

## Social Media for News Publisher

12 - 13 January 2016  
Singapore

### Introduction

Social media has given journalism a new lease on life and it has become a crucial source for news publishing. For newspapers, this channel provides an interactive way to communicate with its current and future readers.

In this workshop, participants will gain insight on how to effectively integrate social media into all aspects of their journalism, including newsgathering, verification, audience engagement and distribution.



### Course Outline

- Discuss social media landscape - the statistics, platforms, user behaviour and trends etc
- How journalists can use social media to find stories, people and pictures.
- Tools for searching, monitoring and curating content
- Strategies for Instagram, Facebook, Twitter and YouTube to build brand and online presence
- Understanding Facebook's algorithm to promote newsroom content and make it viral
- Steps to verify newsworthy UGC (User Generated Content)
- What works on social?
- Social media content strategy
- Creative inspiration of different ways of storytelling
- Discuss innovation and experimentation of Trinity Mirror group, BBC etc
- Crisis management

## Trainer



**Sue Llewellyn** is a former BBC reporter and producer with over 15 years' experience working in the TV newsroom. Prior to that she ran her own communications business for 8 years specialising in environmental issues and wildlife conservation.

Since leaving the BBC five years ago, Sue has been delivering online communications strategy and bespoke social media training for a wide range of clients. At the #IWD13, she was listed as one of the 50 Female Innovators in Digital Journalism.

## Schedule

Day 1: 09:30 – 17:30 hrs

Day 2: 09:30 – 17:30 hrs

## Register Online

[www.wan-ifra.org/socialmedia\\_newspublisher](http://www.wan-ifra.org/socialmedia_newspublisher)

## For More Information

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## Venue

**Singapore Press Holdings Ltd**  
1000 Toa Payoh North, News Centre  
Singapore 318994

## Standard Fee

Member: SGD 1,000

Non Member: SGD 1,300

## \*WDA - Subsidized Fee

Member: SGD 300

Non Member: SGD 600

### \* WDA Subsidy

Singapore Citizens and Permanent Residents can now enjoy **subsidies of up to 70% of the course fees** when they enroll in this workshop supported by the Singapore Workforce Development Agency (WDA). Terms and Conditions apply.

Fee inclusive of:

Training materials, coffee breaks & luncheons

## Hotel Accommodation

Ramada and Days Hotels Singapore at  
Zhongshan Park, 18 Ah Hood Road  
Singapore 329883

Attention: Mr Mark Ng

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Email: [mark.ng@ramada-dayshotelssingapore.com](mailto:mark.ng@ramada-dayshotelssingapore.com)

Website: [www.ramada-dayshotelssingapore.com](http://www.ramada-dayshotelssingapore.com) |  
[www.wyndhamhotelgroup.com](http://www.wyndhamhotelgroup.com)

### Important Note:

Payment is required with registration and must be received prior to the training to confirm your booking. Confirmation will only be sent via upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interest of the training without notice.

### Cancellation and Replacement:

Any cancellation or replacement must be sent in writing via email or fax. A 50% refund will be given if cancellation is received 2 weeks before the training. Regrettably, no refund can be made for cancellation received less than 2 weeks before the training. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA not later than 2 weeks before the training