CREATING CONTENT FOR SOCIAL MEDIA CHANNELS

Course Code: CT192008

TRAINING OUTLINE

This workshop provides participants with an opportunity to create visually appealing content suitable for use on social media platforms such as Facebook, Twitter, Instagram and LinkedIn. No previous design experience is required, though basic computer skills are a pre-requisite for attendees.

At the end of the workshop, participants will:

- Explain the elements of design to be considered when creating content for use in various social media settings

- Have an opportunity to create visually appealing content using the design tool Canva

- Identify free web-based resources that can be used when developing content for personal and professional social media platforms

- Understand how to de-construct effective content designs and re-purpose for multiple media platforms

TRAINING OVERVIEW

Delivery Mode: Workshop
Contact Hours: 3
Completion Certificate: No

PARTICIPANT PROFILE

This workshop is suitable for managers and leaders in SME and Micro Enterprises.

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