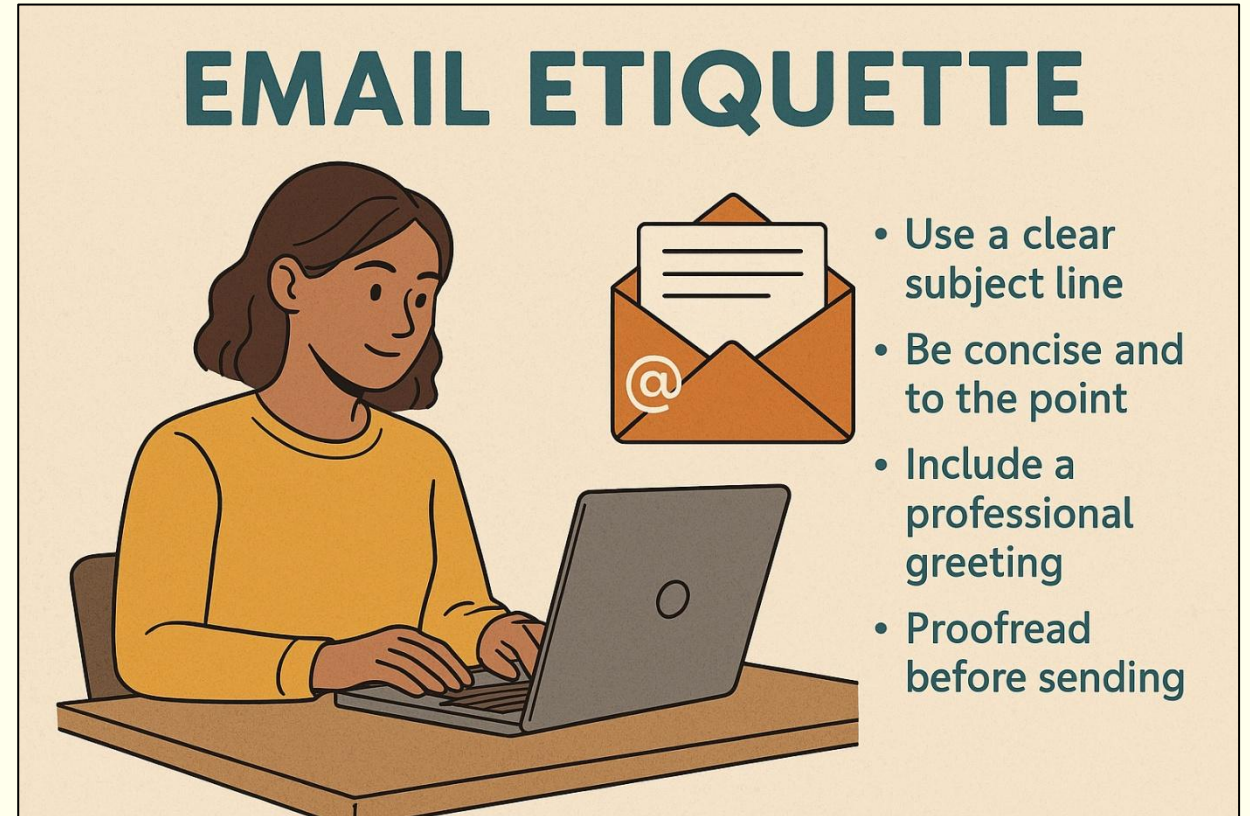
Do's	Don'ts
Use strong, complex passwords with letters, numbers and symbols	Use simple or common passwords like "123456" or "password"
Use unique passwords for each account	Reuse the same password across multiple accounts
Enable multi-factor authentication (MFA) whenever possible	Share passwords with friends or over insecure channels
Use passphrases for added security	Write passwords on sticky notes or unsecured files
Change passwords regularly, especially for important accounts	Ignore suspicious emails or phishing attempts
Use a password manager to store and manage passwords safely	Assume your password is completely private online

What is email etiquette?

Email Etiquette

Good **email etiquette** is all about communicating clearly, politely and professionally, while making it easy for the recipient to understand.

It ensures your messages are easy to read, respectful and likely to get a proper response.



Email Etiquette: Points to Consider

- **Clear Subject:** Summarise the purpose (e.g. “Assignment Question”)
- **Professional Greeting:** “Hi [Name],” or “Dear [Title Last Name],”
- **Be Concise:** State purpose first; use short paragraphs or bullet points
- **Polite Tone:** Avoid sarcasm, ALL CAPS or overly casual language
- **Proper Formatting:** Standard fonts, spacing and occasional bolding
- **Professional Closing:** “Kind regards”, “Sincerely”, “Best wishes” plus your name
- **Proofread:** Check spelling, grammar, names, dates and attachments
- **Reply Thoughtfully:** Respond promptly; use “Reply All” only when needed
- **Mind Timing:** Avoid late-night or weekend emails unless urgent



Email Etiquette: Good Example



Subject: Question about Assignment 1 referencing format

Dear Lisa,

I hope you are well.

I am working on Assignment 1 and would like to confirm whether Harvard Referencing is required for the reference list.

Thank you for your guidance.

Kind regards,
Ayesha Walker

Email Etiquette: Bad Example



Hiya lis, i don't get
the assignment. explain
pls. also can u extend
due date? xx

sent from my iphone

Digital Presence

“In today’s society, it is no longer a matter of whether organisations use social media content during the hiring process, rather how and to what extent they use such content in personnel decisions. A survey by CareerBuilder found that 70% of organisations formally screen applicant social media profiles (CareerBuilder, 2018). This does not mean that the remaining 30% of organisations do not screen applicants’ social media; rather, there is not a formal process of doing so.”

Bowen, Stevenor & Davidson (2021)

Digital Presence (contd.)

But, your digital presence isn't just social media – it's everything online that can be linked to you:

- ✓ **Social media accounts** (Instagram, TikTok, X, Facebook, LinkedIn)
- ✓ **University platforms** (Microsoft Teams, Moodle)
- ✓ **Personal projects and portfolios** (blogs, websites)
- ✓ **Online interactions** (comments, forum posts, emails)
- ✓ **Searchable information** (your name in Google search, publications, achievements)

Dos 	Don'ts 
Create a professional profile (LinkedIn)	Post inappropriate content (offensive language, explicit images)
Think before posting – consider lecturers, employers, colleagues	Overshare personal information (address, phone number, private details)
Maintain privacy settings on social media and platforms	Engage in cyberbullying, trolling or negative online behaviour
Share meaningful content (academic projects, volunteering, field insights)	Ignore your digital footprint – old posts/comments may still be visible!
Engage positively online (polite comments, constructive discussions)	Fake achievements or misrepresent skills
Regularly audit your online presence (Google yourself, remove unprofessional content)	Neglect professional profiles (incomplete LinkedIn, portfolio)
Separate personal and professional accounts	Mix accounts carelessly without considering privacy
Network wisely with peers, lecturers and professionals	Assume everything online is private – even “deleted” content can remain

**What is LinkedIn, and
how can having a
LinkedIn profile benefit
you as a student?**

LinkedIn

LinkedIn is a **professional networking platform** where you can showcase your work experience, education, skills, projects and accomplishments.

As a student, having a LinkedIn profile helps you:

- ✓ **Build a professional online presence**
- ✓ **Network** – connect with student colleagues, alumni, lecturers and industry professionals
- ✓ **Find opportunities** – placement, full-/part-time jobs, events
- ✓ **Showcase skills/projects** – display your work and achievements
- ✓ **Learn and grow** – access courses and stay updated on industry trends

In short, it helps you **start building a career, gain visibility and access opportunities early.**

LinkedIn – Getting Started

Watch: [Create a good LinkedIn profile | LinkedIn Help](#)



What is LinkedIn Learning?

A professional e-learning platform offering:

- Short courses (often 1-3 hours)
- Certificates of completion
- Industry skills (tech, business, creativity)

LinkedIn Learning supports:

- ✓ Skill building for placements/jobs
- ✓ Professional credibility
- ✓ Career exploration
- ✓ Portfolio development



How to use LinkedIn Learning (register)

Use your university login credentials to access thousands of resources.

Don't have a LinkedIn account? No problem.

You can still sign into LinkedIn Learning! Of course, having a LinkedIn account opens up the possibility of adding and showcasing certificates to your LinkedIn profile, which can boost employability.

Connecting the two can give extra kudos in terms of your future career and continued professional development.

Register for free: [LinkedIn Learning - DigiCentre | University of Wales Trinity Saint David](#)

How to use LinkedIn Learning (step-by-step)

Process:

- Search skill (e.g. “Excel beginner”, “academic writing”)
- Filter by:
 - Beginner/Intermediate/Advanced
 - Duration
 - Software version
- Preview learning objectives
- Take notes + practice
- Add certificate to LinkedIn

Recommended Student Learning Paths

Examples:

- ✓ *Productivity*: Excel, PowerPoint, Word
- ✓ *Research*: Critical thinking, information literacy
- ✓ *Communication*: Professional writing, presentations
- ✓ *Career*: Interviewing, CV writing, LinkedIn branding

**Our next lecture will take place on Thursday,
5th February, at 2:30pm,
in Room IM13
(Innovation Matrix).**

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References

Bowen, C., Stevenor, B.A. & Davidson, S.G. (2021) 'How people perceive different types of social media screening and their behavioral intention to pursue employment', *Computers in Human Behavior Reports*, Vol. 3, 100089.

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