

Video for Social Media Agenda

Day 1: Storytelling on Social Media

9:00 - 12:00

- Discussion of which stories resonate best on each platform
- Social CRMs and scheduling
- Create your own editorial calendar

Lunch - 12:00 - 1:00

1:00 - 4:00

- Identifying and partnering with influencers in your industry
- Using Facebook ads and boosting to maximize your reach
- Metrics and engagement - what matters most?
- Case studies of successful online video presence

Day 2: Editing Video for Social Media

9:00 - 12:00

- How to develop the narrative of a story through editing
- Storyboard existing footage for one platform
- File architecture and workflow
- Basics of editing in Premiere using demo footage
- Cut your video to a platform-appropriate length

Lunch - 12:00 - 1:00

1:00 - 4:00

- Advanced editing techniques for social media (titling, subtitling, color mattes, transitions) and optimal export settings
- View finished clips as a class

Day 3: Broadcasting on Facebook Live

9:00 - 12:00

- Live video broadcast on social media - why use it and when?
- Storyboarding your narrative for live broadcasts
- Practice with smartphone gear and equipment
- Essentials of lighting, audio, and on-camera presence

Lunch - 12:00 - 1:00

1:00 - 4:00

- Record 1-2 min Facebook Live video in Facebook group
- Review broadcasts in group