



# ABU DIGITAL MEDIA WORKSHOP

28-30 MARCH 2022 | ONLINE

## UNLEASHING THE POWER OF DIGITAL SHORTS

#DMW2022

# ABU Digital Media Workshop

28-30 March 2022 | Virtual

## 28 March, Mon

3:00

### Welcome

Introductions & Objectives!

3:05

### So, you are a digital storyteller!

#### Now what?

Some basic rules and tools you can use to create impact with your stories and content

3:30

### Brainstorm: Planning Your Story

Generate an idea and develop it into a story

4:30

### Review & Group Presentation

Feedback from trainer

5:00

### Questions, Recap & Close

*End of Day 1*

## 29 March, Tue

3:00

### Welcome back

3:05

### Short & Sweet: The Rise of Bite-Sized Content

Checklists and insights into creating stories on TikTok, Instagram, Snapchat & YouTube

3:30

### Exercise: Produce Your (TikTok/ Insta/Snap/YouTube) Story

Develop your idea into a story on a platform of your choice

5:00

### Review, feedback, recap & close

*End of Day 2*

## 30 March, Wed

3:00

### Welcome back for the final time!

3:05

### Let's Talk Social Media Strategy

Learn the basics, do's & don'ts of creating an effective social media strategy for your channels.

3:30

### Exercise: Now it is your turn!

Follow the trainer's guide and create a social media content strategy for your organisation

5:00

### Review, feedback, & close

*End of Workshop*