

Social Media – Advanced topics



Course outline

Course Tutor:

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This is a half-day, practical course, designed to enhance the journalist's social media presence by developing skills such as searching for contacts and content, writing and distributing material via social media and the use of platforms such as HootSuite to coordinate the journalist's social media work.

Who should attend:

Anyone who wishes to learn advanced uses of social media, including: refining and developing news feeds; adding tags, images, video and other content to Twitter/Facebook posts; worked examples of end-to-end newsgathering and distribution via social media; scheduling posts and more.

Course Content:

Proficiency in social media is increasingly a required skill in the portfolio of journalists across "traditional" newspapers and broadcasting, just as much as in new media.

Social media are not a substitute for good newsgathering, research or writing skills, but it is important that once a journalist has a social media profile, s/he is able to use it proficiently and confidently as part of their day-to-day work.

This course will also help you to navigate some of the copyright and legal issues for journalists working with social media.

Programme

- End-to-end newsgathering: worked examples of sourcing a story, building contacts, writing and distributing a report via a Wordpress blog.
- Scheduling and coordinating work on social media using Hootsuite or similar platforms
- Making social media posting and traffic monitoring part of the working routine.
- Building traffic: how to add friends and followers, linking to campaigns, "engage, don't broadcast".

What you should bring with you:

A laptop computer or smart phone if you regularly use either device as part of your daily organising work, however, NUJ Training computers will be available.

Qualifications:

Attendees on the course do not have to have attended the Introductory course, but should have some prior knowledge of social media and will be expected to have active Twitter and Facebook accounts.

Course costs **£95 for NUJ members** and places can be booked by contacting joanm@nuj.org.uk