



Institute for the Advancement  
of Journalism



Social Media as Source and  
Platform





## Social Media as Source and Platform

Social media is a new and fundamentally different approach to attracting and retaining customers and spreading your message. A recent study from Wetpaint and the Altimeter Group confirms that deep engagement with clients through social media channels correlates to better financial performance and communication. The engagement study shows that, on average, companies with the greatest breadth and depth of social media engagement grew company revenues and awareness by 18% over the last 12 months. The least engaged companies saw revenues sink 6% on average over the same period. When we talk about social media, we like to take a four or five pronged approach, incorporating Twitter, Facebook, Blogs, YouTube and Flickr.

## Outcomes

- Understanding of the Social Media Landscape
- A look at the social media landscape, platforms, evolution, trends
- How social media fits in with your brand/organisation
- Dangers and pitfalls of social media, do's and don'ts, plus fake news
- Setting up/editing of social accounts
- Improving content via Photography and videos
- Taking photos and editing, photo sharing
- Writing for social media: basic principles, and practical exercises
- Video making and editing: theory and practical
- Cool things to take your social media up a notch: GIFS, Canva



# Institute for the advancement of journalism

Leading edge mid-career journalism and communications training across Africa



## Who should attend this course?

This course is designed for government, institutional and corporate communicators

## How you will learn

The course focuses on the individual learners. There are group learning sessions, but most learning happens on your own, as you apply your skills in the real world. The course is designed for both distance and contact learning, following the virtual classroom model. Learning is constantly assessed, and special attention is available for learners who experience difficulties.

---

## Course Duration

Two days full time. Face-to Face or Online

---

## Certification

All successful delegates will receive a certificate of completion.

---

## Contact

 011 482 4990

 [info@iaj.org.za](mailto:info@iaj.org.za)