



# TRAININGS ON MEDIA, SOCIAL MEDIA OR ONLINE CONFERENCES TECHNIQUES

Since the **national focal points** are not necessarily communication experts but would like to further enhance their **media skills** to communicate more effectively with the public and the media OR if national focal points would like to further enhance their **social media skills** to communicate more effectively with the public and through popular social media channels, special trainings directed at focal points and their networks are being offered.

**Media training:** the Contractor's national partner will train the selected staff (spokespeople) in interview techniques on specific subjects related to the EU-OSHA's areas of competence. The training is **aimed primarily at people working in the OSH field but with a limited knowledge of communications and media relations**.

The **main objectives** of the **media training** will be:

- Understanding the local media system:
  - Who the key media are;
  - How they work;
  - What are they interested in;
  - Learn the media jargon;
- How to get the message across clearly.
- Different interview formats:
  - For example: written/TV/radio interviews; live or recorded - what's the difference? Etc.
  - Body language and how to dress.
  - Types of questions and how they work.
  - The golden rules of interviewing.

The media training will be delivered by the Contractor's national partner who will be responsible for preparing the programme and implementing the training sessions.

**The training will be structured in two sessions:**

- A general one about the media system: a maximum of 8 people could take part in it. It is meant to be a proper "lesson" with minimal interaction, and it will also be open to those that are not in direct contact with the media but are part of the team of spokespersons;