



social media for journalists

Tap into the power of social media

fraycollege
of Communications

social media for journalists

Duration: 6 weeks online eLearning

Social media is one of the most powerful tools to connect to your clients and expand your personal and professional influence. But, excellent social media requires a combination of skills: brilliant writing, an eye for design and visuals, the capacity to create relevant multimedia materials, tactics to set the conversation and continue engagement as well as the capacity to plan and execute.

This course draws on the latest digital developments and online trends globally, ensuring you gain, not only the skills to participate in the conversation, but the practical tools to thrive as a master storyteller across various online platforms.

OUTCOMES AND GOALS

- Understanding the social media landscape
- Using social media as a strategic tool
- Creating/implementing your social media strategy
- Developing your eye for design and visuals
- Basic multimedia editing
- Writing for social media
- Building a content plan, scheduling and boosting posts
- Managing criticism on social media
- Developing social media content in line with your brand
- Expressing and refining your social media voice and key messages
- Optimising content for various platforms
- Copyright and media law
- Finding and using free and paid-for content

COURSE DESCRIPTION:

Social media allows you to engage directly with your audience and clients, making it potentially your most valuable asset, whether you want to grow your business, communicate with clients or expand your influence. But social media trends and practices are constantly changing, as are the algorithms, rules that govern user behaviour and user engagement practices. What worked on social media last year will not work now.

We want to make sure that you stay up-to-speed with the latest trends and to get the best return on your social media investment. Our experience-informed, intensive social media course is developed to give you the theoretical and practical knowledge to create, maintain and grow your presence and influence across social media platforms like Facebook, Twitter, Instagram, LinkedIn and more.

After this training you will understand how and why to use the various platforms, and how to ensure your content evolves as the platforms do. Changes to the social media landscape and their audiences must shape your digital strategies, and we want to help you make sure that your online engagements remain impactful, relevant and targeted towards your goals and objectives.

The training is topical, comprehensive and interactive, and will equip you with the knowledge and tools you need to engage with your audience effectively across the social media platforms. Practical sessions ensure that you get to put your theoretical knowledge to the test and build up a portfolio of top-notch multimedia social media content.

This course has been designed around your schedule and can be attended as a practical two-day workshop or run over six weeks, with two-hour long sessions held in the evenings to accommodate working participants. The course modules can also be taken as stand-alone units.

media courses

Master key media concepts and gain in-depth knowledge that will help you keep pace with the latest trends and new technologies

LEADERSHIP

- Media Management

FUNDAMENTALS

- Presenting Story Ideas
- Research for Journalists
- Mastering the Press Code
- Writing for Journalists
- Social media for journalists

WRITING

- Writing Winning Proposals
- Column Writing

REPORTING

- Court Reporting (South Africa)
- Specialist reporting

LAW AND ETHICS

- Introduction to Media Law
- Online Ethics for Journalists

AUDIO AND VISUAL

- The Ultimate Radio Sales Course
- Introduction to Podcasting



CUSTOMISED COURSE PROGRAMS

We know your organisation is unique, and that means your training should be too! At fraycollege we will work closely with you to customise training programmes, offering you tailor-made interventions that meet your personal and organisational learning needs.



SETA FUNDING FOR YOU OR YOUR TEAM

fraycollege deals with five Sector Education and Training Authorities (Setas) and can assist you in obtaining funding for your leadership and communication training programmes.



GROUP DISCOUNTS ON SELECTED COURSES

Take advantage of our special group rates and discounts when you book three or more spots on a course and ensure that your entire team reaps the benefit of our world-class **fraycollege** training programmes.

about **fray**college

fraycollege provides short courses and qualifications in journalism, as well as communication training to all sectors and industries across the African continent and beyond. Over the past 14 years, we have refined our programmes to ensure our learners gain theoretical knowledge and practical skills in line with national, regional and international best practice.

Our **fray**college facilitators are qualified industry experts with a passion for learning, training and information sharing. The college operates under pan-African impact communication firm **frayintermedia**, which boasts media specialists and a newsroom that produces traditional and new media content.

Our dynamic training courses are offered both online and in person, based on the latest learning trends and developments within the South African and international training sphere. The **fray**college trainers and facilitators have worked with groups and individuals for more than a decade across 31 African and Middle Eastern countries, training participants in journalism, communication and social media skills in line with the latest global trends and standards.

our **team**



Paula Fray

CEO

Paula Fray has worked in media for more than three decades as a journalist, editor, trainer, and media manager. Paula was the first female editor of the Saturday Star newspaper in South Africa. She is currently the managing director of the pan-African media training organisation **frayintermedia**, which she founded in 2005. The organisation has trained journalists, media leaders, civil society organisations, government officials and corporate leaders during its decade-long existence.

She is President of The New Humanitarian news agency, a board member of Africa Check and of Accountability Lab SA. She is a Print and Digital Media SA fellow and a public representative on the Press Council of South Africa.

Paula graduated with a BJourn degree from Rhodes University and has a Woman and Law Certificate from UNISA. A recipient of the prestigious Nieman Fellowship at Harvard University, she is a former member of the Nieman Foundation Advisory Board at Harvard.

Dr Sandra Roberts

Academic Head



Dr Roberts heads **fraycollege**. She has worked in media development for over 18 years and was lead developer of the learning materials and contributed to the EISA of the new Journalism Certificate. Dr Roberts specialises in the development and application of practical journalism and communications training.

Most recently she was research and academic head of **frayintermedia**, before which she was the Centre Manager of the Centre of Excellence in Human Development at the University of the Witwatersrand. She was previously the Writing Unit Manager of the Institute for the Advancement of Journalism and the Head of Research of Media Monitoring Africa. Dr Roberts has her degree in Information Science, her honours and Masters (cum laude) in Sociology and her D Litt et. Phil in Sociology.

our clients



CAXTON



OLDMUTUAL



fraycollege has been an excellent sounding board for Media24 in terms of strategy, the approach we should be taking in terms of learning and development. They have become a true business partner as they understand our organisation and its needs so well

Adam Cooke
Head: Media24 Academy
Media 24

fraycollege, has provided Soul City with training for story writing, column and formal report writing as well as web and online skills. They have provided these high-quality services timeously and at an effective cost.

Phinah Kodisang
Chief Executive Officer
Soul City

fraycollege is a professional and efficient organisation and we recommend their services, we have been more than happy with the service we've received

Kate Skinner
Executive Director
SANEF

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