

Social Media for Newsgathering and Publishing

3 - 4 March 2014
Newsplex Asia, Singapore

Program

Day 1: 09:30 – 17:30 hrs

Day 2: 09:30 – 17:30 hrs

Outline

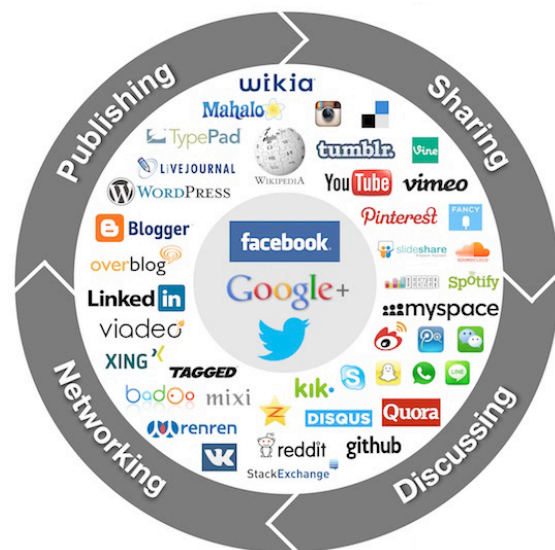
- Tips and tools to sift through millions of tweets, video and images
- Find newsworthy user-generated content, verify content and the uploader for your audience
- Find what tools and technology to use to discover content on Instagram, Twitter, Facebook, YouTube, with in-depth look on its video and images
- Strategies for Instagram, Facebook, Twitter and YouTube to help build your brand and online presence
- How to use social media as individuals and as brands
- How to crowd-source content and story ideas
- Discuss best practice case studies from Storyful, BBC, The Guardian and ABC (Australia)
- Hands-on discovery and verify live content using social media tools

Introduction

Social media has given journalism a new lease on life and it has become the most crucial source for news in the past several years. This program will help you understand how to use social media to make your newsgathering, reporting and storytelling shine.

You'll gain insight into the importance of social media both as a way of discovering and verifying newsworthy user-generated content (UGC) and as a way of building and interacting with your audience online.

This 2-day workshop is an interactive course that will give you practical tips and tools to take back into your newsrooms. You'll hear best practices from around the world. Take this opportunity to excel at social media by mastering valuable strategies, insights and techniques delivered during the workshop.



Who Should Attend

Reporters and Journalists | Editors and Online | Editors | New Media Editors | Social Media Editors | Publishers | Management Executives | Newsroom Managers | Producers who want to get familiar with the new tools for convergent journalism

Trainer



Asha Phillips is the Asia Editor for Storyful, a social media newswire and Social Media & Communications Director for DragonIndustries Asia.

She spends her days mining social media for newsworthy User-Generated Content, which she then verifies and delivers to newsrooms in real-time.

Starting out in broadcast journalism, Asha earned her stripes working as a Producer, EP and reporter at ABC Australia, CNN and other global broadcast news networks.

Asha is an internationally sought-after speaker on Social Media and regularly conducts lectures and training for students and newsrooms around the region.

She also works with businesses across Asia – including NGOs, media and tertiary education providers – to help them extend their branding to social media.

Venue

Newsplex Asia

Nanyang Technological University
Wee Kim Wee School of Communication & Information
Level 1, 31 Nanyang Link
Singapore 637718



For more information

Jen Teo (Ms)
Senior Manager, Training
Tel: +65 6562 8445
Email: jen.teo@wan-ifra.org

Fee

Member: SGD 1,000
Non-Member: SGD 1,300

Fee inclusive:
Training materials, coffee breaks & luncheons

Registration Form

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Please complete the form and send, email or fax to:

WAN-IFRA Asia Pacific Pte Ltd, 25 International Business Park #04-110, German Centre, Singapore 609916

Phone: +65 6562 8445 Fax: +65 6562 8441

First name: _____

Surname: _____

Company: _____

Address: _____

Address/Postal No.: _____

WAN-IFRA Member Yes No

Position: _____

Phone: _____

Email: _____

Fax: _____

Country: _____

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.