



## Digital Media Training

Social media has been present on the global stage for around a decade, and its impact on society at large is just as immense as its near-infinite reach. It has shrunk the world, connected once distant and independent entities that barely even knew that either of them existed, and has created a powerful platform for anyone creative mind with a camera and an internet connection. People can now do whatever they want or make whatever the wish and have the opportunity to reach the largest, most vast, and omnipresent audience mankind has ever seen in its history.

Despite its near-infinite reach however this does not mean that it is an easy tool to use. It takes a specialist with a firm grip on online subculture to even begin to navigate this world that exists entirely in machines scattered all around the world. However, the sheer benefits of infinite reach, instant connections, the ability to cater and interact with markets that you didn't even know were present somewhere far away and the ability to create new partners is too strong to simply overlook.

## **Course Overview**

The first part of the day will be spent getting to know the participants and discussing the workshop. Students will have the opportunity to identify their learning goals.

### **At the end of the program, learners taking up Digital Media Training are expected to:**

- Be proficient with the use of social media
- Encourage social interaction
- Have an awareness and practice online etiquette
- Have proficiencies with mixed media
- Learn and practice proper media application
- Summary of Digital Media Training

### **Have proficiencies with mixed media**

In this session, participants will learn many forms of media to be used to do anything from advertisements to announcements.

### **Learn and practice proper media application**

In this session, participants will learn how to use proper media application to be used in digital marketing.

### **Workshop Wrap-Up**

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.

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