

SOCIAL MEDIA STORYTELLING

Digital Media Series

What Is This About?

There is no denying that social media has now become one of the fastest and most powerful tools to disseminate news as quickly as something occurs.

Initially, many in the newsroom were sceptical about using social media as a journalistic platform in its own right. However, with the market now crowded with content, you have no choice but to stand out and feel different in people's newsfeeds.

Stories travel very far online, especially when they are told in the right way – the right content, post formats, and time of posting – will ensure that they are accessible to a wider audience.

Most social media users are made up of a younger audience with short attention spans. Therefore, there is a different hierarchy in terms of content, where you have to now put the best information right at the start, rather than saving it for the last.

So if you are keen to find out the what, how and when of social media storytelling, this course would be the right one for you!

How Long Is It?

This is a two (2) week intensive programme as follows:

WEEK 1

Classroom Training and Skills Workshop

Sat & Sun
9:30 a.m. to 5:30 p.m.

Individual Assignment

Mon - Fri

WEEK 2

Classroom Training and Skills Workshop

Sat & Sun
9:30 a.m. to 5:30 p.m.

Industrial Assignment

Mon - Fri

Who Is It For?

You! If you're a:

- Media enthusiast
- Media practitioner
- Fresh school leaver who wants to pursue a career in journalism

What Will I Gain From This?

- Identify the story you wish to tell and manipulate social media tools to better tell it
- Target your audiences and employ the best social media platforms for getting your stories viral
- Apply social media time management around your digital storytelling
- Build your social media presence
- Manage a social media crisis

Who Are My Trainers?

You will be trained and mentored by Malaysiakini's finest trainers, award-winning journalists and editors, as well as, diversely experienced management coaches.



Michael Chen
Creative Director, Malaysiakini

Michael recently joined Malaysiakini as Creative Director to create branded content for new and existing clients. Before this, he spent five years in Nuffnang, where he started a branded video content production/consultancy called RTV Malaysia. His varied background as an actor in theatre, musicals, TV and film, plus being a producer of branded and original content at independent grassroots level to commercial level productions, has allowed him to create content, regardless of the hurdles.

Course Facilitator



Danny Yong
CEO, kiniacademy

Danny has 20 years of regional corporate experience and is a Professional Certified Coach ICF and Certified Innovator. Danny also holds an MBA from Helsinki School. He is also a HRDF Certified trainer.

Course Leader

What's The Plan?

Day 1

- Social Media Editorial Strategies
- Social Media Branding and Journalism

Day 2

- Mastering Social Media for Reporting
- From the Field: The Social Journalist

Day 3

- Social Media Engagement and Audience Analytics
- Social Media Ethics and Policies

Day 4

- Managing a Social Media Crisis

Course Fees:

List Price: RM1700

Registration Fee: RM100

What Is kiniacademy?

kiniacademy, the training arm of Malaysiakini, offers courses in media studies and more. Our aim is to develop the next generation of independent journalists and media professionals, both, in Malaysia and the region; by providing highly practical courses developed by professionals and delivered by professionals. kiniacademy helps trainees get work-ready and future-ready.

Venue:

kiniacademy @Kini, PJ 51 Business Park,
No. 9, Jalan 51/205A, Off Jalan Tandang,
46050 Petaling Jaya, Selangor

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TRAINING PROVIDER

www.kiniacademy.com