



U.S. AGENCY FOR
GLOBAL MEDIA

UNITED STATES
BROADCASTING
BOARD OF
GOVERNORS

DIGITAL STORYTELLING & SOCIAL MEDIA ENGAGEMENT

WORKSHOP AGENDA

September 4-6, 2019

TASHKENT, UZBEKISTAN

COURSE INFORMATION:

This workshop will help journalists develop stories for digital platforms and shape content for social media. Trainers will present new techniques and new apps to improve storytelling, distribution and measurement through social media. The course will explore the difference between digital and broadcast media. It will also examine various pros and cons of social media platforms. The hands-on workshop will include presentations, discussions, practical examples and exercises. Working languages: Uzbek and English (with translation).

At the end of this course, journalists will have a deeper understanding of:

- How to create a good story for digital platforms;
- What needs to be done to build a really effective content strategy;
- What makes great, clickable content and how to maximize engagement;
- What really motivates people to like, comment and share;
- Effective content distribution strategies on Facebook, Instagram and YouTube.

REQUIREMENTS:

- Please bring your smartphone and/or tablet, and headphones if you have them. A laptop will also be useful to take notes.
- Please load the following Apps and experiment with them in advance if possible:

- iPhone – iMovie (free, should be pre-loaded), Phonto (free) Quik (free)
- Android – VideoShop Video Editor (free), Phonto (free), Quik (free)
- Examples of journalists’ multimedia work (photos, video, audio, text) to share with the group.

SEPTEMBER 3, TUESDAY

4:00 PM – 8:00 PM	ARRIVAL. NETWORKING EVENT AT THE HOTEL & TRAINING ORIENTATION
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SEPTEMBER 4, WEDNESDAY

8:30 AM – 9:00 AM	INTRODUCTION, OPENING REMARKS. WORKSHOP OVERVIEW AND COURSE EXPECTATIONS
9:00 AM – 10:30 AM	<p>AUDIENCE ENGAGEMENT INSIGHTS & INTRODUCTION TO CONTENT DISTRIBUTION ON SOCIAL MEDIA:</p> <ul style="list-style-type: none"> • Understanding Social Media: An overview of the social media landscape, current trends, user habits and behaviors • USAGM and other research regarding media consumption in Uzbekistan (Video Marketing Trends, Changing trends in video consumption) • Interactive Case Studies: Journalists discuss what makes great content and how to generate it; how to improve and optimize the shareability and discoverability of content • Social Media Channels (Facebook, Twitter, Instagram) & their Primary Audience Characteristics • Let’s Get Visual: Best Practices for Attracting Eyeballs to Social Media – How to tell a story with just one picture • Reaching out to Social Media Influencers • Social Media Do’s and Don’ts <p>Trainers: Navbahor Imamova, Tulkinzhon Umaraliev</p>
10:30 AM -10:45 AM	Coffee break
10:45 AM – 12:00 PM	<p>TELLING A STORY ON SOCIAL MEDIA. BEST PRACTICES OF VIDEO STORYTELLING:</p> <ul style="list-style-type: none"> • Digital storytelling formats (Short & vertical video, Video with captions, Horizontal stories, Longform scrollytelling, Structured news, Live blogs, Fleshed-out lists, Newsletters, Timelines, Data visualization) • Motivators that make great stories for social media (character, surprises, key elements) • Morning Exercise: Phonto (free Apple and Android program for adding text to photos) • Practical tips for shooting video and audio with a smartphone • Shooting sequences; framing and editing • Recording interviews: What makes a good soundbite

	<ul style="list-style-type: none"> • The problem with loaded language - avoid subjective adjectives • Practical Considerations – managing storage, battery life <p>Trainers: Inna Dubinsky (USAGM), Navbahor Imamova</p>
12:00 PM – 1:00 PM	Lunch
1:00 PM – 3:00 PM	<p>FOCUS ON SHOOTING WITH MOBILE (QUIK): Group exercise. This is a practical session on capturing stills, video and audio using the smartphone. After a brief story planning and discussing tips for shooting and editing better video, attendees will hit the streets in search of creative video and still photos. We'll return to use the Quik app to edit them into a piece worthy of social media.</p> <p>Facilitators: Tulkinzhon Umaraliev, Navbahor Imamova</p>
3:00 PM – 3:15 PM	Coffee break
3:15 PM – 5:00 PM	<p>REVIEW AND SHARING SESSION: We'll share videos, review lessons learned, and discuss plans for the second day of training.</p> <p>Trainers: Navbahor Imamova, Tulkinzhon Umaraliev, Inna Dubinsky</p>

SEPTEMBER 5, THURSDAY

8:30 AM – 9:00 AM	DAY ONE REVIEW
9:00 AM – 10:00 AM	<p>NEWSROOM ETHICS, SHARED VALUES, AND MANAGING STAFF IN THE AGE OF SOCIAL MEDIA:</p> <ul style="list-style-type: none"> • Digital newsroom opportunities & potential pitfalls • Ethics in the newsroom in the age of social media • Social media and fake news <p>Trainer: Joan Mower (USAGM)</p>
10:00 AM -10:15 AM	Coffee break
10:15 AM – 12:00 PM	<p>WHAT IS FAKE NEWS AND VERIFICATION TOOLS:</p> <ul style="list-style-type: none"> • How to spot “Fake News” • Credible Sources • Social media verification principles • Strategies to identify fake images • Verification tools • Exercise: Identify fake news & images vs. real news & images <p>Trainers: Mark Skogen (IREX)</p>
12:00 PM – 1:00 PM	Lunch
1:00 PM – 3:45 PM	<p>NEWSGATHERING & SHAPING STORIES FOR SOCIAL MEDIA:</p> <ul style="list-style-type: none"> • 5-shot sequences and other formats • Quik tutorial

	<ul style="list-style-type: none"> • Hit the streets to report a story using a mobile phone or tablet. Man-on-the-street, lifestyle, feature, or even hard news – all ideas are on the table. Gather what you need now to edit • Using iMovie or Quik or VideoShop Video Editor, we will shape our stories to publish on a new group Facebook page. <p>Trainer: Tulkinzhon Umaraliev</p>
3:45 PM – 4:00 PM	Coffee break
4:00 PM – 4:45 PM	<p>DISTRIBUTING CONTENT THROUGH FACEBOOK:</p> <ul style="list-style-type: none"> • How Facebook works - Understanding the Facebook Newsfeed Algorithm • Facebook Page Best Practices • Facebook Live • Audience Targeting on Facebook – Promoting content to the right audiences • Effective and targeted content distribution • Differences between Traditional and Social Media Reporting <p>Trainer: Navbahor Imamova</p>
4:45 PM – 5:00 PM	REVIEW OF DAY TWO & PLANS FOR DAY THREE

SEPTEMBER 6, FRIDAY

8:30 AM – 9:00 AM	DAY TWO REVIEW
9:00 AM – 9:45 AM	<p>DISTRIBUTING CONTENT USING INSTAGRAM:</p> <ul style="list-style-type: none"> • Instagram for news content distribution • Instagram Best Practices • Exercise – Adapting and publishing original stories on Instagram <p>Trainer: Navbahor Imamova</p>
9:45 AM – 10:30 AM	<p>LEVERAGING YOUTUBE FOR EFFECTIVE CONTENT DISTRIBUTION:</p> <ul style="list-style-type: none"> • YouTube Video Best Practices • Video SEO • Audience targeting on YouTube • Using YouTube for sequential content distribution • Exercise - Adapting and publishing original stories on YouTube <p>Trainer: Tulkinzhon Umaraliev</p>
10:30 AM – 10:45 AM	Coffee break
10:45 AM – 12:00 PM	<p>USING FACEBOOK & GOOGLE ANALYTICS FOR AUDIENCE RESEARCH:</p> <ul style="list-style-type: none"> • Overview of Content Distribution Best Practices for Facebook • Using the Facebook Audience Insights tool • Audience Research using Google Analytics

	<ul style="list-style-type: none"> • Exercise – Analyze an audience using the Facebook Audience Insights tool • Exercise – Analyze an audience using Google Analytics <p>Trainer: Tulkinzhon Umaraliev</p>
12:00 PM – 1:00 PM	Lunch
1:00 PM – 2:30 PM	<p>DIGITAL STORYTELLING:</p> <ul style="list-style-type: none"> • Plan a good short story for digital platforms. • Hit the streets to shoot a story using a mobile phone or tablet. • Gather what you need now to edit. • Using iMovie or Quik or VideoShop Video Editor, shape your story to publish on a new group Facebook page. <p>Trainer: Navbahor Imamova</p>
2:30 PM – 2:45 PM	Coffee break
2:45 PM – 4:15 PM	<p>SHOWTIME:</p> <p>Share your projects, develop plans for distribution & audience engagement, and talk about additional mobile apps, new media tools, and add-ons that will take stories to the next level.</p> <p>Facilitators: Joan Mower, Inna Dubinsky, Navbahor Imamova, Tulkinzhon Umaraliev</p>
4:15 PM – 5:00 PM	PROGRAM EVALUATION. GRADUATION CEREMONY. CERTIFICATES.
5:00 PM	WORKSHOP ENDS



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