

Social Media Content and Strategy

18 - 19 August 2016, Chennai, India

Session time & Programme

Social Media Content: 18 Aug, 10.00 - 17.30 hrs

Social Media Strategy: 19 Aug, 09.30 - 17.00 hrs

Social Media Content

- Introductions and objectives
- Social media trends: latest developments & current challenges
- The 20 things any journalist using social media content MUST understand
- Ways to mine social media for information
- Tools to verify information on social media
- Success with social media video
- Reaching young audiences: Making credible content in a form appealing to young people

Social Media Strategy

- Investing in social media & measuring its value
- What can be achieved using social media.
- Connection between your overall strategy and your social media strategy
- How to connect your strategy to your content plan
- People and culture: Finding the right people, Defining the roles and responsibilities of a Social Media Editor, workflows
- Reviewing/designing your social media strategy
- Preparing for the barriers and challenges

Target Group

Editors, Copy Editors, Sub-Editors, News Editors, New Media Editors and Strategic Editors

More information & online registration at:
www.wan-ifra.org/academy

Introduction

For newspapers, one of our great strengths remain longer-form, narrative journalism, since it differentiates us from the shallowness of many of our digital competitors. Successful publishers are capitalising on the interest in narrative journalism and long form coverage of news and articles.

This module will focus on the techniques and skills of long form writing as well as how it best can be adapted for both print and digital. Participants will learn how to produce long form stories including the use of narrative voice, story structure and style. They also will understand how these techniques can be used in covering major stories and events.

Note: The same workshop can also be offered as in-house training programme



Workshop Chairman



Justin Kings is a Social media specialist from UK and to date he has trained 1,000 editors and producers from across Europe and the Middle East as Faculty Member of the EUROVISION ACADEMY. He also lectures as part of the masters degree in social media for the University of Florida School of Journalism and Communications.

Justin has got more than 24 years of experience, in Newspaper & radio. His recent clients includes BBC 6 Music, BBC Local Radio, BBC Radio 2 and Jack FM, Oxford and so on. He also served as Head of News at NE England and Cumbria, Baumer Media Group from 2010-2013. Before he joined Baumer Media, Justin worked as Assistant Editor in BBC London, 94.9. He also worked as Group News Editor in GCap Media for 12 years.

Venue

Holiday Inn New Delhi International Airport

Asset Area 12, Hospitality District, Aero City,
Delhi International Airport, New Delhi – 110037, India
Tel: +91.11.4222 2000

Fee

Workshop	WAN-IFRA Members	Non-Members
Social Media Content & Strategy, 18 - 19 August	INR 30,000 / EUR 450	INR 35,000 / EUR 515

Please add 15% taxes to the above fee. Included in the price are the course fee, documentation, luncheon and beverages during breaks.

Important: The maximum number of participants will be limited to 15 persons on first-come first-served basis.

Contact

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REGISTRATION FORM

Social Media Content & Strategy

18 - 19 August 2016, New Delhi, India

Please copy, fill in and fax or mail to:

WAN-IFRA South Asia Pvt. Ltd., 54 K.B.Dasan Road, SIET Admn. Building, Chennai 600 018, India · Fax +91.44.2435 9744 · infoindia@wan-ifra.org

First name/s _____

Surname _____

Company _____

Position _____

Address _____

City/postal code _____

Country _____

E-Mail _____

Phone _____

Fax _____

Signature _____

First name/s (2nd participant) _____

Surname _____

Company _____

Position _____

Payment details:

Please send me an invoice

Name in block capitals _____

Please address the invoice to _____

Excerpt from the General Terms and Conditions for WAN-IFRA Public Training Events

2. Registration

2.1 Registration can be submitted in writing to WAN-IFRA by mail, fax or e-mail. For the participant, the registration constitutes a binding offer for the conclusion of a contract for participation in the event described in the registration. This offer is subject to acceptance by WAN-IFRA. This is signalled by WAN-IFRA by confirmation to the participant that he has been accepted for participation in the event concerned.

2.2 In order to ensure optimum training conditions, the number of participants is limited. Registrations will be processed in the sequence of reception.

3. Performance and Change of Performance

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3.4 WAN-IFRA can cancel or postpone events in case of too few participants (at latest two weeks before the start of the event) or cancellation of a speaker or other circumstances for which it is not responsible. In such cases, WAN-IFRA is relieved of the obligation to hold the event and shall reimburse participants any fees already paid.

4. Conditions of Payment

4.2 The participation fee becomes due upon receipt of the invoice.

5. Cancellation and No Show

5.3 The participant can cancel free of charge up to 14 calendar days before the event begins.

5.4 If the participant cancels between the 14th and seventh calendar day before the event begins, WAN-IFRA will charge 50% of the

participation fee as a cancellation fee. If the participant cancels later than seven days before the event begins, or fails to attend or does attend only a part of the training event, then the regular participation fee will be charged.

5.5 If a participant cannot personally attend an event for which he has a firm booking, he has the possibility to name a substitute. WAN-IFRA must be notified of this in writing, stating the name and address of the substituting person.

6. Liability

6.5 In case of withdrawal from the contract or cancellation of the event by WAN-IFRA, no reimbursement of costs for booking the travel or accommodation will be afforded.