

# Social Media Skills for Success

## Dates & Venues

ITF short courses are run at venues around the U.K. For dates and locations visit the website or email [bookings@indietrainingfund.com](mailto:bookings@indietrainingfund.com). All venues have disabled access.

## Times

Register from: 9.45am  
Session: 10am-5pm

## Max. attendees 12

Maximum of two delegates per company.

## Eligibility

ITF courses in London are open to ITF members, Pact members and freelance industry professionals with two years proven work experience. ITF courses supported by additional funding from national and regional agencies are open to industry professionals from the relevant region. Please note our courses are not suitable for students or new entrants.

## Booking

To find dates, check availability & to book visit [indietrainingfund.com](http://indietrainingfund.com) or contact: [bookings@indietrainingfund.com](mailto:bookings@indietrainingfund.com)

## More info

\*Find out more about the Indie Training Fund and how to become a member: [indietrainingfund.com](http://indietrainingfund.com)

This one-day workshop will give TV, digital media and interactive practitioners the skills and confidence to make the most of YouTube, Facebook, blogs and Twitter to maximise the impact of your production, mobilise your followers, and monetise your content.

## Content:

This day will include:

- What social media covers
- Its impact on TV and media production, and why it matters
- The benefits and the pitfalls
- How to make the best use of it – using case studies (factual & drama):
  - Mobilise: get users to contribute and campaign with you
  - Marketing: to raise the profile and maximise impact
  - Monetise your content
- Workshop in small teams to develop a social media campaign for a new TV series
- Pitching to a cross-platform producer/commissioner, and feedback

## Who's it for?

All TV and digital media practitioners (freelance or staff, producer or exec producer, researcher or AP) who want to learn how to make the most of social media.

## Pre-course project:

Participants should consider beforehand their objectives for this training session.

## The workshop leader:

**Mike Flood Page** is a BAFTA winning cross-platform producer and a committed trainer in social media. He was until recently Editorial Director of Illumina Digital, a full service digital media company which combines interactive design with high TV production values in award-winning projects for the BBC (*Waterloo Road Re-united*, *Who Do You Think You Are?*), C4 (*Jamie's Dream School*, *Breaking the News*), Fremantle, ITN, and The National Theatre among others. Previously Mike worked as a Producer on *Panorama*, *Newsnight* & *Assignment*, and as a Commissioner for BBC Learning where he launched *Webwise* & *Computers Don't Bite*. A member and jury member of both BAFTA and the RTS, he is also a visiting lecturer at London's Goldsmiths College. He is currently engaged in research into convergence, and strategic consultancy for media companies and major public sector organisations.

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