

E MASTER CLASS **CREATING ENGAGING VISUAL CONTENT FOR SOCIAL MEDIA**

COURSE DATES

29–31 March 2023
Live Virtual

ALTERNATIVE DATES

5–7 June 2023
8–10 November 2023



AUTHORING & PROGRAMMING

Craft your content in a way that works visually using the right toolkits

WHO IT'S FOR

- Web and digital producer
- Editor
- Journalist
- Content producer
- Innovation & Digital Transformation, digital platforms

SKILLS LEARNT

- **Audience Insights:** Understand what visuals work best on social media platform & how to construct videos that attract and hold the viewer's attention
- **Editorial:** Make videos to support your strategy
- **Social Media:** Learn how different platforms require a different visual approach
- **Storytelling:** Craft visually appealing content that is both understandable and memorable

SCHEDULE

Day 1: From 10:00 to 12:30 CET

Day 2: From 10:00 to 12:30 CET

Day 3: From 10:00 to 12:30 CET

FEES

€ 450

PROGRAMME OUTLINE

Module 1: The 4 keys to structure your content

- Understanding audiences and algorithms
- The key to capturing the audience's attention
- Structuring videos for success
- Creating consistent, engaging video content

Module 2: Platforms, images and concepts

- How visuals differ on different platforms
- Imagery that stops the scroll
- Using graphics and stock elements to enhance your visuals
- Design concepts you should know

Module 3: Storytelling, strategy and visuals

- Visual storytelling and how it fits your strategy
- Live video and visuals
- Ensuring impactful visuals across your platforms
- Implementing your visual strategy

FACULTY MEMBERS

Mark Egan

Video Journalist, United Kingdom

CERTIFICATION

After completing the 3 modules, you will be awarded an EBU Academy Certificate

CONTACT

Nathalie Labourdette
labourdette@ebu.ch
+41 22 717 21 46

