

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
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 or contact: bookings@indietrainingfund.com

More info

*Find out more about the Indie Training Fund and how to become a member: indietrainingfund.com

This one-day workshop will give TV and digital media professionals the skills and confidence to make the most of YouTube, Facebook, blogs and Twitter online to maximise the impact of your production and engage your audience.

Content:

This day will include:

- What we mean by social media and why it matters
- How UK broadcasters are using social media
- Second screening
- Social TV
- Crowdsourcing
- The importance of data
- The benefits and the pitfalls
- How to make the most of social media – topical case studies
- Guest speakers Ally Branley, Community and Social Media Manager, Channel 4 and Alexandra Wall Social Media Manager and Mike O'Leary Online writer, Clerkenwell Films
- Workshop in small teams to develop a social media project & pitch it to tutor & guest speaker

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 an experienced trainer in social media. He advises leading organisations in broadcast, culture and the public sector on digital media strategy, and is a visiting lecturer at Goldsmiths College. He is also an experienced TV producer and Executive with a track record in News & Current Affairs, Education, Documentary and light entertainment for the BBC, ITV and Channel 4. Most recently he was Editorial Director at Illumina Digital leading digital media projects for the BBC, Channel 4, the DfE, the National Theatre, Teachers TV, Google, Fresh One, and English National Opera. At the BBC he commissioned a range of award-winning programmes including the *Windrush* series, and major learning initiatives including *Webwise*. His awards include three BAFTAs for interactive work and three from the Royal Television Society including best TV documentary series.

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