

05 - 06 OCTOBER 2017 SINGAPORE

# Harnessing Social Media for News Publishers



## INTRODUCTION

The rise of social media platforms over the past decade has helped transform journalism into a more collaborative and audience-engaged practice. These platforms have also delivered new global audiences for our content. Increasingly, news publishers globally rely on social media for content distribution via peer-to-peer networks. And keeping up with the algorithms is a constant struggle. As is ensuring our content rises above “fake news” and other paid content. But our relationships with these companies are often characterised as ‘frenemy-like’ in style. Increasingly we need them more than they need us. They are the new content distribution gatekeepers.

So, how do we maximise the impact of our stories and mastheads via social media? Which platforms should we focus on? Facebook. Twitter. Instagram. Snapchat. WhatsApp. Which ones (if any) can we afford to ignore? When should we decide to experiment with a new platform? And how should our social strategies differ from platform to platform, and across stories?

Audience development and engagement are now critical measures of our success as news publishers but what are the ‘rules of engagement’ for journalists and editors? What does best practice look like when interacting on social platforms with audiences? And what do we do about the risks and pitfalls which can’t be ignored?

This two day course will deepen your knowledge and skills as social media content producers and story distribution strategists. It will focus on building core competencies, extending capacity for enterprising and creative approaches to social media production, and ensuring the risks and pitfalls of journalists’ engagement with these platforms can be navigated.

## COURSE LEARNING OUTCOMES

- \* Deeper understanding of the new publishing environment in which the platforms and their algorithms are the gatekeepers of news content distribution and key to audience engagement.
- \* Improved capacity to differentiate quality news content from 'fake news' and other paid content.
- \* Improved understanding of major social platforms and their role in newsgathering and dissemination.
- \* Improved capacity to determine the most engaging approaches to content production for a variety of social media platforms.
- \* Improved approaches to audience engagement on social platforms.
- \* Improved capacity to develop social media strategies for a variety of stories, projects and mastheads across a range of social platforms.
- \* Develop more creative and enterprising approaches to integrated social media strategies.
- \* Improved ability to recognise and counter the risks and pitfalls of social media activity.
- \* and more .....



## TRAINER: JULIE POSETTI HEAD OF DIGITAL EDITORIAL CAPABILITY, FAIRFAX MEDIA

Julie Posetti is an award-winning Australian journalist and academic. Until September 2017, she was Head of Digital Editorial Capability at Fairfax Media in Australia. A former editor, presenter and political reporter with the Australian Broadcasting Corporation (ABC), Posetti was based in Paris as Research Fellow and Editor with the World Editors Forum and the World Association of Newspapers and News Publishers in 2014/2015. Previously an Assistant Professor and Lecturer in Journalism at two Australian universities, she is currently a Journalism Fellow at the University of Wollongong where she is completing her PhD. Posetti has consulted widely to media organisations on the digital transformation of journalism, and delivered extensive social media training. She also the author of a major UNESCO study covering 121 countries, entitled Protecting Journalism Sources in the Digital Age.

### TRAINING VENUE

Singapore Press Holdings Ltd  
1000 Toa Payoh North, News Center  
Singapore 318994

### SCHEDULE

Daily: 09:00 – 18:00 hrs

### STANDARD FEE

SGD 800  
Fee incl. training materials, coffee breaks & lunch

### REGISTER ONLINE

[www.wan-ifra.org/social\\_media\\_workshop](http://www.wan-ifra.org/social_media_workshop)

### FOR MORE INFORMATION

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### SKILLSFUTURE SINGAPORE

SkillsFuture Singapore (SSG) provides funding (SDF, absentee payroll, etc.) to encourage employers to upskill their employees.

Interested participants who are Singaporeans and Singapore Permanent Residents will be eligible to apply for a subsidy.

For more information, visit SSG at: [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg)

### MALAYSIA HRDF

Malaysia registered companies can receive financial assistance to cover training cost incurred from HRDF.

Company can claim the course fee as charge per trainee and other expenses such travel allowances and airfare.

Please check with HRDF for your organisation eligibility/exact claimable amount.

**Important Note:** Payment is required with registration and must be received prior to the training to confirm your booking. Confirmation will only be sent via upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interest of the training without notice.

**Cancellation and Replacement:** Any cancellation or replacement must be sent in writing via email or fax. A 50% refund will be given if cancellation is received 2 weeks before the training. Regrettably, no refund can be made for cancellation received less than 2 weeks before the training. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA not later than 2 weeks before the training.